



### Economic Pace Has Quickened

North Carolina's economic pace quickened during November by jumping nearly one point, according to the Wachovia Bank and Trust Company, N. A. North Carolina Business Index.

The November Index, released today, went from 109.9 in October to a preliminary 110.8 or 0.8 percent. However, the gain is approximately 0.7 percent below the level for November of 1969.

A Wachovia Bank spokesman said the key developments relating to the principal seasonally adjusted components of the Index are:

- Total non-farm employment increased to the highest level since May of this year.
- Spending by individuals and businesses, as measured by bank debits and after adjustment for price increases and trading days, showed a healthy 3.7 percent gain.
- Total manufacturing man-hours, which have followed a generally declining trend since mid-1969, gained in October and

held their own in November. Another important factor in the upward turn of the economic situation was that consumer prices rose by only 0.3 percent during November. This increase was not quite as low as the August rise of 0.2 percent, but it was the second smallest gain in consumer prices this year. Increases for other months ranged between 0.4 and 0.6 percent.

Jobs in manufacturing showed the first significant increase since the beginning of the year on a seasonally adjusted basis. The increase in manufacturing employment resulted primarily from an increase in non-durable goods employment while durable goods jobs continued to decline on a seasonally adjusted basis. In the non-durable goods sector, tobacco employment increased by 5.6 percent, food and kindred products employment showed a gain of 1 percent, chemicals employment increased by 1.1 percent, but jobs in the textile and paper industries remained unchanged.

In the durable goods sector, jobs increased by 0.4 percent and remained 3.8 percent below last year's level. Furniture employment gained 0.8 percent, but

remained below the November, 1969, level.

Jobs in government continued to be very strong and services employment showed substantial gains during the month. A less vigorous increase was noted in the trade sector.

Building permits in 18 North Carolina cities declined by 3.5 percent during November, and it appears now that total building permits for the year will run approximately 15 percent lower than for the entire period of 1969. An improvement in building, both on a commercial and residential basis, is expected as 1971 gets under way.

An area affected by the general economic slow-down and the strike against General Motors has been North Carolina automobile sales. Total registrations of new cars were down 19 percent during November from October's level. It appears that total auto sales for the year will be approximately 11 percent below those for 1969, but it is anticipated that sales will sharply pick up after the first of the year. Truck sales also dropped—by 23.8 percent—and remained 17.5 percent below the figures a year earlier.

The Tar Heel employment situation showed improvement. Although the jobless rate has been inching upward since April, it dropped from 4.5 percent in October to 4.1 percent during November. However, the rate still is substantially above the 2.9 percent experienced a year ago.

The U. S. Department of Labor reports that as of December 1 North Carolina has four areas where unemployment is considered substantial. They are Elizabethtown (Bladen County), Marshall (Madison County), Roxboro (Person County), and Whiteville (Columbus County).

In summary, it can be said that although the economic indicators reveal a marked improvement in business conditions, it still is too early to say that this will continue throughout the year. The near-term prospects lie largely with the realization of the forecast that consumers who are in general in a good financial state through savings and debt reduction, will start the long-awaited "spending spree."

In 1941, when airborne bombs were dropped on Pearl Harbor, nearly 600 Southern Bell employees already were on leave in the armed forces.

### Taking A Breather: Ways Listed To Quit The Smoking Habit

A new epoch started this month. There will be no more cigarette commercials on radio and television ever.

The American government has finally cracked down. There will be no more dazzling, visual images of swinging walks in the woods—with mentholated filters that capture the beauty of the moment for the two of you, and there will be no more super-masculine rides through Marlboro Country. There will be no more brainwashing that smoking is the ultimate expression of getting it together, of being young and cool and sexy and with-it.

Every year, and year after year, the tobacco industry coughed up hundreds of millions of dollars to broadcast the brainwash... the message? That smoking is an indispensable ac-

companion for the perfect moments; it even makes the bad moments better. How can you lose with a pitch like that?

The brainwash worked for years, but it is wearing off. More than 29 million Americans have already quit smoking, and North Carolina's economy may suffer slightly for a period, but not for long, what with the diversification of industries, the subsidiaries, being picked up by the major cigarette-making companies in the state.

And the cigarette companies have not quit yet. They expect a high profit from continued sales, and they plan to step up their advertising in newspapers and magazines, even though some of these have refused to accept cigarette ads. Women and blacks have been selected as special targets for big promotions in print.

But there are ways to beat the brainwash and to start calling the shots yourself. There are ways to quit smoking that work, and your local tuberculosis and respiratory disease association can tell you about some of the ways.

### Cotton Insurance Lower In 1971

"Both the guaranteed income and cost per acre generally will be slightly lower for cotton in 1971 than this year," according to Julian Mann, State Director of the Federal Crop Insurance Corporation.

"Reductions are necessary due to the excess of claims paid compared with premium income in recent years. (The cotton crop of this year, according to Mann, relieved the bad experience situation and prevented more drastic

reductions. "Last year it was necessary to limit the amount of cotton protection that could be written. There is no quota for 1971 as yet announced.

"We will take cotton applications in counties in which cotton insurance is offered up until about the time for planting. Cotton guarantees are available in 31 North Carolina counties of which Cleveland County is one.

"Those cotton growers who were in the program in 1970 will have until Thursday, December 31, to discontinue their protection for 1971 by giving written and

signed notice to their FCIC County Office. It is expected that most growers will continue their protection."

Sometimes fables are fun but sometimes they can cause a lot of trouble. When it comes to your health and heart, there's no room for fables. The North Carolina Heart Association urges you to get the facts about heart disease. Write Heart, No. 1 Heart Circle, Chapel Hill, North Carolina, 27514.

## SEE THE TOURNAMENT OF ROSES PARADE FRIDAY JAN. 1ST



ON CBS-TV AT 8:00 P.M. CHANNEL 60 CO-SPONSORED BY US.

### KINGS MOUNTAIN Savings & Loan Association

MEMBER FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION (WHERE YOU SAVE DOES MAKE A DIFFERENCE)

# TAX LISTING

Saturday, Jan. 2 Through Wednesday, Feb. 3, 1971 Inclusive  
LIST IN YOUR TOWNSHIP

All persons are notified that we will be at the following places on the dates given for the purpose of listing taxes. All taxpayers are warned that a penalty will be added if they fail to list taxes during the month of January.

In addition to all other penalties prescribed by law, any person, firm or corporation who willfully fails to list or who removes or conceals property for the purpose of evading taxation, shall be guilty of a misdemeanor punishable by a fine not to exceed fifty dollars (\$50.00) or imprisonment for a term not to exceed thirty days. The failure to list shall be prima facie

person, firm or corporation whose duty it shall be to list and who refuses to list the same within the time allowed by law, or who removes or conceals property for the purpose of evading taxation, shall be guilty of a misdemeanor punishable by a fine not to exceed fifty dollars (\$50.00) or imprisonment not to exceed thirty days. The failure to list shall be prima facie

### FARM CENSUS NOTE

FARM CENSUS: Each farm owner shall prepare a list of the total acres cultivated by the owner, also the acres cultivated by all tenants on each separately recognized farm, the acres in improved pasture, woodland, idle and other lands. He shall be prepared to report the number of bearing fruit trees, the numbers of livestock of breeding age, and tons of fertilizers to be used during this crop year. This information is kept confidential and has no relation to taxes. Its purpose is for agricultural, educational, economic analysis and safer guidance of county agents and farmers generally.

BE SURE TO SEE YOUR LIST TAKER.

#### NO. 4 TOWNSHIP

TAX LISTERS — J. EDWIN MOORE

MRS. CHAS. T. CARPENTER

MRS. CHAS. E. BALLARD

Jan. 9, 16, 23 Grover Rescue Building

HOURS: 8:30 To 1 P.M.

KINGS MOUNTAIN CITY HALL

Saturday, Jan. 2 and Jan. 30 8:30 to 1 P.M.

ALL OTHER DAYS

HOURS: 8:30 A.M. — 5:00 P.M.

#### NO. 5 TOWNSHIP

TAX LISTER — GEO. M. MURRAY

HOURS: Monday Through Friday 9 A.M. to 5 P.M.

Saturdays — 9 A.M. to 12 Noon

OTHER HOURS BY APPOINTMENT

All real estate and personal property owners are required to list. All changes in real estate, such as new construction or other improvements, must be reported to your list taker. All buildings under construction which have not been completed as of Jan. 1, 1971, will be appraised and charged in accordance with the percentage of completion. Male persons between the ages of 21 and 50 are required to list. Tax. Crop reports are required of farmers. Dogs must be listed.

By Resolution of County Commissioners Any Person or Firm May List By Mail.

FOR INFORMATION CALL—482-2362

All Persons Not Listed Last Year, And All Persons Listing For First Time—Must List in Person — Not By Mail.

LIST EARLY TO AVOID LAST MINUTE RUSH!

ROBERT S. GIDNEY, County Tax Supervisor

## Can do.

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