



RIBBON-CUTTING CEREMONIES — Charles (Chuck) Templeton, manager of Clark Tire & Auto Supply, looks on as Mayor John Henry Moss cuts the ribbon opening the doors to a grand opening sale last Thursday morning. The new firm has opened handsome new quarters on South Battle-ground Avenue. (Photo by Lem Lynch)

Woman's Club Projects Are Underway

Air conditioning of the first floor of the Woman's Club is near complete. Mrs. John Cheshire, project chairman, reported to club members Monday night. Mrs. Cheshire said new drapes

are also being made and will be hung in the upstairs area in the next few days.

Members of the club held their regular meeting Monday night and also heard a report from delegates attending the recent NCFWC state convention in Wilmington. Mrs. Paul Hendricks gave the treasurer's report for the year and Mrs. Ben F. Beam conducted the devotional.

Tentative date for the Community Festival was set for Wednesday, October 20th. Theme of the annual event will be "He's Schools Bridge The Gap."

Members also voted to make crib sheets for the proposed day care center at the Community Center.

Mrs. W. T. Weir, club president, conducted business of the meeting.

BIRTH ANNOUNCEMENTS

Mr. and Mrs. Clarence Lingerfelt, Route 1, Gastonia announce the birth of a son, Wednesday,

Computing Wheel Needed?

RALEIGH — Picture yourself at the supermarket. You're trying to figure out which carton of soft drinks is the better buy.

You can do some mathematical gymnastics or you might have a "computing" wheel that will help you figure out unit price.

An alternative might be to have supermarket personnel do the figuring for you, observes Mrs. Justine Rozler, extension home management specialist, North Carolina State University.

Unit pricing, an attempt to take the guesswork out of comparing food costs, has become a big issue in consumer circles, the specialist observes.

The system, being tried in some grocery stores and supermarkets, enables the grocer to tell consumers how much the product costs per unit — per pound, ounce, pint, quart, or whatever. Stores experimenting with unit pricing post the price information on or near the items. Usually both the per unit and the package price are given.

Various methods are used to give the information, including computer-printed gummed labels, large printed cards, shelf tags, posted lists and calculator wheels.

Interest in unit pricing is spreading fast. Some stores are trying it out and some legislators are considering bills to require it in all grocery stores.

The system's future lies with the food shopper. Will he or she take time to read the unit price information? Will she buy according to unit cost? Can unit pricing help cut down on family food bills and shopping time?

Will the consumer take into consideration other important factors besides unit pricing? Perishability of product, family size and preference and room at home for proper storage may require that you buy a particular size, whether it is the best value per unit or not.

Usually the best buy for the consumer is the product that is selling at the lowest price per unit.

May 19, 1971 Kings Mountain hospital.

Mr. and Mrs. Wm. Hardin Hembree, 1903 Flint Lane, Gastonia, announce the birth of a daughter, Saturday, May 22, 1971, Kings Mountain hospital.

Mr. and Mrs. James Taylor, Route 2, Sharon, S. C., announce the birth of a daughter, Sunday, May 23, 1971, Kings Mountain hospital.

Mr. and Mrs. Donald E. Blanton, Route 2 Box 35 F, announce the birth of a son, Monday, May 24, 1971, Kings Mountain hospital.

Mr. and Mrs. Henry Moore, 521 Harmon Ct. announce the birth of a son, Tuesday, May 25, 1971, Kings Mountain hospital.

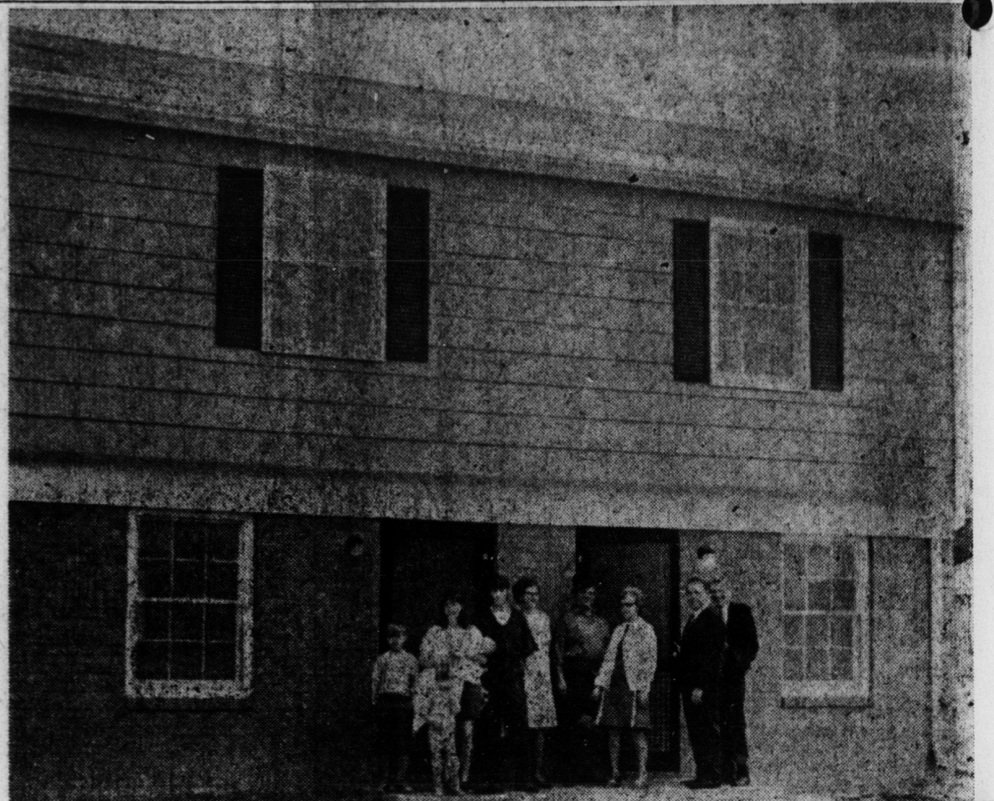
Mr. and Mrs. Toney Ray King, Route 3 Box 256, announce the birth of a daughter, Tuesday, May 25, 1971, Kings Mountain hospital.

Mr. and Mrs. Bobby Millet, 504 Harmon Ct., announce the birth of a son, Tuesday, May 25, 1971, Kings Mountain hospital.

Mr. and Mrs. Stephen M. Allred, 102 South Carpenter St., announce the birth of a daughter, Tuesday, May 25, 1971, Kings Mountain hospital.

Druggist Group Held Meeting

The Cleveland County Drug Association held its monthly dinner meeting at the Shelby Elks Club on Sunday evening, 16th of May. President Dennis Beam presided. Twelve members, representing seven drug stores and Cleveland Mem. Hosp. Pharmacy were present. After routine business, Mr. Paul Ellison, administrator of Cleveland Memorial Hospital presented a color slide and commentary program of new equipment and improvements in services and procedures that have taken place in the hospital program in the past year. As customary in past years, the group decided not to meet during June, July and August. The next meeting will be in September.



NEW PUBLIC HOUSING UNIT — Kings Mountain's newest public housing unit the Chesterfield Arms Apartments on Margrace Road, is pictured above. Twenty of the 50 units have been occupied with others expected to be ready by June 1. The lower photograph was made at recent open house other citizens attending were from left, Mrs. George T. Stewart, her sister and brother-in-law, Mr. activities. The four-member family in lower left of the photograph were not identified. Among and Mrs. George W. Sellers, Mayor John Henry Moss and Herald Editor Martin Harmon. (Photo by Doris Fite)

Sp/5 Goins Wins Promotion

U. S. ARMY, VIETNAM (AHTNC) — Clifton Goins, 20, son of Mr. and Mrs. William O. Goins, Route 2, Bessemer City, N. C., recently was promoted to Army Specialist Four while serving with the 23rd Infantry Division in Vietnam. Spec. Goins is an infantryman with Company D, 4th Battalion, 21st Infantry of the Division's

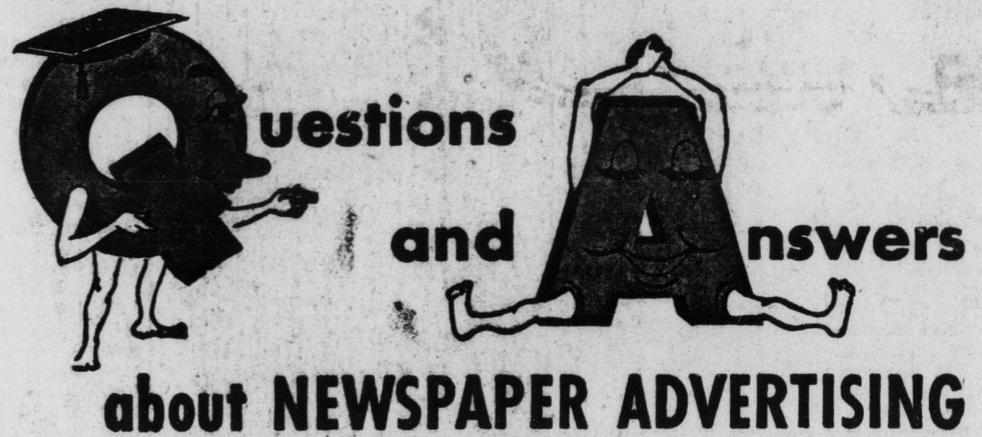
Vickie Costner Wins Grant

Miss Vickie Costner, daughter of Mr. and Mrs. Guy R. Costner of route 3, is recipient of a \$200 President's scholarship to Mars Hill college. An incoming freshman student, Miss Costner is a graduate of Burns high school at Fallston. 11th Infantry Brigade near Duc Pho. His wife, Carolyn, lives on Route 1, Kings Mountain, N. C.

Midview Sets Gospel Sing

Midview Baptist church will sponsor an all-night singing June 5th beginning at 7:30 p.m. Featured on the program will be the Burke Family Singers, the Melody Singers and the Psalms men. Rev. John Frazier, pastor, said other groups and the public are invited to take part in the special service.

MEMO TO ADVERTISERS



- Q. What are the 3 most important rules for profitable newspaper advertising?**
- A. 1. Your advertising message should be new, friendly, informative, easy to read. Give facts and news about your merchandise and service.**
- 2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.**
- 3. Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.**
- Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?**
- A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATION.**
- Q. What is the A.B.C.?**
- A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.**
- Q. What does A.B.C. do for me?**
- A. At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.**
- Q. What are the FACTS in A.B.C. reports?**
- A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.**
- Q. Are all publications eligible for A.B.C. membership?**
- A. No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.**
- Q. Is this newspaper a member of the Audit Bureau of Circulation?**
- A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.**



KINGS MOUNTAIN HERALD

A.B.C. REPORTS—FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

Manhattan

MANHATTAN® "TORQUE"® — THE BOLD ONE!

The shirt with the big, long collar. Sleek, trim body lines. 65% polyester, 35% cotton permanent press blending. The shirt that comes in the kind of colors that make all others seem bland.

Solids \$6.00
Stripes \$6.50

Manhattan

Introducing the Manhattan® "SING SING"™ SPORT SHIRT!

Here's a fantastic new fun-fashion in big, bold, wide "prison" stripes that are really with it! Handsome, sleek and trim side vented long body (you can wear it in or out). Permanently pressed 65% Kodel® polyester, 35% cotton.

[\$9.00]

PLONK'S

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