

Survey Reveals 94 Percent Have No Trouble Keeping Insurance

RALEIGH. — The vast majority of North Carolina motorists—some 94 per cent—report no difficulty either in getting or keeping auto insurance during the last two years, according to a survey conducted by the Insurance Information Institute.

More than 90 per cent said they have had no difficulty of any kind with auto insurance during the two-year period.

Of the 9 per cent who have complaints, 4 per cent cite either cancellations or nonrenewal of policies; while 2 per cent report refusal of insurance companies to accept applications for insurance, the Institute said.

However, most of these respondents said that their market problems have been solved by changing to other companies or by entering the state's assigned risk plan, the Institute explained.

The Institute is an industry-supported national organization responsible for the collection and dissemination of data about property and liability insurance.

Other complaints concern claims, service and rates.

Of the 2 per cent who said that they have problems with claims, most are not with their own companies, but with companies insuring drivers with whom they have been involved

56 per cent, respectively.

Only 18 per cent question the speed with which companies settle claims and 16 per cent said they felt insurers are not fair in the amount of money paid to policyholders. About 28 per cent of the motorists have no opinion on either question.

The survey was conducted during the weeks of April 26 and May 3 by telephone among a random sampling of 503 motorists—men and women—living in private households in the state.

Represented in the sampling were motorists residing in 65 North Carolina cities and communities—including Raleigh, Charlotte, Winston-Salem, Durham, Fayetteville and Rocky Mount.

One-half of one per cent said they have had service problems with their companies or agents and the same number said they could not afford the prevailing rates.

Not surprisingly, said the Institute, nearly two-thirds of those polled—61.5 per cent—said they thought insurance rates "are higher than they should be." Twenty-two per cent felt the rates are "reasonable" while 16.5 per cent express no opinion.

Of the 61.5 per cent who felt the rates are too high 34.5 per cent attributed the situation to factors involved in the operation of the car such as "too many accidents and bad driving; 8 per cent blame high repair costs and car design. Another 6.5 per cent cite other economic factors, such as inflation and jury awards and 3 per cent tie high rates to dishonesty by policyholders or repair shops.

First Public TV Was April 7, 1927

Many people don't realize that television is almost as old as radio—going back to the early 1920's. The first public television demonstration was, in fact, on April 7, 1927 when Herbert Hoover, then secretary of commerce, talked to and saw AT&T President Walter Gifford 200 miles away in New York City.

Now the original equipment used in that demonstration has been found and is on display in the Hoover Library in West Branch, Iowa, thanks to the combined efforts of Northwestern Bell, Bell Laboratories, Long Lines and Western Electric said R. B. Moore, telephone company manager.

THAT'S A FACT

SPEED DEMONS!
THE FASTEST REFLEXES TRANSMITTED BY THE NERVOUS SYSTEM TRAVEL AT THE RATE OF 265 MILES PER HOUR!

THE EASY WAY!
JOINING THE PAYROLL SAVINGS PLAN IS THE SIMPLEST, MOST PAINLESS WAY TO FORCE YOURSELF TO SAVE. AND NOW THAT THERE IS A BONUS INTEREST ON ALL U.S. SAVINGS BONDS, YOU'RE MAKING MORE WHILE ENJOYING IT MORE!

HIGH WATER!
THE HIGHEST WAVE REPORTED WAS THE ONE THAT STRUCK THE U.S.S. RAMAPHO DURING A 68-KNOT GALE. IT WAS ESTIMATED TO HAVE REACHED A HEIGHT OF 112 FEET FROM TROUGH TO CREST!

Chapman Passes At Age 65

BLACKSBURG, S. C. — Herman Chapman, 65, died at 12:50 a.m. today in Cherokee County Memorial Hospital following an extended illness.

A native of Cleveland County, he was the son of the late Joel and Clara Crawford Chapman.

He was a member of Eastside Baptist Church and a retired farmer.

He is survived by his widow, Vennie Bradley Chapman; one daughter, Mrs. Clara Williams of Shelby; one son, Jimmy Chapman of Rt. 1, Grover; one sister, Mrs. Minnie Hoyle of Lincolnton; one brother, Orlando Chapman of Shelby; and two grandchildren.

Funeral arrangements will be announced later by Gordon's Funeral Home of Blacksburg.

The American Bible Society, New York, has supplied more than 50 million copies of the Scriptures free of charge to the Armed Forces since 1917.

Board Receives Zoning Request

The city commission Tuesday referred to the zoning board request from Howard Robinson, Jr. that his property at 102 N. Carpenter street be rezoned from residential to neighborhood business. Mr. Robinson stated in his request that he plans to build a modern laundromat at the site.

In other action, the board voted to advertise for bids on 8,283 feet of six inch black pipe, coated and wrapped. The gas department request is for laying of gas lines from the Neisco Plant on Mar-grace road.

Broyhill Discusses Rail Dispute

Congressman James T. Broyhill (R-N.C.) today urged immediate action by the House Interstate and Foreign Commerce Committee to provide a method of settlement for crippling rail strikes. Broyhill, a committee member, testified on the pending day of hearing on this legislation.

The 10th district representative emphasized that the president's powers to act in the present rail dispute have expired. "The present strike had its beginnings last year and the president used his powers at that time to divert a national emergency," Broyhill stated, "but he no longer has legal authority to stop the strike.

"The existing laws which provide the framework for settling labor disputes are outdated in their application to national transportation strikes," Broyhill said. The Railway Labor Act was passed 45 years ago, and the Taft-Hartley law is 24 years old. "Neither law produced a strike settlement, and in our present complex, interdependent economy we cannot allow such transportation disputes to go unresolved," Broyhill stated.

"The President has been urging since last year that the Congress consider his legislative recommendations to update these labor laws," Broyhill pointed out. "Unless the Congress provides basic legislation to deal with national emergency labor disputes, it must be prepared to act more and more frequently to resolve individual crises as they arise. The Congress should not assume this role, and we must act now to provide workable legislation through which labor and management can negotiate their own differences. We must also provide the president with increased flexibility to prevent damaging work stoppages.

"The Congress is to blame for dragging its feet and failing to consider the legislative proposals which have been advocated. I urge the committee to act swiftly to remedy this disastrous situation," Broyhill concluded.

Six Months US Bond Sales Best Since '45

Series E and H sales of U. S. Savings Bonds in North Carolina for June amounted to \$5,723,114, an increase of 18.3 per cent over sales for June of last year.

Cumulative sales for January-June amounted to \$37,412,941, a 12.9 per cent increase over the comparable period last year. This represents 54.9 per cent of the state's 1971 dollar goal of \$63,690,000 and is the highest volume sold for any January-June period since 1945.

Sales in Cleveland County during June were \$31,895. January-June sales total \$381,072. This represents 50.8 per cent of the county's goal of \$750,480, according to George Blanton Jr., County Volunteer Chairman.

A jobless person may not have his unemployment compensation payments suspended by a state while his local employer challenges his eligibility, the Supreme Court has ruled. A majority of State laws are out of conformity with this ruling and apparently will have to be amended, according to the Manpower Administration's Unemployment Insurance Service.

The American Bible Society, New York, has distributed over one billion copies of Scripture since its organization in 1816.

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Excess water in the body can be uncomfortable. E-LIM will help you lose excess water weight. We at... Drug Store

Only \$1.50

Kings Mtn. Drug Co.

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BOX OFFICE OPENS AT 7:30 SHOW STARTS AT DUSK ALWAYS \$2.00 A CARLOAD!

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NO. 2 "SABATA" In Color

SAT. ONLY * TRIPLE FEATURE

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NO. 3 "SABATA" In Color
GP

SUN.-WED. * DOUBLE BILL!

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GP - Color
NO. 2 "HELL BOATS" GP In Color

JOY

ALL SEATS ALL SHOWS 75c DAILY 3-5-7-9 SAT. 1-3-5-7-9 SUN. 1:30 3:30 9:00

THUR. FRI. SAT. COLUMBIA PICTURES PRESENTS A HAMMER PRODUCTION

CREATURES OF THE WORLD FORGOT

SOME MACHINES ARE TOO HOT FOR ANY MAN TO HANDLE

THE HARD RIDE

ADULT ONLY LATE SHOW FRI. SAT. 10:30 P.M. "SWEET VENGEANCE" RATED (R) ALL SEATS \$1.25

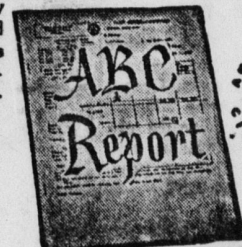
739-2176 DOWNTOWN KINGS MOUNTAIN

COMING NEXT WEEK — "THE MILLION DOLLAR DUCK"

MEMO TO ADVERTISERS

Questions and answers about NEWSPAPER ADVERTISING

- 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 CIRCULATIONS.**
- 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 Circulations?**
- 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.**



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FORD DEALER 1971 CLEARANCE

Pinto's priced \$149* under Chevy Vega. Maverick, \$176* under Chevy Nova. And that's before you get our money-saving clearance deal!

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KINGS MOUNTAIN HERALD

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