

Established 1889  
**The Kings Mountain Herald**  
 206 South Piedmont Ave. Kings Mountain, N. C. 28086

A weekly newspaper devoted to the promotion of the general welfare and published for the enlightenment, entertainment and benefit of the citizens of Kings Mountain and its vicinity, published every Thursday by the Herald Publishing House. Entered as second class matter at the post office at Kings Mountain, N. C., 28086 under Act of Congress of March 3, 1873.

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 Miss Elizabeth Stewart ..... Circulation Manager and Society Editor  
 Gary Stewart ..... Sports Editor, News  
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**TODAY'S BIBLE VERSE**  
*But now, O Lord, thou art our father; we are the clay, and thou our potter; and we all are the work of thy hand. Isaiah 64:8.*

**MARTIN'S MEDICINE**  
 By MARTIN HARMON

The fellow was already on deck when I arrived at the office Tuesday morning at 8:40. He extended his hand and said, "I'm Bob Neill." I asked the spelling, "N-e-i-l-l."

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Obviously, he was not the Kings Mountain - Charlotte Bob Neill. He had added, "A-E", and he wasn't referring to the Alcoholic Board of Control.

m-m

He was Bob Neill, of San Fernando Valley, Calif., of the Audit Bureau of Circulations, here to conduct the Herald's eleventh biennial circulation audit. He had completed the Gastonia Gazette circulation audit Monday afternoon.

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In the 20 years and of the eleven auditors, the Herald has had only one repeater. The Audit Bureau, only circulation auditor accepted in the trade, audits the circulations of such media giants as Life and Time Magazine, the New York Times, the Wall Street Journal, the Los Angeles Times, and also non-daily newspapers like the Smithsonian Herald, Stanley News & Press at Albemarle and the Kings Mountain Herald.

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The Audit Bureau of Circulations was organized in 1915, a conscientious effort on the part of advertising space buyers, their agents, the advertising agencies, and newspaper owners to establish a yardstick whereby the advertiser knew what he was buying. In the olden days, no self-respecting owner failed to double his true paid circulation, and the more imaginative trebled and even quadrupled his true figures. Some still do, but they do not show the hallmark of ABC in their circulation reports.

m-m

I first learned the rules of the ABC when working in Albemarle at the Stanley News & Press, then and now one of the state and nation's outstanding semi-weekly newspapers. Detailed records are required. At the Herald's first audit two decades ago, and since, I've learned more.

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The basic ABC yardstick is: how many people pay for your publication?

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The theory is as simple as it is valid, whether the single issue price is a nickel, a half-dollar, or more. The logic is that the person who buys the paper reads it.

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Some regulations support the basic theory. Any person may buy up to ten subscriptions and all count as paid circulation. If he buys eleven, all eleven are categorized as "bulk" sales, shown on the statement but not credited. Publications are limited on the number of newspapers they are permitted to give away, and to the number they can use as samples in circulation campaigns.

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Each of the visiting auditors have employed the same basic tests, as well as varying ones. All pick a number of names from the mailing list, which the publication is required to verify three ways, cash receipt, card file of subscriptions, and daily running log of circulation receipts. Too many misses would mean another batch of names to verify. Too many misses again and the auditor would, as they say at political conventions, "poll the delegation". He would mail subscription payment verification requests, at publisher expense, to as many as he desired.

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The Herald's first auditor (and others since) asked for the past two year's newspaper invoices. Curiously, after digging them out, I asked, "Why?" He replied, "I wanted to find out if you'd been buying enough paper to print the papers you've said you were." Somewhere in the background, some publishers hadn't

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The Bureau looks askance at crash circulation campaigns, gimmicks, and more particularly at publications paying an overly-high commission to circulation salesmen. In a crash campaign many years ago, the Country Gentleman was paying its salesmen a dollar more than the regular subscription price. The "smart" salesmen invaded a town, rented a hotel room, and spent a working day copying names from the telephone or city directory.

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The Audit Bureau of Circulations knows its business and the honor of membership justifies well the cost of dues and auditing.

**Viewpoints of Other Editors**  
**TREND TOWARD PROTECTIONISM**

A growing trend toward "protectionism" in the U. S. and the European Economic Community (the Common Market) is a threat to American agricultural export markets.

The trend in this country is exemplified by a bill that would hold U. S. imports to 1965-69 levels and limit U. S. investments in foreign countries.

Passage of such legislation would spell disaster to our trade relations and strangle U. S. efforts to establish freer world trade through reduction of import barriers imposed by other countries.

If we in America adopt protectionist policies, we can expect retaliation from our overseas customers, and we cannot expect the countries who are members of the European Common Market to consider seriously our requests for eliminating their variable import levies.

Consumers, as well as farmers, workers, investors and business, all stand to gain from a free flow of trade between countries. When products are exchanged on a basis of each country producing the items it can produce most advantageously, consumers get the best product at the lowest price. No one country, not even the U. S., can efficiently produce every product it needs. Import quotas tend to erect protective shields around high-priced products and destroy the incentive for increased efficiency and higher productivity.

In seeking to prevent imports to this country, the AFL-CIO is trying to safeguard its monopolistic practices by eliminating competitively priced products. —Science Christian Monitor

**Bill Bates Is Elected**

The public information officer for the Charlotte-Mecklenburg school system, Barbara Davis, has been elected president of the North Carolina chapter of the National School Public Relations Association.

Mrs. Davis, who was elected recently at an NS-NSPRA convention in Goldsboro, will take office July 1.

Other new officers are Dr. Jim Balle, school superintendent in Goldsboro, vice-president; and Bill Bates, director of school-community relations, Kings Mountain, secretary-treasurer.

NS-NSPRA is composed of personal involved in school public relations. There are about 75 members in North Carolina.

**Birth Announcements**

Mr. and Mrs. James R. Wat... Rt. 3, announce the birth of a son, Thursday, May 25, Kings Mountain hospital.

Mr. and Mrs. George B. Hope, Jr., 908 Grace St., announce the birth of a daughter, Friday, May 26, Kings Mountain hospital.

Mr. and Mrs. Ronald E. Short, 1250 2nd St. Ext., announce the birth of a son, Friday, May 26, Kings Mountain hospital.

Mr. and Mrs. Marcus B. Roberts, Rt. 2 Box 38, announce the birth of a son, Saturday, May 27, Kings Mountain hospital.

Mr. and Mrs. Jerry D. Costner, Rt. 1, Shelby, announce the birth of a daughter, Saturday, May 27, Kings Mountain hospital.

Mr. and Mrs. George R. Hope, 819 Floyd St., announce the birth of a son, Monday, May 29, Kings Mountain hospital.

Mr. and Mrs. Brady E. Jackson, 407 Baker Street, announce the birth of a son, Monday, May 29, Kings Mountain hospital.

Mr. and Mrs. Charles Moore, Rt. 2, Box 334, Bessemer City, announce the birth of a daughter, Monday, May 29, Kings Mountain hospital.

**Raleigh Shoot-out**

Wednesday, May 25, the Herald received a telephone call from Washington from Wes Haydn, press secretary to United States Senator B. Everett Jordan, to announce in behalf of the Senator that a program reservation had been made by the Department of Housing and Urban Renewal for 68 public housing units. Similar calls were made by Mr. Haydn to Mayor John Henry Moss and to Tom Harper, director of the Kings Mountain Public Housing Authority.

Just five days later, almost to the hour, Mr. Haydn lay critically wounded outside a Raleigh mall, victim of an apparent berserk gunman who had no particular target but merely wanted to kill Mr. Haydn, accompanying Senator Jordan, just happened to be present.

Three other victims lay dead, seven others were wounded, and the gunman himself was dead by his own hand.

How can these unhappy events be prevented?

In the wake of the shooting of Governor George Wallace, the Raleigh event brought more calls from the communications media and public officials, as well as other citizens, for tighter gun control laws.

Opponents of tighter gun-purchase laws counter that tighter laws would only serve the ends of gunmen such as Bremer and McLeod and professional gangsters, as these, by hook or crook, would obtain firearms anyway, whereas the citizen interested merely in self-protection would find his situation worsened as he abided by the law.

There is some truth to the anti-arguments, yet some tightening of the laws on gun sales appears in order. Information given on applications for hand-gun purchases may be too sketchy. Perhaps more important, the information is seldom checked until it is too late, as in Raleigh.

It would appear the better part of prevention to require police investigation of the gun-purchase applicant before the sale is consummated. The purchase would have to receive a stamp of approval AFTER investigation.

Application of check-out-before-sale to all firearms above the air rifle class would appear in order.

Painful red tape, but required red tape, recent events dictate.

**Dirty Pool**

In the past week, two instances of "dirty pool" have cropped up in the political fracas:

1) The Grover Road Outdoor Advertising picture of Hargrove (Skipper) Bowles, Democratic candidate for the governor was handsomely decorated. The artists gave Mr. Bowles a black eye and heavy brush mustache. That wasn't too bad, but the vulgar caption on the caricature is not reprintable in a family journal.

2) Someone, or ones, rifled the car of Josh Hinnant, candidate for a Democratic nomination for county commissioner, of 2500 political cards.

"Dirty pool" has been known to re-act in favor of the victimized.

**Duke Seeks Increase**

Duke Power Company Wednesday filed with the North Carolina Utilities Commission application to increase its rates again.

In the extensive brief filed by Duke, the Company points to the considerable increase in fuel costs and money rates as prime reasons it must have more income if Duke is to be able to spend \$800 million in the four years 1972-76 to meet demand for electricity in its Piedmont Carolinas operating area.

Duke stated plans to issue \$60 million in preferred stock in June for which it anticipates a guaranteed return to investors of 7.5 percent per year, and relates that it sold \$100 million in first mortgage bonds in April at 7.75 percent.

Rate increases already imposed are insufficient, says Duke.

Customers are likely to object, principally on grounds of the rate increases already granted by the Utilities Commission. Another opponent will be EPIC, the band of electricity-selling cities who purchase power from Duke.

Duke also renews its request, previously denied, to be able to adjust rates on basis of fluctuation in fuel costs on decision of a commission examiner, rather than via formal hearing before the full commission.

It is the duty of the five-member commission, in its regulation of public utilities, to steer a fair course between the regulated public utilities on the one hand and their customers on the other.

A rangle to the customer is the fact of the wage-price freeze that effects almost all but leaves some painful loopholes.

**Combat Veterans May Apply**

Recent combat veterans with the rank of sergeant or higher have the opportunity to apply for a direct appointment as a commissioned officer in the North Carolina Army National Guard, Major General Ferd L. Davie, the adjutant general of North Carolina, stated today.

Applicants must meet the normal eligibility requirements for age, citizenship, score a minimum of 110 on the army aptitude test and 115 on the officer candidate test, must be a graduate of a high school or pass the general education development test, be of good moral character, possess qualifications for potential leadership, and pass medical and security requirements.

In addition, an applicant must have displayed a high degree of leadership and technical proficiency while performing his duties in combat and be identified as an individual who possesses a high potential for service as a commissioned officer.

Interested combat veterans are invited to visit their local national guard armory for complete details regarding this program.

**Child Jealousy Problem Probed**

RALEIGH — Remember the Smothers Brothers line, "Mom always liked you best?" That was how Tommy explained away his faults and his problems.

Jealousy among children is fairly common as they compete for love and attention from parents, agrees Mrs. Faye Haywood, extension family relations specialist, North Carolina State University.

If a child is unsure of himself — unsure about whether or not his parents love him — he will be jealous of any attention given to other children in the family.

Therefore, parents must work hard to be sure each child knows he is loved and that he is approved of just the way he is, the specialist believes.

For example, holding one child up against the other, such as saying "why can't you be more like Johnny?" creates jealousy. So does taking sides when children argue or fight, especially if the parent always takes the same side.

Excessive praise or blame for a certain child creates jealousy among the others, Mrs. Haywood points out.

A jealous child is not happy. Help each child be happy to be himself, since he can't be any one else, the specialist suggests. Give praise when it is due, and help each child find satisfaction in the things he can do. Jealous children fear that no one likes them.

If parents get along agreeably with each other and with the children, if there are a minimum of fights and arguments, children won't feel unsure of the love in the home and won't feel a need to be jealous.

Explain to the children that you treat them differently because each one is different — age, sex, interests.

Help them talk over why they may be jealous or have bad feelings about each other.

Most of all, let each child know he has a special part of your love, the specialist concludes.

**Teleservice Plan Announced**

The Social Security Administration is continually trying to provide better service to the people it serves, state Lex G. Barkley, district manager for social security in Gastonia.

One of the most effective methods for providing better service is the use of the telephone, he added. The new approach is called "Teleservice." Mr. Barkley said the Social Security Administration has found that most social security business can be conducted telephone without the individual having to meet a social security representative in person. This includes taking claims, answering questions, or completing questionnaires. The claim can be completed over the telephone and sent to the applicant for signature. The application is then returned to the social security office with all proof's (proof of age, proof of earnings, proof of relationship, etc.).

Barkley said "Teleservice" saves time for the claimant as well as for social security. He encouraged full and regular use of this service. The telephone number for the Gastonia office is 864-5434.

**ADMITTED THURSDAY**  
 Mrs. Robert S. Brymer, 315 E. Washington Ave., Bessemer City  
 Mrs. William H. Lynn, Rt. 1, City

**ADMITTED FRIDAY**  
 Stacey Alexander, Rt. 2, Bessemer City  
 Mrs. Nathan H. Davis, 210 Morris St., City  
 Mrs. George B. Hope, 908 Grace St., City  
 Dale Douglas Ward, Mountain-view Rd., Rt. 2, Bessemer City

**ADMITTED SATURDAY**  
 Mrs. George Reid Hope, 819 Floyd St. Ext., City  
 Mrs. William F. Pearson, 207 Fairview St., City  
 Harry Lee Splawn, Rt. 1, Bessemer City

**ADMITTED SUNDAY**  
 Mrs. Brady E. Jackson, 407 Baker St., City  
 Mrs. Ricky G. McDaniel, 110 Carpenter St., City  
 Gary Lee Robinson, 709 West Mountain St., City  
 Lawrence J. Stewart, Rt. 2, City

**ADMITTED MONDAY**  
 Arthur L. Anderson, 24 Elm St., City  
 Otis W. Bunker, P.O. Box 1027, Bessemer City  
 Mrs. Henry M. Cash, Rt. 3, City  
 Lawrence T. Dixon, 103 W. Georgia Ave., Bessemer City  
 James B. Flowers, Rt. 1, Bessemer City  
 Mrs. Jack L. Hovis, III, Rt. 4, Gastonia  
 Jacqueline Suzette Logan, 205 N. Morris, Gastonia

oe T. Peterson, 502 Broad St., City  
 Mrs. Ronald K. Rayfield, Rt. 2, Cherryville  
 Susan Kaye Shirley, 611 Gantt St., City  
 Mattie C. Stowe, 325 N. Piedmont Ave., City  
 Mrs. Leac Williams, Rt. 2, Bessemer City  
 Margaret Gray, 119 Boston Ave., Bessemer City  
 Debra Annette Salyer, 1607 Trexler St., Gastonia

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