

COMPLETES TRAINING — A/P Richard O. Taylor, son of Mr. and Mrs. W. R. Taylor, has completed basic training at Lackland AFB, Texas. He is home on leave for 15 days and reports back to McCord AFB in Washington State.

MORE ABOUT United Fund

Bates, campaign chairman; Mrs. Becky Scism, secretary-treasurer; John Cheshire, Bill Grissom, Shuford Peeler, Mrs. F. J. Sincox, James Herndon, Mrs. D. F. Hord, Grady Howard, Don Parker, rs. Vernon P. Crosby, Tom Tate, J. C. Bridges, and Ben Goforth Jr., board of directors; and Don Jones, immediate past president and ex officio on the board.

MORE ABOUT

George Martin

so a member of the North and South Carolina Singing Convention.

Surviving, in addition to his wife, are his stepdaughter, Mrs. Reola Jefferies of Kings Mountain; two sisters, Mrs. Wilma Lee Robbins of Kings Mountain and Miss Mary Moore of New York City; six grandchildren and five great-grandchildren.

Youth Revival Opens Sunday

An "All For Christ" youth revival will open Sunday at Macedonia Baptist church and continue through October 7th. Services will be held nightly at 7 p.m.

"Focus", a group of students from the Baptist Student Union of Gardner Webb college, will lead the special services. Special music, a feature of the services, will be by student-members of the Baptist Student Union and the Baptist Student Choir of the college.

Miss Wilson In Student Post

Miss Cathy Wilson, a student at the University of North Carolina at Chapel Hill, has been selected the academic Lieutenant-Governor for Hinton-James dormitory.

Induction ceremonies for the officers will take place October 4th.

Miss Wilson has also been appointed as her suite representative and works as intramural director for her floor.

Mrs. Arnold's Rites Conducted

CHARLOTTE. — Mrs. Charlotte Smith Arnold, 75, of Miranda Road, died Sunday in a Charlotte hospital.

Among her survivors are two brothers, J. D. Smith and Edward A. Smith, both of Kings Mountain.

Funeral services were conducted Tuesday at 11 a. m. at St. Peter's Catholic church by Father James King. Burial was in Elmwood cemetery.

SPINET CONSOLE PIANO may be purchased by small monthly payments, see it locally, write Cortland Music Co., P. O. Box 173, Clover, S. C. 29710. 9:28-10:18pd

COMING SOON Rexall 1¢ SALE 2 FOR MFR'S LIST PRICE OF 1 PLUS A PENNY Kings Mtn. Drug Co.

Music Program Set Sunday

A musical program will feature the service of worship Sunday morning at Grace United Methodist church.

Mrs. Cal Fisher will lead the service in the absence of the pastor, Rev. N. C. Bush.

Presenting special music will be Mrs. Janelle Brackett, Gary Wilson, Mr. and Mrs. Roy Pearson, Tammy and Toni Ross, Kim and Lisa Hampton, Rita and Scott Bennett, Cindy Salmon, Tim Reynolds, and members of the Golden Age class.

Consumer Survey In October

Questions on consumer buying and home improvement expectations will be asked by representatives of the Bureau of the Census in this area during early October, according to Joseph R. Norwood, director of the Bureau's Data Collection Center in Charlotte.

The survey is taken four times yearly as part of a nationwide effort to guide governmental agencies in developing programs based on consumer spending patterns. A sample of residents in this area will be asked if they expect to buy a house, car, or major household appliances during the next year and if they have made recent purchases of these items. Homeowners will be asked about home improvements and repairs made during the last three months.

The July 1972 survey indicated no significant change from earlier plans this year to buy new cars or houses. Expectations to buy major household items were somewhat improved, but the proportion of homeowners planning to make home improvements remained unchanged.

Information supplied by individuals participating in the survey is kept confidential by law and will be published only in the form of statistical totals. The Census Bureau representative in this area is Mrs. Ethel S. Rockette, Gastonia.

33 Enter VFW Contest

Thirty-three Kings Mountain high school students registered Friday to enter the 26th annual "Voice of Democracy" contest sponsored by Frank B. Glass Post 9811 Veterans of Foreign Wars.

Deadline for completion of school programs is December 15th. All 10th, 11th and 12th graders are eligible and the three-minute script should follow the theme, "My Responsibility to Freedom."

The local post will award a \$50 cash prize to the winner and \$25 each to second and third place winners. All students who tape a speech for entry will be awarded a \$5 prize. National winners receive \$5,000 scholarships.

Frank Case, chairman of the local contest and senior vice commander of the 14th district, explained contest rules to high school students Friday. Mrs. David Delevie, senior vice president of the auxiliary, assisted him in playing the two winning tapes of national winners last year.

Ten per cent of living increases were granted effective August 1, 1972, to 2.2 million veterans drawing compensation for service-connected disabilities, the Veterans Administration reported recently.

Teacher of Year To Be Chosen

The search is on to find North Carolina's Teacher of the Year. Whoever it turns out to be, he or she will have a hard act to follow. Last year's North Carolina Teacher of the Year, James "Jay" Rogers of Durham, went on to become the National Teacher of the Year.

Kings Mountain and other school units across the state have been invited to select on teacher as its local representative in the recognition process. Both public and private school teachers are eligible. All the local representatives will then be narrowed to one regional nominee for each of the N. C. Association of Educators Association of Classroom Teachers 15 districts. From those 15 one state nominee for the national recognition will be chosen.

The deadline for local school units to select their representatives is October 9. State School Superintendent Craig Phillips will select North Carolina's Teacher of the Year by November 13. Dr. Phillips stressed that "the search for Teacher of the Year is not for the 'best teacher' but for the one who exemplifies the finest in the teaching profession. Teachers who are selected at all levels—local, state and national—must be fully aware that they represent good teachers everywhere."

National Teacher of the Year Jay Rogers, who teaches at Durham high school, was honored at the White House after his selection. He has been featured in several national magazine articles and has appeared often on nationwide television and as a speaker at conferences.

The Teacher of the Year award program is sponsored by the Encyclopaedia Britannica Companies, the Council of Chief State School Officers, and the Ladies' Home Journal.

Barnette Participates In "Saklolo" Relief

PHILIPPINES. — Marine Pfc. Jackie D. Barnette, son of Mr. and Mrs. J. D. Barnette of Route 1, Waco Road, Kings Mountain, N. C., participated in the massive flood relief operation "Saklolo" credited with saving countless lives through thousands of rescues, deliveries of food and medicines and medical assistance missions in the worst Philippine natural disaster in more than 25 years.

plained contest rules to high school students Friday. Mrs. David Delevie, senior vice president of the auxiliary, assisted him in playing the two winning tapes of national winners last year.

Ten per cent of living increases were granted effective August 1, 1972, to 2.2 million veterans drawing compensation for service-connected disabilities, the Veterans Administration reported recently.

New Officers Are Elected

William R. Grissom has been installed as new superintendent of the Sunday School of First Presbyterian church and D. Kenneth Davis will serve as his assistant.

New officers and teachers were installed at Rally Day exercises Sunday.

Other leaders are: Nursery: Mrs. Frank Cranford, Mrs. Harry Page, Mrs. B. W. Rhea.

What You See Also Applies To Food Products

RALEIGH — "What you see is what you get." That flippancy statement applies to food products as well as anything else you buy, notes Mrs. Ruby Uzze, extension consumer marketing economist, North Carolina State University.

Unless you have X-ray vision, it takes label-peeking to tell what you're getting when it comes to packaged or canned grocery products. Federal law requires certain things to appear on labels, the specialist notes. And it's all intended to make food shopping simpler.

Most important are ingredients, which must be listed in descending order or quantity by weight. This list enables the consumer to have a good idea of what she is getting for her money. Sometimes water, sugar, or salt may be high on the list.

Not every package has a full list of ingredients. For some products, such as pasteurized process cheese, vanilla ice cream, mayonnaise and peanut butter, the government has established "standards of identity." This means the basic contents must be the same, despite brand differences. "Options" such as salt and flavorings are what make the standardized products taste different.

Other foods are fully described by their name, so contents don't have to be listed. "Cut green beans" and "sliced cling peaches" are examples.

The law requires statements of weight or fluid measure to appear on labels, plus declarations of artificial color, flavor or preservatives. Special dietary properties must be explained if the food is intended to aid in weight control. If there are ways in which the product falls below standards of the Food and Drug Administration, this must be told on the label.

The designation "imitation" on a label doesn't mean a product is an imposter or of low quality. It does mean that the main ingredients do not meet federal standards quantity-wise.

For example, "imitation peanut butter" has less than the 90 percent peanuts required for a "peanut butter" label.

"Imitation preserves" have less than 50 percent fruit required for preserves. And "imitation" hams have water in excess of 10 percent.

A girl can dream, can't she?



This time you're absolutely going to save something out of your paycheck. But, then, you really do need that pantsuit, a new coat and, of course, that perfume Eric likes so much.

Before you know it, the money's gone... and all you've got saved are your dreams.

That's why the Payroll Savings Plan is such a good idea for a single girl. When you join, an amount you specify is set aside from your check and used to buy U.S. Savings Bonds. And, it's all done before you get your check—so you can't help

but save. U.S. Savings Bonds. To help you save more than dreams.



Now E Bonds pay 5 1/2% interest when held to maturity of 5 years, 10 months (4 1/2% the first year). Bonds are replaced if lost, stolen, or destroyed. When needed they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.

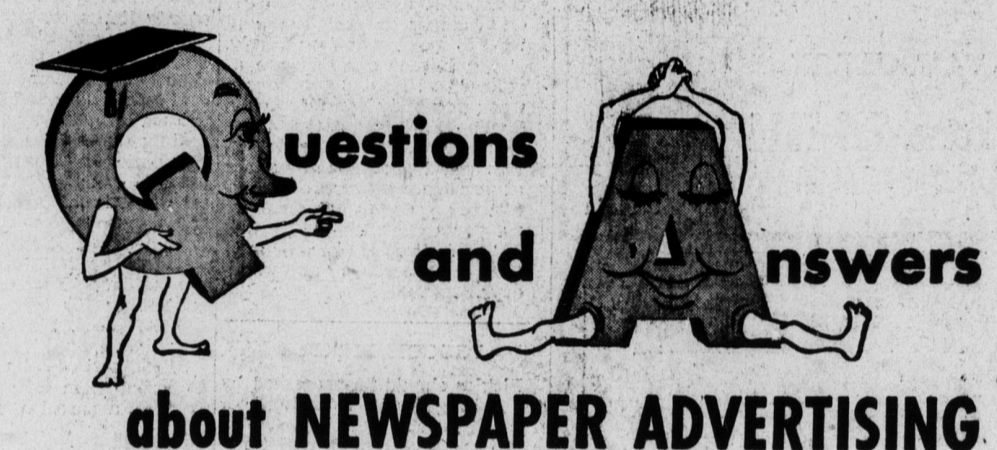
Take stock in America.

Now Bonds mature in less than six years.

Kindergarten (ages four and five): Mrs. Darrell Austin and Mrs. Henry Neisler. Primary 1: grades one and two—Mrs. H. R. Hunnicutt and Mrs. S. S. Weir. Primary 2: grades three and four—Mrs. H. A. Goforth and Mrs. Michael Powers. Juniors (grades five and six): J. A. Neisler Jr. and Mrs. J. A. Nisler Jr. Pioneers (grades seven and eight): Miss Martha Houser. Senior High (grades 9, 10, 11, 12): Raegan Harper and Bob Southwell. Young Adults: Mrs. Frank Sincox and Mrs. Bob Southwell. Ladies Bible Class: Mrs. R. H. Webb, Mrs. Nell Hollingsworth, Mrs. Robert Goforth. Men's Bible Class: Dave Rhea, Henry Neisler, Dr. P. G. Padgett, Charles Blanton, James Bowman, Paul Mauney, F. A. McDaniel, Dr. Charles Adams, Dr. Frank Sincox, Bob Baner, R. H. Webb and George B. Thomasson.

Robert L. Bradley announces the opening of an office for the General Practice of Law 122 Cherokee Street Kings Mountain, North Carolina September 1, 1972 739-4526

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 newsy, 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. 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.



KINGS MOUNTAIN HERALD

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