



Herald Publisher Garland Atkins reads finished product.

Herald Is Now Publishing Books

A helping hand by Garland Atkins of the Herald Publishing House has started the Herald Publishing House into a new venture: publishing books.

Seven months ago Atkins agreed to help some women from the First Presbyterian Church in Gastonia to locate a publisher for the church's centennial cook book, and as the group met with various publishers, a new awareness registered with Atkins.

"The publishers talked about how they could print the book but have to farm it out for binding or other facets of the job, and it occurred to me that at Herald Publishing House we can do anything the other publishers could do," Atkins said. "So I told the ladies that we'd print their book."

The book was printed and a new business was born—or at least a new element of an established business was added.

The cook book was printed, and the product sold well. Before the ink was dried well, however, another church wanted to publish a book, and again Atkins accepted. The First United Methodist Church in Mount Holly cook book was issued and it, too, was received so well that it was virtually sold out within a month or so, and Atkins said that he expects a reprint order on the book shortly.

"We have been pleasantly surprised that quite a few people in our area want to write books," Atkins said, "and apparently there is a good market here for the finished product."

Why are there so many aspiring authors in and around Gaston County? Atkins thinks he has at least part of the answer.

"First of all, there are dozens of local authors who have ex-

cellent ideas for local-interest books, but the books cannot command a large national audience, and nationally recognized publishers aren't willing to invest the thousands of dollars necessary to issue a title on a large scale," he says. "And secondly, if a trade publisher agrees to sign a local author to a contract and the book sells well, the vast majority of the money returns to the publisher. The author is left with only a tiny percentage."

He noted that if a book earns \$50,000, which is rare, the author would receive only \$5,000 typically. On the other hand, if a locally printed book makes a profit of several thousand dollars, the author keeps it all.

"On the national market," Atkins said, "the publisher will provide the capital to produce the book, and then he will spend considerable money to promote it with a massive advertising campaign, and then there will be a large staff of editors and salesmen who must be paid from the profits a book might make. On the local level there is a simple arrangement: the publisher and the author have a one-on-one business deal."

The Herald Publishing House will print any sort of book the author wants, Atkins says, with few exceptions.

"We will produce family-oriented books of all sorts," he says, "from fiction to biography, autobiography, poetry, cook books, history books, even coloring books, which we have already printed—thirty thousand of them—but we will print no objectionable materials such as pornography or books with high levels of violence simply for the sake of sensationalism."

One sample of the type of book Herald Publishing House will issue is a forthcoming book on local history. "We will issue 'The Thirteenth Juror' in late summer," Atkins says, "and we anticipate a large local market plus a considerable national sales. We think that readers all over the country who are interested in labor relationships in the South, particularly in this part of the South, will be interested in the book."

"The Thirteenth Juror" is the complete story of the Loray Mill strike in 1929, and Atkins promises that the book contains a great deal of material never before seen in print. "The book is the first complete volume dealing with the strike itself and its national implications as well as world-wide impact," he says, "unlike Liston Pope's book, which was largely sociological in nature, or 'Spindles and Spires,' which is basically a religious study. This book traces the story from New England to Gastonia and to Russia and back."

Atkins believes in his company's product so well that he is ready to issue one of his own books. Entitled "Bones," the book is the story of Horace "Bones" McKinney, who is known all over the country for his career in college and pro basketball, as a player and coach, and mostly as a fascinating human being. Atkins spent countless hours traveling with McKinney on his trips as an after-dinner speaker and feels that he has captured the real essence of the man. No definite publication date has been set.

Merger Defeated

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"The Board of Directors of N.C. Federal Savings and Loan by written agreement had agreed to vote for and support the merger of these associations with N.C. Federal. One of the board members of N.C. Federal has refused to support and vote for the merger even though he had agreed to in February, 1983. The joint proxy statement and subscription offering materials dated June 28, 1983, contained false information and statements regarding the same director's ownership of N.C. Federal stock.

"The Federal Home Loan Bank Board which governs federally insured savings and loan associations has made a statement to the effect that due to the fact the joint proxy statement and subscription offering materials dated June 28, 1983, contained false and misleading statements which constitute violation of certain provisions of the Bank Board's conversion regulations that a revised plan of merger conversion, and updated appraisal and new solicitation for each of the five associations, which would require Bank Board approval, would be necessary to complete the merger conversion. The Board further recommended all funds received and the subscription offerings should be promptly refunded with interest, and this has been done by Home Federal Savings and Loan.

"The directors of Home Federal has voted unanimously to continue its operation as Home Federal and to continue to serve the people of Cleveland and Gaston County in the same capacity as it has now for many years. The board feels the upswing in the economy will continue to strengthen the association and will better enable the association to serve its people."

Realtors Participate In Campaign

Rising interest rates are clear testimony of the disastrous effect that massive federal budget deficits are having on the nation's economic recovery, J. Don Shields, president of the Cleveland County Board, of Realtors says.

However, he noted, members of Congress and the Administration are reluctant to tackle the problem until after the 1984 elections.

The Cleveland County Board of Realtors is participating with the National Association of Realtors in a grassroots campaign to urge Congress and the President to "take immediate action to solve the deficit crisis" and ensure that the recovery continues, Shields said.

The Realtors campaign, called Three-For-All, advocated limiting the growth of spending for federal entitlement programs to three percentage points less than the increases in the Consumer Price Index and setting the indexation of personal income tax brackets, scheduled to begin in 1985, at the same amount.

These fiscal policies, if adopted, would produce a balanced budget within five years, and mortgage interest rates would be three percentage points lower than without Three-For-All.

In North Carolina, Shields said Three-For-All when fully implemented would increase the number of permanent jobs by 69,000, increase average household income by \$1,400.00 a year, increase existing home sales by 39,300 units a year, and result in 38,300 new home starts.

"In fact, we must reduce the never ending escalating, rapid growth of Federal and our very own State Governments or we will be in for extremely serious problems," he said.

"As a concerned citizen of Cleveland County, I hope everyone will join me in letting the President, our U.S. Senator and our U.S. Representative know that we support Three-For-All, which is 'fair for all,'" Shields said.

Gardner-Webb Appoints New Faculty Members

BOILING SPRINGS, N.C.—Gardner-Webb College has announced the appointment of three new faculty members, Dr. Glenn Bottoms as associate professor of economics, Jenny Capell as instructor of management and James D. Hartman Jr. as instructor of management.

Before coming to Gardner-Webb, Bottoms served as president and general manager of Computer Alternatives of Wilmington, Inc. in Wilmington, N.C.

His academic experience includes five years as assistant professor of economics at Western Carolina University. He also served as visiting assistant professor of economics at West Georgia College and was a graduate teaching assistant of economics at Georgia State University.

Bottoms holds a doctorate in economics from Georgia State University, a master's degree in economics from the University of Ottawa and a bachelor's degree in political science from Emory University.

He is a member of the American Economic Association, the Southern Economic Association and the Society for Industrial and Applied Mathematics among other organizations.

Ms. Capell came to Gardner-Webb after five years of business management experience. She also has experience as a teacher, having taught both mathematics and home economics in the public school systems of Buchanan, Ga. and Tampa, Fla.

Ms. Capell holds a master's degree in business administration from Georgia College and is the

co-author of "The Changing Value of Business School Curriculum: The Graduates View," which appeared in the "Southern Management Journal" in 1981.

She is a member of the Southern Management Association and the Upper State Apartment Management Association.

Hartman comes to Gardner-Webb from Limestone College in Gaffney, S.C., where he served as an adjunct professor of business for the college's evening division.

He has also served as a market analyst for the Beverage Air Co. in Spartanburg, S.C., and was president of Hartman, Ltd., a management and marketing consulting firm. Hartman served for six years as vice president for Equity Life and Annuity Co.

He holds a master's degree in business administration from the University of South Carolina, a bachelor's degree in psychology from Wofford College and an associate's degree from Gardner-Webb.

"These professors represent an increase in the number of faculty in the Broyhill School of Management which is in response to the growth of this department," said Dr. John Drayer, vice president for academic affairs at G-W. "We are fortunate to secure faculty members of their experience and qualifications."

Gardner-Webb is a liberal arts college affiliated with the Baptist State Convention of N.C., offering associate, bachelor and master's degrees. The college is noted for its independence of federal funding.

KM United Fund To Begin Campaign

The Kings Mountain United Fund will kickoff its 1983 campaign in the near future.

Goal for this year's drive is \$71,000. The money will support 14 agencies which provide needed services to citizens in Kings Mountain and surrounding areas.

"The United Fund Board of Directors has conducted budget review and allocations meetings of all the approved agencies and is convinced that each agency provides a necessary and well administered program beneficial to Kings Mountain area citizens," President Larry W. Wood said.

Serving with Wood this year are Mark Wilson, secretary-treasurer, and Bill Davis, campaign chairman. Division chairpersons include Becky Scism, advanced gifts and correspondence; Connie Putnam, City of Kings Mountain; Frank Cagle and Larry Hamrick, commercial; Ron Bagwell, hospital; Greg Birkovich, industrial; William H. Tyson, ministerial; Nancy Ross, postal services; Douglas Stover, professional; Betty Gamble, schools; and Lavon Strickland, publicity.

The annual kickoff luncheon will be held on Mon., May 19 at 12 noon at the Holiday Inn. The first report meeting will be on Mon., Oct. 10 at 12 noon and the final report meeting on Mon., Oct. 17 at 12 noon. The annual victory dinner will be held on Mon., Nov. 7 at 7 p.m. at the Holiday Inn.

Kings Mountain has surpassed its goal for several years in a row and United Way volunteers are confident that this year will not be an exception.

Completes Training

Pfc. Gina A. McCurry, daughter of Virginia R. McCurry of rural Route 2, Bessemer City, has completed basic training at Fort McClellan, Ala.

During the training, students received instruction in drill and ceremonies, weapons, map reading, tactics, military courtesy, military justice, first aid, and Army History and traditions.

Jack Hunt Selected To Special Commission

RALEIGH—Appointment of five members to represent the North Carolina House of Representatives on the Legislative Research Commission was announced today by Speaker Liston B. Ramsey.

Named to serve with a like group from the State Senate were Representatives Chris Barker of Craven County, John T. Church of Vance, Bruce Ethridge of Onslow, John J. (Jack) Hunt of Cleveland and Margaret Tennille of Forsyth.

The Legislative Research Commission conduct studies for the General Assembly is co-chaired by the House Speaker and the President Pro Tem of the Senate.

Representative Barker, a retired Navy admiral from New Bern, represents Craven, Lenoir and Pamlico counties in the Third House District. He is chairman of the House Mental Health Committee.

Representative Church, a Henderson business executive, represents Caswell, Granville, Person and parts of Halifax and Warren counties in the 22nd House District. He is chairman of the House State Government Committee.

Representative Ethridge, a

Swansboro telephone engineer, represents Carteret and Onslow Counties in the Fourth House District. He is chairman of the House Natural and Economic Resources Committee.

Representative Hunt, a dentist and business in Lattimore, represents Cleveland, Polk and Rutherford counties in the 48th House District. He is chairman of the House Rules Committee.

Representative Tennille, a resident of Winston-Salem, represents a portion of Forsyth in the 39th House District. She chairs the House Base Budget Committee on Justice and Public Safety.

Completes Training

Pvt. Teresa L. Ledbetter, daughter of Judy G. Bridges of 3170 Midpines, Kings Mountain, has completed basic training at Fort Jackson, S.C.

Her husband, Charles, is the son of Charles W. and Diane E. Ledbetter of Rural Route 1, Shelby, N.C.

The private is a 1980 graduate of Kings Mountain Senior High School.

Meal Policy Announced

Kings Mountain District Schools today announced its policy for free and reduced price meals for children unable to pay the full price of meals served under the National School Lunch, and/or School Breakfast, or Commodity School Programs. Each school and the central office has a copy of the policy, which may be reviewed by any interested party.

Application forms are being sent to all homes with a letter to parents or guardians. To apply for free or reduced price meals, households should fill out the application and return it to the school. Additional copies are available at the principal's office in each school. The information provided on the application will be used for the purpose of determining eligibility and may be verified at any time during the school year by school or other program officials.

For the school officials to determine eligibility, the household must provide the following information listed on the application: names of all household members; social security numbers of all adult

household members or a statement that the household member does not possess one; total household income; and the signature of an adult household member certifying that the information provided is correct. Households are required to report increases in household income of over \$50 per month or \$600 per year and decreases in household size.

Applications may be submitted at any time during the year.

Under the provisions of the free and reduced price policy Martha H. Wright, Director will review applications and determine eligibility. If a parent or guardian is dissatisfied with the ruling of the official, he may wish to discuss the decision with the determining official on an informal basis. If the parent wishes to make a formal appeal, he may make a request either orally or in writing to Martha H. Wright, 500 W. Parker St., P.O. Box 192, Kings Mountain, NC 28086. 739-7566, for a hearing to appeal the decision. The policy contains an outline of the hearing procedure.

If a household member

becomes unemployed or if the household size changes, the family should contact the school. Such changes may make the children of the household eligible for reduced price meals, or for additional benefits such as free meals if the family income falls at or below the levels shown above.

In certain cases foster children are also eligible for these benefits. If a household has foster children living with them and wishes to apply for such meals for them, the household should contact the school for more information.

The information provided by the household is confidential and will be used only for purposes of determining eligibility and verifying data.

In the operation of child feeding programs administered by the U.S. Department of Agriculture, no child will be discriminated against because of race, color, sex, national origin, age or handicap. If any member of a household believes they have been discriminated against, they should write immediately to the Secretary of Agriculture.