

BRIEFS

Little Miss Merry Christmas pictures needed at Herald

The Herald is sponsoring a Little Miss Merry Christmas contest for girls ages 5-10. All of the girls' pictures will be published November 8-9 in The Herald, Cherryville Eagle and Belmont/Mount Holly bannernews.

One girl will be chose to represent the Herald, Eagle and bannernews in upcoming Christmas parades and other activities and promotions associated with the Christmas season. The winner will be announced in The Herald on November 22.

Parents may submit photos of their daughters by bringing them by The Herald at 824-1 East King Street, Kings Mountain, or mailing them to Publisher Bill Parsons, The Herald, P.O. Box 769, Kings Mountain, NC 28086. On the back of the picture list the child's name and age, parents' names and telephone number. Photos must be received by November 1.

Customer Appreciation Day Tuesday at Herald

The Herald will hold a Customer Appreciation Day Tuesday, Oct. 31 from 8 a.m.-5 p.m. Everyone is invited. Cookies, candy and apple cider will be served. There will also be a special on one-year subscriptions (\$20) for this day only.

Bloodmobile schedule for November, December

The Cleveland County Red Cross has announced the following bloodmobile visits for November and December:

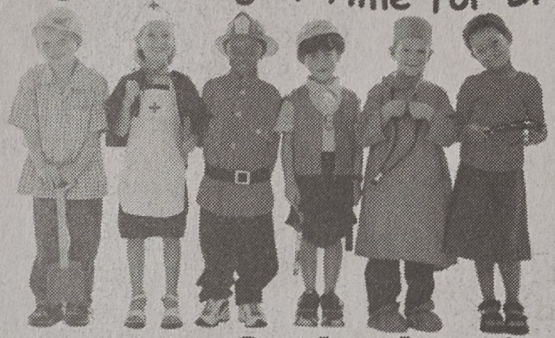
- Nov. 2 - Central United Methodist Church, Kings Mountain, 1:30-6 p.m.
- Nov. 6 - Ambassador College, Lattimore, 12:30-5 p.m.
- Nov. 7 - Swoogers, Kings Mountain, 12-7:30 p.m.
- Nov. 21 - Christian Freedom Baptist Church, Kings Mountain, 2-6:30 p.m.
- Nov. 22 - Polkville Volunteer Fire Department, 3-7:30 p.m.
- Nov. 25 - Buffalo Baptist Church, 10 a.m.-2:30 p.m.
- Nov. 28 - First Baptist Church, Shelby, 2-6:30 p.m.
- Nov. 30 - Grover Street Fire Station (chili visit), 1:30-6 p.m.
- Dec. 6 - Cleveland Community College, 11 a.m.-3:30 p.m.
- Dec. 19 - Shelby Presbyterian Church, 1-6 p.m.

KM WEATHER REPORT

By Kenneth Kitzmiller

	Oct. 18-24	Last Year
Total precipitation	.42	0
Maximum 1 day	.40 (19th)	0
Month to date	3.68	7.63
Year to date	43.70	41.53
Low temperature	30 (24th)	38 (24th)
High temperature	75 (18th)	82 (19th, 20th)

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Wal-Mart introduces \$4 generic drugs

EMILY WEAVER

eweaver@kingsmountainherald.com

People without insurance or who are under-insured and on a tight budget that have had to choose whether to eat or to buy medication, may no longer have to make that hard choice. Wal-Mart has expanded their \$4 generic prescription drug plan to 14 additional states, including North Carolina. Target, Wal-Mart's no. 1 competitor, is soon to follow in similar act. But how will this affect local pharmacies?

Local pharmacists see the plan as a stunt to attract customers. But they agreed that most of the customers that are attracted will not always be the ones receiving the best deals. Harold Bolick of Griffin Drug Center in Kings Mountain said that he is not seeing any significant drop in his customer base so far. He said that most of the drugs on Wal-Mart's \$4 generic list aren't the most common ones that they fill for their customers. "Our other drugs are so much more competitive in prices to theirs," he said.

Pharmacist Gary Harden of Mountain Street Pharmacy said that Wal-Mart's new generic plan is a "classic bait and switch." "You can't get something for nothing," he said. "I hope the public will see through this thing for what it really is." Harden said that the program only offers about 60 drugs when you take out all of the duplications. Out of those drugs he said that only about 10 percent of the population, who is not insured or

under-insured, might see a benefit. "Maybe 1 in 100 people may be helped."

Harden said that the list does not include every generic drug and most of the ones it does include are not commonly prescribed or filled in his pharmacy. "If there does happen to be a drug on the list that a customer needs, who is uninsured. Our price will probably be about the same. Maybe \$5, depending on the compounds, and who's going to fight traffic and drive all the way to Gastonia or Shelby to save \$1?" he said, adding that it all boils down to convenience. Besides, local pharmacists add personal attention that is sometimes forgotten among the chains, he said. "People with insurance could be getting the same drugs on the list at this pharmacy for about \$1.50 or at no cost at all, depending on the co-pay." A lot of generics work just as well as brand-name drugs, but there are some that do not. Harden encourages people to talk to their doctors and local pharmacists before trying to change prescriptions just to save a few dollars. He agreed with Bolick that even if customers save \$1 on a generic drug at Wal-Mart they could be paying more for other drugs that local pharmacies offer at a cheaper price.

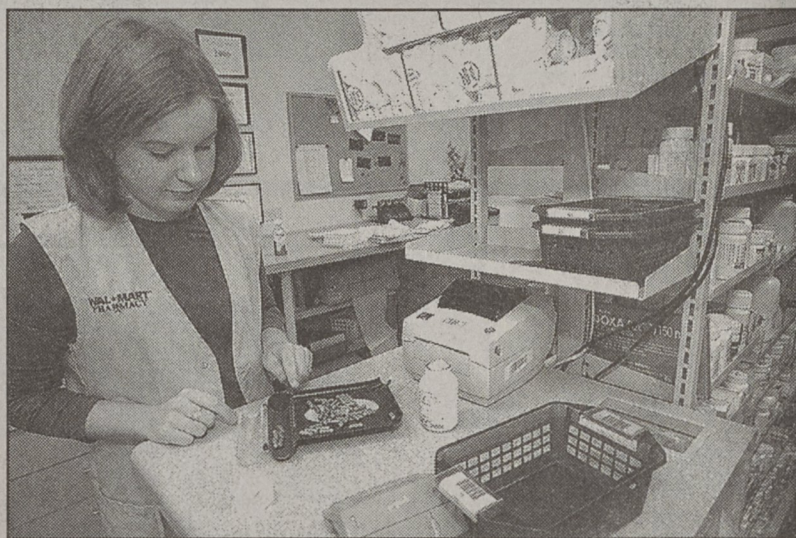
According to news released by Wal-Mart Stores Inc., "the program was launched in 235 Florida pharmacies on October 6, 2006. Wal-Mart originally planned to introduce the pro-

gram in as many states as possible beginning in 2007, but customer demand led the company to accelerate the launch."

The program is now offered in 1,264 Wal-Mart and Sam's Club stores throughout Alaska, Arizona, Arkansas, Delaware, Illinois, Indiana, Nevada, New Jersey, New Mexico, New York, North Carolina, Oregon, Texas and Vermont. It includes 314 generic medications prescribed for common use among heart patients, asthma patients, diabetic patients, and many others. The prescriptions, which are limited to a 30-day supply and at commonly prescribed dosages, will be filled at a cost of \$4 for every customer, with or without insurance. "Wal-Mart estimates that the list of \$4 prescription medications represents nearly 25 percent of prescriptions that it currently dispenses in its pharmacies nationwide," said David Tovar, representative of Wal-Mart Stores, Inc.

He said that Executive Vice President of the Professional Services Division for Wal-Mart announced that the response in Florida was massive, with 88,235 new prescriptions filled within 10 days after the launch. Simon said that Wal-Mart will continue to push for expansion to other states "as expeditiously as we can."

"Our goal is to respond to customer demand, but to do so in a way that ensures that it will not interrupt our supply-chain management or in-store operations,"



JOSEPH BRYMER / HERALD
Meresha Burtrum, a Pharmacy Technician with Wal-Mart, fills prescriptions at the West Gastonia location.

Simon said. "As we looked at all the factors necessary to expand the program into states earlier, these were the 14 states where we could deliver the program in a way that meets the needs of our business, but even more importantly, meets the needs of our customers."

Officials from Target, Wal-Mart's no. 1 competitor, said that they will continue to match prices in their pharmacies that are operated in the same states. Target has long strived to be consistently price-competitive with the world's largest retailer. In May, K-mart began offering 90-day supplies of 184 generic drugs for \$15 in all of its pharmacies across the U.S. Wal-Mart Stores, Inc. owns and operates

3,900 stores in the U.S., including Sam's Club, Neighborhood Market grocery stores, and Wal-Mart.

The \$4 generic prescription program is helping to relieve some of the negative limelight that the retail company has recently received. The company has been blasted by the media for their alleged practices in near poverty-level pay, illegal immigrant workers, and lack of benefits for some of their millions of employees.

For more information on the generic prescription program, call 1-800-WAL-MART, log onto walmart.com, or visit your local Wal-Mart, Neighborhood Market or Sam's Club pharmacist in the 15 participating states.

BUILDINGS

From 1A

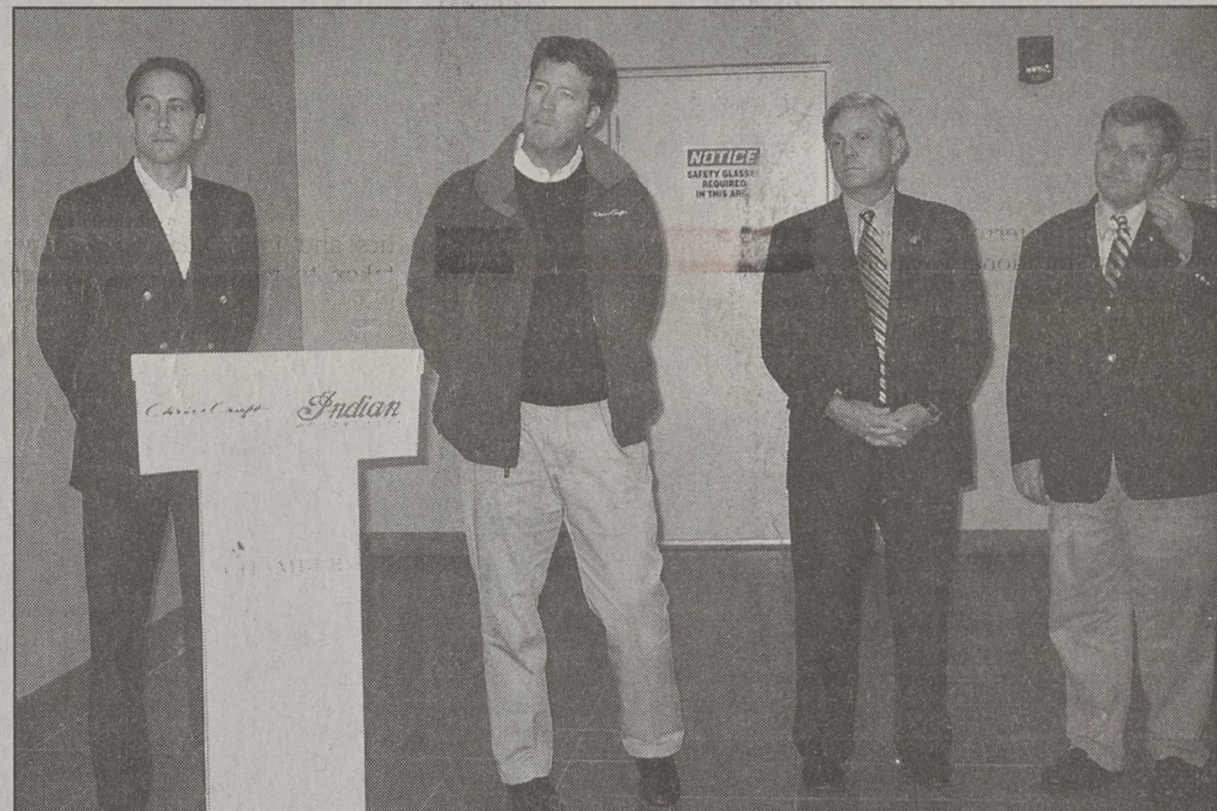
pick ourselves off the floor and we'll keep going. Because this is what it requires."

"It's been a year since Bob, Stephen and I sat down and said we need to broaden our horizons and get beyond the state of Florida where we are currently manufacturing," Heese said. They started looking at facilities and knew that they wanted to locate in the North Carolina Piedmont region. "We struggled to find the right building and we finally came upon this building and it just felt right in our hearts." He said that all of the pieces fell into place and "we haven't, for one blink of an eye, had a second thought that this wasn't the perfect place for our company."

Heese said that starting October 25, local contractors will begin work on the site to hopefully get the business up and running by February. "We will be hiring our first hourly production workers probably in January. We've already hired three or four other local people

that we're going to be sending to Sarasota for training and we'll be building our first boat (here) next February," he said. "By the end of next year in 2007, we'll have over 100 people working here. So we are just pleased as punch with the support that we've gotten from everybody here. We appreciate the faith that you have in us that's evident by all the help you've given us. We're looking forward to getting started here, which is the end of a long plan that's all going to happen."


Chris*Craft has received many employment applications already at the Kings Mountain location and through email. "Although we're not officially open, we're still collecting applications," Heese said. Interviews for the first 80-90 hourly positions and about 10 salary positions will probably begin in January. New hires will then be sent to their Chris*Craft plant in Florida for training and will return home to open up shop in February. Heese said that they plan to throw a party once their first boat is built in Kings Mountain.



EMILY WEAVER / HERALD
Chairman of Indian Motorcycle and Chris*Craft Stephen Julius stands beside his partner and president of the two companies Steve Heese, Sen. Walter Dalton and Rep. Tim Moore at a press conference held Tuesday afternoon to announce the closing of KM properties that will house their two factories.

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