

The Kings Mountain Herald

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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

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TODAY'S BIBLE VERSE

Say not unto thy neighbor, Go, and come again, and tomorrow I will give; when thou hast it by thee.
Proverbs 3:28.

Voting Business

Registration books opened Saturday for the forthcoming May 31 primaries, and, concurrently, the Kings Mountain Kiwanis Club launched a promotion urging all citizens to register, to inform themselves concerning the qualifications of the respective candidates, and, subsequently, to vote.

There is no great amount of agreement on the definition of democratic voting. Truly, it is a right, a prerogative, a privilege. Many feel it is also a duty—a duty to their community, and a duty to themselves.

Regardless of definition, almost all are agreed that a regular marching to the polls of an intelligent, informed citizenry would result in better government at all levels. What does a candidate stand for? Will he stand hitched? Does he represent special interests? Is he open-minded? Would he be unfairly vindictive to those who honestly opposed him?

These and other questions should be answered to the satisfaction of the voter before he casts his ballot.

If the Kiwanis Club is successful in causing a more-informed voting public, it will have rendered all a service.

The books are open again on Saturday. Registering is the initial step to voting.

Shorty Edens

Death came early last week to C. C. (Shorty) Edens, a good man who had made worthwhile contributions to this community for a quarter century.

He died at an early age, as some ages go, yet had lived a full life.

Many people remarked that Shorty Edens had given more energy, more time, and hard work to the benefit of youth of the community than any other man they knew.

It was an easy statement to support. His long activity in the Lions club, in the Boy Scout program, in his church, and as a member of the city school board, had as its aim the bettering of the lot of young people.

To those who believe that results are more fruitful from working with youth, rather than devoting undue time to mature people, Shorty Edens had proved his good citizenship many times.

Though a father of six, he was not sparing with his time for others.

His death is a loss to Kings Mountain.

Mother's Day

Sunday is Mother's Day. It's among the big days of the year, a national observance in which everyone enjoys participating.

For good reason. There is no force quite as great as a mother's love. In a day when old-fashioned morals of loyalty, true friendship and practicing of the Golden Rule sometimes seem hard to find, there has been no change in this great force.

Mothers today are just as they were a century, two centuries, or ten centuries ago, ever loyal and ever-present, ever ready to comfort, to encourage, to protect, to spur with confidence and ambition.

No son or daughter needs a reminder to honor his mother on Sunday, May 11.

Our best wishes to Rev. Vance Daniel in the responsible position of blood program chairman of the Kings Mountain chapter, American Red Cross.

A cordial welcome to Rev. David N. Morris, who begins his duties Sunday as pastor of Temple Baptist church.

10 YEARS AGO

Items of news about Kings Mountain area people and events THIS WEEK taken from the 1942 files of the Kings Mountain Herald.

The First National Bank has secured a supply of service flag emblems, which are to be presented free to families or firms that have sons or employees in the armed service, according to B. S. Neill, cashier.

East West and Central schools were breezing with applicants for Sugar Rationing Cards.

Social and Personal

Mrs. Grady King was hostess to five tables of bridge on last Thursday evening, the party complimented Mrs. J. C. Williams, nee Miss Sara Allison, recent bride.

Mrs. J. E. Anthony was hostess to members of the Thursday Afternoon Book Club and invited guests entertaining at her home on Piedmont Ave.

Mrs. R. N. Baird was hostess to members of the Home Art Club at her home on Piedmont Ave, Wednesday afternoon.

Mrs. P. G. Ratterree left Sunday for Sanford, N. C., to visit her home folks for a week or ten days.

Mrs. J. F. Evans and daughter, Sandra, of Charlotte were guests of Mrs. Grady King last week.

Dr. and Mrs. L. P. Baker have received a message from Dick Baker stating that he had been transferred to Sheppard Field, Texas.

Miss Fairy Grace Patterson of Washington, D. C. plans to spend the weekend and a few days following with her parents, Mr. and Mrs. A. H. Patterson.

Mr. John D. Meador of Charlotte visited his cousin, R. G. Plonk last Sunday.

MARTIN'S MEDICINE

By Martin Harmon

Ingredients: bits of news, wisdom, humor, and comment. Directions: Take weekly, if possible, but avoid overdosage.

Dollar Days

The Kings Mountain Merchants association will observe Dollar Days this weekend, for the first time in several years, in a resumption of a promotion that has much value in it, both for merchant and customers alike.

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If I am not mistaken, it was last called Bargain Days, and I suppose there is not a great sight of difference. Dollar Days once confused me. When I was a youngster, I thought that every item sold was for one dollar. Of course, the dollar price range was too high for the youthful pocket, which included at best a hoarded nickel, a marble or two, string, and other juvenile necessities. The Rexall one-cent sale was confusing too, for it was hard to see how so many items could be priced at one brown copper. Nobody told me it was a 2-for-1 deal.

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But I was correct on the bargain aspects of both.

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When and where the Dollar Day idea originated, I have not learned, but the idea has become an institution in most communities, small and large. Once upon a time Dollar Days was a time to pull out the hard stock, put a yellow, "marked-down" tag on it, and get rid of it.

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That sort of thing wore out, what with the school teachers teaching folks how to read and comprehend, the influx of radio, greater newspaper and fashion magazine advertising and reading. The theme of Dollar Days had to be changed.

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Merchants found that putting a ridiculous price on a piece of shopworn, soiled merchandise wasn't sufficient to excite the buying populace en masse anymore. Everybody still loved a bargain, but they wanted it to be first-class merchandise. When they wore it, they didn't want Mrs. Jones making caty remarks about, "You must have been to the sale."

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The result has been that merchants now "shop the market" well-in-advance for what they list as "Special Purchases", customarily an article of jewelry, apparel, furniture, etc., that they buy at an under-the-market price. In turn, they pass the saving on to the customer. Some special purchases are the result of financial strain on the part of the manufacturer or wholesaler. Others are available due to mass buying, and still others result from pleading, arguing and begging for a "bargain" to feature in just this kind of community-wide Dollar Day promotion. Hilton Ruth says he pulled the onion-in-the-hankerchief trick one item and went 75 cents per dozen off the purchase price. Other special purchases come in the "irregular" or "slightly irregular" category. Every woman who wears hose knows what that means, and, of course, it applies to many items other than nylons.

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Planning for this weekend's event began earlier than for any similar-type promotion the Merchants Association has sponsored in recent years. The announcement was made early, and the follow-up was steady. Promotional advertising tools have been utilized more fully than ever, the merchants have gone all out to get top quality merchandise at a "right" price, and to pare profit margins to the bone. There are some extra hot specials advertised in this week's Herald, and the portion of goods I've seen bear out the claims.

d-d

One method of promotion I once used is not in vogue here and I'm glad it isn't. Eleven years ago, when I was working for the Albemarle Merchants association, we were putting on a sales promotion of the Dollar Day type. Blessed with a loud speaker outfit of raucous tone, the committee agreed that Harmons dulcet voices should entice the good people of the city and surrounding towns into the stores for the bargains that awaited them. Everything worked fine until I hit an industrial section at 11 a. m. The deputy sheriff almost put the truck chauffer and me in the jug, for the third-shift operators didn't like having their sleep messed up. Since then, I've been anti-loud speaker and feel that the local law against their mobile use is a worthy one.

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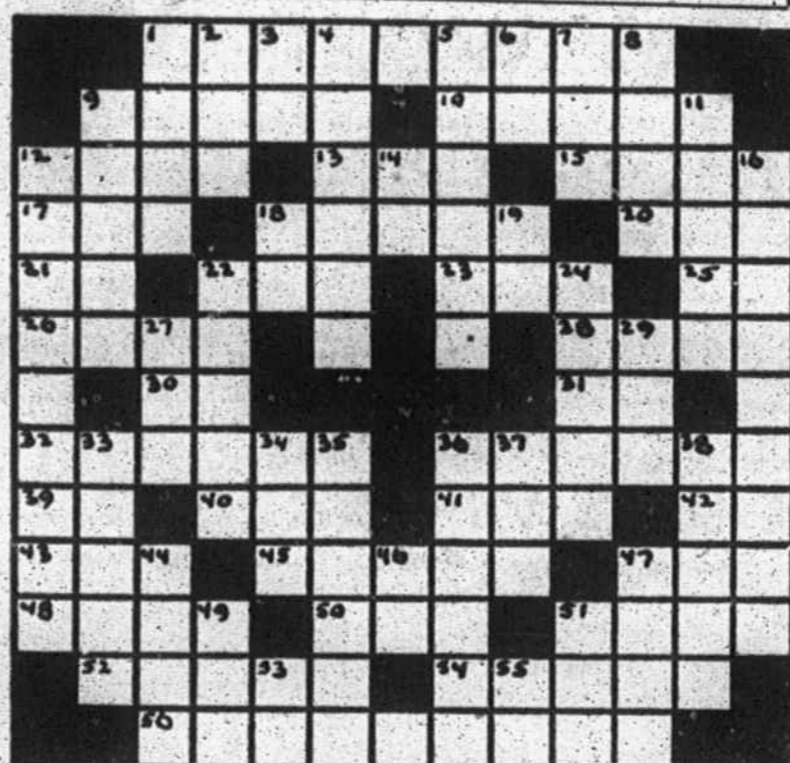
It reminds that the one extra big advantage of newspaper and magazine over radio and T-V is the fact that quiet listening seldom is as offensive as listening to a foghorn voice. And how do so many foghorns hit the air waves?

d-d

But I am getting off the

CROSSWORD

By A. C. Gordon



ACROSS

- 1—Plant mechanics
- 9—To lop off superfluous branches or shoots
- 10—A constellation
- 12—To make tight
- 13—Roman 5
- 15—Countenance
- 17—Educated Agricultural Baron (abbrev.)
- 18—Climbing plants
- 20—Meadow
- 21—An authorized doctor's assistant (abbrev.)
- 22—Female deer
- 23—Grassland
- 25—Two things of a kind (abbrev.)
- 26—Vessel for heating liquids
- 28—A kind of harrow
- 30—Old lady (abbrev.)
- 31—United Ina (abbrev.)
- 32—Nourishes
- 33—Flowers of Holland
- 39—Preparation
- 40—Young Aster Enterprises (abbrev.)
- 41—To sock dia
- 42—A plural suffix
- 43—To suggest
- 45—To scatter seeds again

In the Garden

- 47—Personal pronoun
- 48—A cultivated lilaceous plant
- 50—Moisture on the plants
- 51—Furnishes with strength
- 52—To elevate
- 54—Each, without exception
- 56—Common yellow flower

DOWN

- 1—To dig about in the garden
- 2—Abbreviation for a month
- 3—Registered Nurse (abbrev.)
- 4—Welds the spade
- 5—Type of literature (pl)
- 6—Comparative suffix
- 7—Edge
- 8—Important agent of plant growth
- 9—A young tree, shrub, or herb
- 11—Scottish turnips
- 12—A kind of plant that lives from year to year

The Want Ad Section For This Week's Completed Puzzle

Viewpoints of Other Editors

A GOOD PLACE TO LIVE

(TRANSYLVANIA TIMES)

Ever so often somebody, somewhere has to blow off about their gripes about the community in which they live and the people with whom they associate.

You'll hear it most anywhere, in the barber shops, at the soda fountains, over a cup of coffee at the cafe or on the street corner.

Somebody doesn't like so much stray dogs. The fellow next door won't keep his grass cut. They say taxes here are higher. . . . that the courses of study in the schools aren't as diversified. . . or just one little petty gripe after another.

But we like our town and county. Nowhere in the world is the scenery more beautiful (and believe us, too, after taking one of Uncle Sam's World War II tours of the globe). Our people are a friendly sort; ready to smile with a cheery hello. Try it on the first 10 people you meet while walking down Main street.

And if you have been reading The Times regularly recently you will have noted that Transylvanians have answered the call of humanitarian organizations. They have over subscribed already in '52 in the March of Dimes, the Red Cross roll call, the Cancer Crusade, the Easter seal sale and other campaigns launched here. Yes, ours is a generous people, ready to help, ready to serve.

If you are one of the few who has been expounding on the so-called disadvantages of this wonderful community, brother, you'd better take inventory of yourself before this fast aging New Year becomes old.

track . . . The merchants have 're stuff for three big selling days. Needless to say, the earliest shopping birds will come off with the juiciest merchandise worms. Happy Dollar Days!

The new Dixie 82 yellow corn hybrid is being grown this season by a considerable number of farmers in Hertford County.

SWEET MONTH OF MAY

(VALDESE NEWS)

Tomorrow is the first day of May, the open door to wonderfully lazy warm months ahead. Picnics, hiking trips, mowing the grass, swinging in the hammock, teeing off on the golf course in the warm sun, listening to the crickets in the warm Summer nights — all these things are associated with May and the following Summer months.

The old custom of May Day and color and pageantry in the schools and colleges will prevail; lovers will stroll the campuses in the late afternoon of the long Summer day. The thick leaves of the maple and live oak will rustle and stir with the twittering of birds going lately to nest. The smell of roasting weiners over an outdoor fire, the halloo from the fisherman on the lake as he holds up a string of bass or crappie, the laughing and lolling and drinking of cool drinks in the shade.

Ah, 'tis May! The mountains beckon, and the seashore calls. Fresh vegetables ripen in the garden and grace the heavy-laden table. Work becomes victim to daydreams. The wanderlust reaches epidemic proportions and the old jalopy is wheeled out and shined up for vacation time ahead.

The dreary hum of traffic on a hot city street. Kids licking ice cream cones dripping down on naked bellies. Girls in shorts and T-shirts; class rooms wrapped in lethargy with even the teacher looking longingly out the open window.

'Tis May, 'tis May!

When is the last time you had one?
when?
It's better than ever!

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