

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

When the wicked are multiplied, transgression increaseth: but the righteous shall see their fall. Proverbs 29:16.

By-Pass Questions

It is almost too early to comment on the initial steps toward re-routing U. S. Highway 74 through Kings Mountain, for the highway department, as Engineer L. B. Peck says, is merely getting information. Remembering the many, many surveys made over the years on the U. S. Highway 29 by-pass, only now about to be implemented, it can be assumed that any U. S. Highway 74 change is some seasons away.

At the moment, the highway department is aiming at a March contract-letting date on U. S. Highway 29, and some citizens, who recognized the need and were quick to agree to this by-pass, are not too sure about U. S. 74. They prefer to see the effects of the U. S. 29 by-pass on Kings Mountain commerce, before re-routing of U. S. 74. Principally, these include business establishments now located on King street, many of which are heavily geared to handle transient traffic.

Some citizens question the wisdom of re-routing through the city limits, rejecting the thesis that such a re-routing would be a by-pass. Like Gastonia, Kings Mountain would get for less-than-normal cost a widely paved city street. However, the Franklin avenue job is hardly a monument to the wisdom of the highway department in expending its funds. Some Gastonians hardly let the Franklin avenue cement dry before they started tub-thumping for a by-pass.

On the other hand, if car ownership and traffic increases during the forthcoming decade as it has in the past ten years, the city will need three or four cross-town streets and maybe a few elevated ones, too, to keep autos off each other's fenders.

Grady W. King

The death last Thursday of Grady William King removed from the community an interesting personality who rendered great and good service to Kings Mountain over a long period of years.

As one of the organizers and lifetime chief of the city's volunteer fire department, he had major responsibility for assuring for the city excellent fire protection at very low cost. The fire-fighting business was not only a business to Chief King, but like golf to the golfer, an enjoyable recreation. He took great pride in this work and the accomplishments of the department in holding the city's annual fire loss to unusually low figures.

A man of strong opinions, yet singularly fair-minded, Mr. King was a mechanical magician without peer, an able diagnostician of mechanical ills who made a policy of guaranteeing his work, a policy sometimes not to be found in the service establishment field.

He was a great friend to this newspaper and many times, when trouble hit, it was his willing response to the emergency signal—at any time, day or night—that meant the difference between subscribers getting their paper on schedule and getting them late.

As the Herald's business neighbor, machinery and moving expert and personal friend, Grady King will be missed greatly.

Our sympathies go to his family.

The lesson of small savings building many dollars always bears repeating, and the annual reports of dividend payments to shareholders of the city's two building and loan associations always serves as an attention-calling reminder. Parents who instill in their children the saving habit need not fear for their financial future. Small, regular savings mount to large totals with amazing rapidity.

10 YEARS AGO Items of news about Kings Mountain area people and events THIS WEEK taken from the 1943 files of the Kings Mountain Herald.

Annual listing of property, both real and personal, is now underway in Kings Mountain and Cleveland County. J. B. Ellis of Grover is County Lister for Number Four Township and Judge O. C. O'Farrell is list taker for the City of Kings Mountain.

W. K. Crook was installed as Worshipful Master of Fairview Lodge No. 339 at the regular meeting Monday night in the lodge hall. Past Master John H. Floyd conducted the installation service.

White of Coker College spent the holidays with their parents, Mr. and Mrs. Glenn White.

Social And Personal
Mrs. J. A. Cheshire, Jr., who is visiting her parents here, was guest of honor at a party given by Miss Eoline Keeter and Miss Jo Keeter at their home last Wednesday afternoon.

Mrs. Vernon P. Crosby of Washington, D. C., and Miss Doris

Pfc. and Mrs. Lewis F. Hair of Jackson, Miss., are visiting Mrs. B. O. Weaver. Pfc. and Mrs. Hair are former residents of Kings Mountain.

MARTIN'S MEDICINE

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

The sands of time are racing fast on 1954 and, quite momentarily, the young one many of us welcomed last Thursday evening will be out of the diaper stage and into swim trunks, at least.

By now the holiday spirit (and spirits) will have evaporated and otherwise gone the way of all holiday tinsel and all will have settled down into the familiar pattern, which, I am reminded more and more each year, is a wonderful proposition in itself. Talking to a veteran school teacher the other day, I was not particularly surprised when she remarked on the wonders of working for a living. Work is the balance wheel that keeps the human watch ticking along as it should. Give a person too much leisure and he's unhappy, even more than if the workpile is overloaded. He is sickly and tired and has chronic headaches. The trouble: he has too much time to think about himself. I have come to welcome "blue Monday" over the years, and find Sundays a hard day, due principally to insufficient exercise and concurrent accent on food intake. Of course, there are exceptions to the work rule, for some seem to laze away the years with the ease of a track star taking the hurdles. And the Sunday golf widows know their husbands have no trouble with once-a-week stuffiness. But most folk fall in the glad-to-see-Monday category. It's been ten years since I had any extended period of leisure time, and boredom is the principal memory. But C. B. Markham, Duke university's fine treasurer and father of Mrs. Tolly Shuford is the smartest Sunday navigator I know. He is a seven-day-per-week cornbread and cabbage eater and, no matter who visits the Markham menage nor how tempting the delicacies, Mr. Markham is served cornbread and cabbage. No more stuffy Sundays for him, he reports, nor blue Mondays either.

It was good to get the Christmas - New Year season completed.

Hal Boyle, the present-day Ernie Pyle, is one of my favorite columnists and I was much impressed with his New Year's Day piece of last week, when he quoted some of the famous resolutions from famous people and famous works. Many people would benefit by practicing Swift's resolve: "A man should never be ashamed to own he has been in the wrong, which is but saying in other words, that he is wiser to-day than he was yesterday."

But the quotation which is tragically applicable to many people—including some younger generation folk who did not enjoy the educational benefits of the Great Depression — is Seneca's "When a man does not know what harbor he is making for, no wind is the right wind."

The books have closed on an interesting, if troublesome year, and the new one should match it, or exceed it, in many different ways. For example, color TV most likely will be showing up in the homes of Kings Mountain folk by year's end, and when mass production gets underway, the price should be pared to put color T.V. like its black-and-white parent, within reach of almost everyone, from the wealthy to the welfare pensioner. I am not being facetious about the latter. Time Magazine reports that Chicago citizens own more T-V sets than bathtubs.

Personally, I would take the tub before the T-V set, but it merely goes to show that people are different.

Anent previous pieces about cigarette smoking addiction, it is a pleasure to add the following dictum on the subject of surcease from F. H. Jeter, editor for the State College Extension service, which comes by way of the Franklin Press. Someone, learning Frank had stopped smoking some years ago, asked him if he had tapered off. "No," Mr. Jeter promptly replied, "I found out a long time ago that the only way to cut a pig's tail off was to cut it off. If you try to cut a pig's tail off a little at a time, you have a sore tail and a squealing pig on your hands for the rest of your life."

CROSSWORD By A. C. Gordon

1	2	3	4	5	6	7	8	9	10
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51			52		53		54		55
56		57	58	59		60		61	62
63		64		65		66		67	68

- ### ACROSS
- 1—Wars engaged in the 1840s.
 - 6—British naval hero.
 - 11—Some of famous American naval battle.
 - 12—Japanese statesman.
 - 13—To portend.
 - 14—Author of the Quixote (abb.).
 - 16—American Presidential family.
 - 18—Isle of Wight (abb.).
 - 19—Ancient world power (poss.).
 - 21—Twenty ending American-British War of 1812.
 - 22—Measure of area.
 - 23—Law's ship.
 - 24—Preposition.
 - 25—College degree.
 - 27—Scottish English Man (poss.).
 - 28—River.
 - 29—Roman 1005.
 - 30—Antiaircraft (abb.).
 - 31—Thus.
 - 32—Just a couple (abb.).
 - 41—Blind.
 - 42—Irish nationalist and rebel.
 - 43—Noun suffix.
 - 44—Short letter (abb.).
 - 45—Dance step.
 - 49—Man's nickname.
- ### DOWN
- 1—Former English ruler.
 - 2—Law's ship.
 - 3—Measure.
 - 4—Latin Education (abb.).
 - 5—Spanish here.
 - 6—Shortened superlative of another (abb.).
 - 7—Weight unit (abb.).
 - 8—Thus.
 - 9—Stone god.
 - 10—Discoverer of law of gravity.
 - 11—Chemical symbol for tantalum.
 - 12—Isle.
 - 13—Special gravity (abb.).
 - 14—Parent.
 - 15—Period of time.
 - 16—Possessive pronoun.
 - 17—Printer's measure.
 - 18—Famous Act in American history.
 - 19—Exclamation.
 - 20—Famous Italian actress (poss.).
 - 21—Australian bird.
 - 22—Scottish Arctic explorer.
 - 23—Decey.
 - 24—Increased mineral.
 - 25—Cassini's famous word which goes with "Vidi, credidi".
 - 26—Famous American war correspondent.
 - 27—Famous Roman soldier-statesman.
 - 28—Parasit.
 - 29—Ancient Egyptian pharaoh.
 - 30—Toward.
 - 31—One of the twelve tribes of ancient Israel.
 - 32—Toward.
 - 33—Sea vessel (abb.).
 - 34—Adam's son.
 - 35—Purse.
 - 36—Roman 90.
 - 37—Laid.
 - 38—Old Latin (abb.).
 - 39—Compass direction.
 - 40—Chemical symbol for antimony.
 - 41—Pronoun.

See The Want Ad Section For This Week's Completed Puzzle

Viewpoints of Other Editors

NEW USES FOR BUTTER

The Agriculture department, which has some 250 million pounds of butter tucked away in its ice boxes, is seeking new uses for this surplus and the latest idea is to sell it as a substitute for cocoa-butter.

Cocoa butter is made from the cocoa bean, the supply of which, it seems, is not quite large enough to satisfy the candy and cookie makers of the world. So the Agriculture department planners want to experiment with diluting the cocoa butter with cow's butter in order to simultaneously relieve the shortage of cocoa butter and the surplus of cow's butter.

Cocoa butter consumption at present is between twenty-five and thirty million pounds a year in the U. S. If the confectionary makers would dilute it half-and-half this would use up about fifteen million pounds of cow's butter a year. The Agriculture department could dispose of its surplus in a little over fifteen years if it could just figure out some way not to add any more to the surplus during that time.

Frankly, we don't know what will come of this plan or what difference a little cow's butter will make in a chocolate drop. But we certainly sympathize with the idea of developing new uses for cow's butter.

Possibly one new use for butter would be as a substitute for margarine. Today's children don't know much about butter but years ago we used to eat it all the time, and perhaps with a little educational campaign children could be persuaded to spread it on bread. Also, housewives might use it in cooking: it adds a novel flavor to vegetables.

We advance the suggestion tentatively. But it does have one advantage over the cocoa butter scheme. It would both use up the surplus and stop a further surplus because it isn't necessary to mix the butter with margarine. Many people would be willing to eat cow's butter straight. — Wall Street Journal

SOMEWHAT PARADOXICAL

On another page there is a discussion of the increase in Employment Security Taxes which many businessmen found themselves facing for the coming year. This increase comes at a time when business and industry have completed a year of high employment and comparatively little drain on the reserve funds for benefit payments to those covered by this insurance.

Responsibility for this seeming paradox is the unprecedented increase in wages by North Carolina employers during the year ending last June 30, which is the base period for the computation of the employment taxes for the coming year. This abnormal increase in wages paid by concerns covered by the employment security laws threw the reserve fund for all covered concerns out of ratio to taxable wages, and consequently, a larger reserve had to be built up to meet the legal requirements. If it happened this is a temporary situation that will adjust itself next year. The trouble can be cured by an amendment by the next session of the General Assembly which will prevent the recurrence of this situation in the future — The People.

THE LOCAL PAPER LEADS

In the comparatively recent past, the local newspaper was about the only place where merchants could advertise their wares. Since then, other important media have come into existence — notably the radio and television. But, despite the inroads these have made on retailer's advertising budgets, the newspaper is still the dominant factor in the field by a wide margin.

That statement is substantiated by a recent survey of the advertising practices of department stores in all sections of the country. It found that the typical store allocated 80 per cent of the advertising dollar to newspapers, nine per cent to television, four per cent to radio, three per cent to direct mail, and four per cent to other media.

The local newspaper offers the surest means of reaching the masses of the people — whether with news story or an editorial opinion or an advertising message. And that's why merchants place it first when dividing up their advertising appropriations.

Incidentally, one wonders if there are still people who regard advertising as a waste which adds unnecessarily to the cost of goods. Actually advertising acts as a possible factor in holding prices down by creating the widest possible demand for merchants, and thus making mass production and mass distribution possible. — Lincoln Times

The nation's railroads have an investment of almost twice as much capital per employee as the nation's manufacturing industries. The average railroad investment after allowance for depreciation amounts to \$21,410 per employee, compared with the national average of \$12,500 per employee for manufacturing companies.

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Good time to look both ways!

Along about now Southern Bell folks like to look back at the year's record of telephone growth, and ahead toward our job of providing more and better service for North Carolina.

1953

More than 25,000 new telephones were added making a total of about 400,000 in the state. Over \$21,000,000 were spent in providing cable, central office and other equipment to improve and expand the service.

1954

Wherever you look, North Carolina is moving ahead. This means another busy year for us—building to meet continuing telephone needs.

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CLARENCE L. LOTT, North Carolina Manager

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