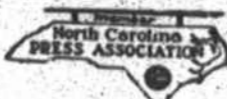




The Kings Mountain Herald

Established 1889



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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EDITORIAL DEPARTMENT

Martin Harmon Editor-Publisher
Charles T. Carpenter, Jr. Sports, Circulation, News
Miss Elizabeth Stewart Society
Mrs. Thomas Meacham Bookkeeping, News

MECHANICAL DEPARTMENT

Eugene Matthews
Horace Walker David Weathers Ivan Weaver*
Charles Miller Paul Jackson
(*Member of Armed Forces)

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TODAY'S BIBLE VERSE

And ye shall know the truth, and the truth shall make you free. St. John 8:32.

Another Defeat

The so-called Free World, including the United States and Western Europe and other areas where the dignity of the individual is not subordinated to the dictatorial will of the state, is being generally credited with another defeat as a result of the Indo-China truce between Communist China and France, compared by many to the Korean truce of last year.

In both instances, the Communist world gained international real estate, thousands of human chattels, plus the much-talked-about "face" which allegedly counts most high in the Oriental and Asiatic mind.

Some observers, however, have read into the result in Indo-China a few rays of hope, among them Time Magazine and the Wall Street Journal. Generally, their reasoning is that France was sure to lose anyway; possibly the whole of Indo-China, had the war continued, and that France had nothing to lose by whatever time is gained via the truce agreement.

It is assumed on all sides that the Communist World will continue, via subversion and infiltration if not by bullets, its war to attain the whole of Indo-China. The ink on the signatures was hardly dry before the British plane, strictly civilian, was shot down by Red China fighters. Whether France and, indirectly, the Free World make good use of the truce time before the agreed upon election a year hence is a ponderable.

In Mendes France, the new premier of France, this nation shattered by two wars appears to have a strong figure at the helm of government, a down-to-earth man willing to admit that France is not her former self in manpower and in economy, and cannot undertake the obligations of a major world power. Mendes France has also demonstrated a capacity for decision-making which has been almost totally lacking in France since World War II and before, indicating he is not married to the common political idea that the most important job is retaining hold on the office. It is a refreshing approach based per chance on the Biblical doctrine: he who would save his life must lose it; or, in the Douglas MacArthur vein, on the thesis avoidance of danger never bought security for any person or any nation.

All can be glad of the cessation of shooting, just as the United States rejoiced at the Korean truce for that major reason.

But the principal long-term question posed is what action will the Free World take on the next Communist move to take over someone else's real estate, people, and possessions?

Even the British, who lean to the Munich disproved theory of peaceful co-existence, must know in their hearts that the basic theme of Communist doctrine is continuous expansion.

Congratulations to Lewis Hovis on his appointment as a member of the county hospital board of trustees. The responsibilities of this board are both considerable and important. History of hospitals is that they constantly and consistently show deficits to the point that the North Carolina Medical Care Commission was astounded to see the recent annual report of the small Kings Mountain plant and to find that it showed an operating profit, withal with room rates and fee schedules less than at many North Carolina hospitals. The good record is due to many factors, among them the interest and diligence of the board of trustees in handling hospital business, good administration, and, of course, the heavy preponderance of health insurance purchased by Kings Mountain area people, by individuals and by employers for individuals.

Mosquito Problem

A lady who lives on West Gold street called the other day to ask what could be done about the city's mosquito problem. Two of the city's free spraying jobs had given only momentary relief and her youngster was fretting through the night and carrying whelps during the day. Nor had the odorous preventives done any particular good.

She knew of cities in the eastern part of the state, in the swampy area, that have licked the mosquito problem, she related.

Kings Mountain mosquitoes may be more virulent than others and certainly they seem to have built some immunity to DDT, chloradane, and the other killers, which indicates considerable attention should be given to the problem, both by the city and by individuals. The enforced city statute on lot cleaning, if folk could be persuaded to abide by it, could help, and there are several areas, where banks of small streams are overlaid with underbrush and grass, ideal breeding grounds. One trouble in the Gold Mountain street area, which seems to be one of the mosquito headquarters operations centers, is the open storm drain off Mountain street which ditches through to Gold street and thence, we presume, to Potts creek.

Certainly there are other areas where similar situations exist and where the citizens are being devoured. Action is in order.

Weekend Bargains

Kings Mountain merchants are collaborating again this weekend to offer a city-wide sales event, laced with bargains of almost every kind and description.

Generally, the sales event finds the merchants taking two courses, 1) offering special purchase bargains, the result of several weeks of shopping the jobbing houses and manufacturing plants, and 2) down-to-the-bone markdowns on current season goods either held in too-abundant supply or reduced in number to the point full selections are not still available. Markdowns are cost and below in many instances.

It's an ideal time for the customer to stock up.

Through the courtesy of the city, the parking meter officer gets to give his ticket book a rest. The keynote from the merchants is park and shop to your heart's content Thursday, Friday, and Saturday.

All hope the Kings Mountain Little Theatre had all its troubles on opening night and that the weather, the crowds, and the utilities will be tip-top for the remainder of the 1954 "Sword of Gideon" showing. Opening night's blackout was beyond control of the producers, the power failure blacking out the whole Battleground area and surrounding points. The word of next-nighters (Friday) is that the drama is much-changed and highly worthy of seeing.

Polio season has arrived, incidence of the dread disease being greater in the summer than other seasons in this area. It is a feared word in every household, particularly where there are children. Among the precautions listed by specialists in the field of polio research is to keep children from over-tiring, a hard job indeed, but one that parents would do well to follow during the remaining 45 days of high temperatures.

Congratulations to the newly organized Credit Women's Breakfast Club and Mrs. Charles Alexander, its first president.

MARTIN'S MEDICINE

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

Exit July

Today ends the seventh month of 1954 which means that the sands of time are rapidly turning the new year into history. Upcoming are visits from the fuel delivery men, fall clothes purchases, football, Turkey Day, and Santa Claus again.

The Santa Claus thought should be cooling in a couple of ways, one the thought of crisp winter weather and the other the cold sweat occasioned by thoughts of arrival of post-Christmas bills. Next year, it's back to the Christmas Savings Club for me.

But Dog Days are still to be faced in hot weather season, with plenty of swimming, boating, camping, picnicking, fanning, moaning about the heat, and other summer activities to be handled.

Among summer's activities are the proverbial beauty contests, getting particular attention in the Carolinas momentarily because the pretty free-ked-faced Winnsboro farm girl won the judges' nod (after three conferences) for the title Miss Universe. That title takes in a lot of territory, and, of course, in the finals took in and over Miss Bahia, of Brazil, a Latin somewhat south of Manhattan.

The nice added fillip to the background of Miriam Stevenson, the beauty from Lander College, is that she's really just a robust farm girl, not to mention the well-reported perfect proportions of figure which captured her for leads of publicity, hosts of admirers and a \$200 per week movie contract. According to the home angle story on Miriam, she is a cattle grower, a result of 4-H club activity, and she still owns some of the cows in the family herd. Lucky cows!

As an old beauty contest man, who remembers certain details of such activity in the nightmare vein, I could easily guess that Miriam's honors in California will effectively answer any disgruntled patrons of the local level contest. The customary answer of the diehards and partisans in a beauty contest is, "It was fixed in advance." It was fixed in advance, the losing political partisans who charge the winners with stealing the election.

Though looks are not everything in Hollywood (Marilyn Monroe notwithstanding), looks help a lot, and perhaps Miss Miriam Stevenson, beauty of the universe in this interesting year of 1954, will equal or outshine Ava Gardner and other Carolinians who have managed to get their names on marquees the world over. It is to be hoped of course that Miriam will retain the feet-on-ground demeanor and solidity of her rural background which has become synonymous with stage and screen stardom.

While Piedmont area gazettes have not carried the syndicated work of Grantland Rice in many a moon and while other reporters in the field of sport—both radio and press, are better known to modernists, older folk read with regret and nostalgia recently of the death of the dean of sports writers.

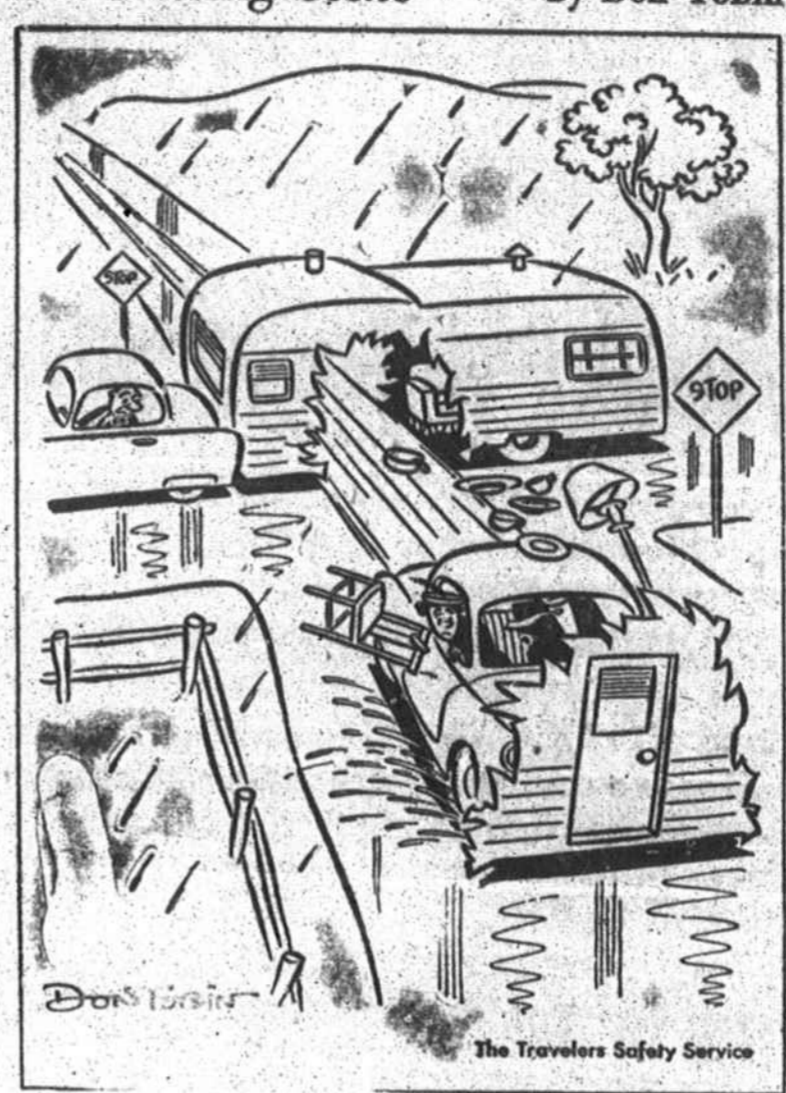
Rice started work for \$5 a week as a youngster out of college, majored in sports writing as he also covered the Nashville, Tenn., county courthouse, quickly graduated to Atlanta and later to the New York papers. It was Rice who first took notice of Ty Cobb, after an avalanche of telegrams and letters reporting that Cobb was the baseball diamond-in-the-rough of the era. Rice went to see Cobb play and was convinced, and his promotion of the Cobb talents was credited with Cobb's signing with Detroit. A score of years later, Cobb confessed to Rice that the telegrams and letters came from the hand of Cobb himself.

For years, the chief all-American football team to make was Grantland Rice's personally-chosen eleven, and among the characteristics noted through Rice's years of typing out sports copy was the fact he was always nice to everyone, not only praising the stars but being charitable to the duffers.

But the short poem he did on sportsmanship is perhaps his most quoted of 53 years of efforts and the one which probably will be most remembered. It goes:
When the Great Scorer comes To mark against your name, He'll write not "won" or "lost", But how you played the game.

The Passing Scene

by Don Tobin



Speed and Carelessness Killed 29,900 in 1953.

Viewpoints of Other Editors

SPELLING AND GEOGRAPHY

The public schools are not doing the job they should in teaching geography and spelling, a fact that has been known for years.

So says "Changing Times", the Kiplinger magazine, in an article on "The Truth About Our Public Schools."

But considering the fact that the area of general knowledge has broadened so much in the past quarter of a century, this is not surprising. Educators attribute this lack of ability to spell to the methods of teaching spelling which have not kept pace with the methods of teaching reading.

"Reading methods which are pretty widely credited with being excellent," says the article, "are based nowadays on focusing young eyes on the word as a whole rather than on the letters that make up the word." So they do not stress formation of the word, nor is there as much drilling on spelling as there should be. School systems throughout the country are beginning to swing back to more intensive spelling study.

In the field of geography, the emphasis has been on the social side, with the result that the average student has no idea as to the location of states, countries, cities, rivers and mountains. But here, too, changes are coming.

Compared to a half century ago, there is so much more to be taught in the schools, and a good over-all job is being done.

Many improvements have been made in educational processes, and the fact that thousands of highly educated men and women are pouring out of our colleges every year attests to the fact that the schools are doing effective teaching.

That they are falling down in perhaps only two spots must be regarded as an excellent average. And the consciousness of a need for changes in these two particulars is encouraging.

Incidentally, we hope within the near future to re-produce this entire article on schools—Stanley News and Press.

WHY FARMERS MECHANIZED

Cornell University economists have come up with the real reason farmers in the United States have turned to mechanization. The economists have been studying the actual cost of keeping a horse, or horses, in operation on the farm.

According to the results of this study, it costs \$141 to maintain a horse in harness on the farm. A team of horses would, therefore, cost \$282 a year. The cost breakdown is divided into two parts, about one-half is the cost of feed and bedding. Other costs make up the other fifty per cent of the total.

One of the costs figured by the Cornell economists is the labor cost. The economists arrived at a figure of sixty-two hours, which they say represents the labor required in a year to keep up a horse. This labor is figured at \$50.

In brief, this labor item means that a farm team costs approximately 68 cents an hour for every hour of work on the farm. When one considers the low cost of tractors and figures out the hourly cost of using a tractor, he can see that it compares favorably with the cost of using a team of horses, or even mules. That, in short, is the answer to the question of why farmers have been turning from horses and mules to tractors and mechanized equipment.—Lincoln Times.

Each fall, Wake Forest College sponsors a debate tournament, inviting novice debaters from North Carolina, South Carolina and Virginia.

TOO LITTLE RAIN

Last year, at about this same time, we wrote a piece about irrigation and the need for it in this section of the world. We were in the midst of a terrible drought that threatened complete crop failure.

Our concern was largely for the future as we believed then, as we do now, that the weather was going through a cycle change and that we might be in for drastic droughts in years to come.

"Oh, it'll never be this dry two years in a row," we were told by the experts who pointed out the high cost of irrigation systems and the trouble attached to their operation.

Well, here it is another summer and we've just had a break in the drought which has been just about as serious, if not more so, than the one of last year.

Exponents of the irrigation principle say it is the only hope that farmers have of coping with recurring dry spells. In an area that is chock full of fish ponds and small lakes it would appear to be good business practice for farmers to install the equipment needed to make use of impounded water in times of drought.—Chatham County News

TWO CENTS ON THE DOLLAR

When you spend a dollar in a department store, how much of it is kept by the owners as profit? A new survey, covering stores with an aggregate sales volume of \$4,200,000,000, provides the answer—and it will be a highly surprising answer to many of us.

In each of the years 1952 and 1953, the profit was just 23 cents for each dollar of sales. That is the lowest level of earnings percentage-wise in more than 20 years, with the exception of 1938.

The reason for such small profits, the surveys say, is found in soaring operating expenses, especially payroll.

If you think your shopping dollar doesn't go as far as it should, that's your right. But you certainly can't blame the situation on retail profits.—Belmont Banner.



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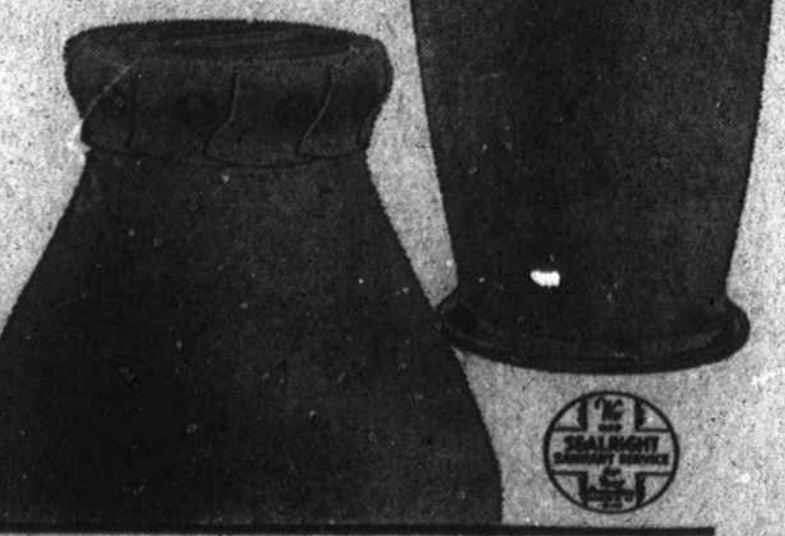
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USE HERALD CLASSIFIEDS

10 YEARS AGO Items of news about Kings Mountain area people and events THIS WEEK taken from the 1944 files of the Kings Mountain Herald.

C. D. Blanton, Kings Mountain pharmacist, and Miss Irene Clark a Shelby nurse, have been appointed co-chairmen for Cleveland county in the state drive to recruit 1500 young women in the United States Cadet Nurse Corps.

SOCIAL AND PERSONAL
Miss Joan Gall Cadieu has returned to her home in Hamlet after an extended visit with her aunt and uncle, Mr. and Mrs. Nettie Hughes.
Mrs. Ivan Rosenthal of New

York City and son, Carey, have returned home after a month's visit with Mr. and Mrs. L. C. Parsons.
Miss Margaret Williams is spending the week at Ocean Drive Beach, S. C.