



## The Kings Mountain Herald

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. Entered as second class matter at the post office at Kings Mountain, N. C., 28086 under Act of Congress of March 3, 1873.

### EDITORIAL DEPARTMENT

Martin Harmon ..... Editor-Publisher  
Miss Elizabeth Stewart ..... Circulation Manager and Society Editor  
Joe Cornwell ..... Sports Editor  
Miss Linda Hardin ..... Clerk

### MECHANICAL DEPARTMENT

Fred Bell ..... Dave Weathers, Supt.  
Rocky Martin ..... Allen Myers ..... Paul Jackson  
Steve Martin ..... Roger Brown

\*On leave with the United States Army

SUBSCRIPTION RATES PAYABLE IN ADVANCE — BY MAIL ANYWHERE  
ONE YEAR....\$3.50 SIX MONTHS....\$2.00 THREE MONTHS....\$1.25  
PLUS NORTH CAROLINA SALES TAX

TELEPHONE NUMBER — 739-5441

### TODAY'S BIBLE VERSE

Vanity of vanities, saith the Preacher, vanity of vanities; all is vanity. Ecclesiastes 1:2.

### Can See Daylight

The edict of the Army Corps of Engineers that its five-mile pipe loan to the City of Kings Mountain be repaid at Anniston, Alabama, on May 20, was frightening news in light of last year's drought.

The 13-month loan has kept wet a parched Kings Mountain throat.

Kings Mountain is in better shape today, with its two reservoirs virtually full.

Let all pray that the Summer of '68 is not long, dry or hot.

But there are rays of dawn ahead, though some of them may prove expensive.

1) Plans for the Buffalo Creek water project are virtually complete, in contrast to a year ago when the voters had not spoken 20 to 1 in favor of the \$3.38 million Buffalo Creek project.

2) The city possibly could make arrangements with the successful bidder on the Buffalo project to lay temporary lines to the auxiliary creeks.

3) The city itself could purchase sufficient pipe to duplicate the army's, later using it in regular maintenance and extension work.

A year ago there was a definite prospect of drastic and strict rationing of water, with concurrent overtones of industrial shut-downs for large water users.

Today this prospect is only an outside possibility.

The whole community is thankful for the change of situation.

Congratulations to Cathy Jo Hardin and Deborah Plonk, 1968 representatives to Kings Mountain high school to Girls' State.

### William Marvin Goforth

None who knew him were surprised at the hordes of friends who visited the bier or attended the final rites for William Marvin Goforth, who succumbed suddenly to a heart attack less than a month after he observed his 74th birthday.

Mr. Goforth loved people and they him.

He maintained at the last hour the exuberance of youth and an abiding wit which kept his hearers not only in good humor, but often in convulsive laughter.

His kindness and concern for the ill and aged was legend and his loyalty to friend and institution was spelled well in the 30-year record of perfect attendance he maintained at his church Sunday school class.

He was proud of his service with the army in Europe in World War I, as he should have been.

In his home, he was the proud and happy father and grandfather and the epitome of genial hospitality.

This community is different because of the passing of Marvin Goforth.

### Rocky's In

Governor Nelson Rockefeller has entered the hustings for the Republican nomination for president.

Frankly, he said, he felt the party deserved a choice of philosophies and between him and ex-Vice-President Richard Nixon the party would have one.

This is true.

Mr. Nixon is the moderate-conservative who follows the party banner through thick of victory and thin of defeat.

Mr. Rockefeller represents what once was known as the eastern or Dewey wing of the party.

### Pool Hall Rules

As instructed, Mayor John Henry Moss has appointed a committee to study the city's rules governing operation of billiard parlors and to recommend revisions, if deemed needed.

Point of two operators was well made, it seemed, when it was suggested 16-year-old youths are permitted to drive cars and risk breaking their necks on the highways, yet are banned from snooty pool in public establishments.

Since truancy from school (youths 10 to 13 years old) produced the fun, another point is established in lowering the permissible age for public pool-shooting from 18 to 16 years. When a youth is 16, he can "retire" from the classroom with no debts to the truant officer.

It surprised many that there is no curfew for billiard establishments.

Some, on weekends, have been known to operate 'round the clock.

A midnight wind-up looks sensible, if for no other reason than to protect the pool playing addicts from the chronic air pollution generated by all kinds of smoke—cigarette, cigar, and pipe. Stale smoke is deadly.

### Saturday Round-Up

Have the candidates in the Saturday primaries said all that needs to be said?

Likely.

At any rate time is running out.

Numerous candidates, offering for the first time, are quick to relate that Cleveland County is large in geographical area. It must be at least 30 miles square, remembering that the county line sign on NC 226 above Polkville is followed by another detailing distance to Grover at 30 miles per hour. It is equally at least 30 miles from the county line on US 74 East to the point of departure into Rutherford west of Mooresboro.

If Cleveland County is large, think of North Carolina.

Governor Clyde Hoey seldom failed to include in any speech to any North Carolina audience the glories of the Tar Heel state which stretched from the wondrous mountains of Murphy to the shining sands of Manteo.

Mrs. Mel Broughton, Jr., wife of the gubernatorial candidate said it here: "I never realized how far it was from Raleigh to Murphy." And Manteo is miles East of Raleigh.

How the candidates for state office, criss-crossing the state, manage the pace is amazing.

Outwardly, at least, this has been one of North Carolina's milder campaigns from the standpoint of personal attack, commendable if less exciting.

The Herald would pass on to the benefit of Saturday's defeated (and the odds against all contested races ending in ties are insurmountable the hindsight view of a congressional candidate in another district a few elections ago.

Sure, he regretted losing. "But after all, he philosophized," I did get 71,000 votes. But more important, I met people and made friends I would never have known had I not offered for the office."

Then, too, there was the reply by badly defeated GOP presidential candidate Alf Landon on whether, in view of the debacle, he regretted having been a candidate.

"Oh, no," Mr. Landon replied quickly. "Not very many have the honor of even being nominated for President, let alone serving as one."

## MARTIN'S MEDICINE

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

### By MARTIN HARMON

In the more than two decades I've been at the Herald, I have never been abreast of the work. Indeed, it is difficult for the staff to find time to do the necessary cleaning, whether it be ferreting out dead stuff from the live in a desk drawer, or cleaning the stock room, or sometimes sweeping the floor.

m-m

Publication of a newspaper, no matter the frequency of issue, compares to a storm at sea. Shortly after the publication of an issue, the barometer starts falling again and continues to fall, with the accompanying increase in foul weather, until the presses roll again. Suddenly the barometer is at the mark of bright, clear pleasant weather.

m-m

Thus here, on Tuesdays and Wednesdays, the pace is fast, faster, and fastest, and any interruption interfering with the immediate publication hour ahead sends the blood pressure skyward and the incipient ulcers to knawing.

On the April 24 pressday there was an interruption of major proportions.

m-m

The Audit Bureau of Circulations representative called late Tuesday afternoon to inform he had completed his work at the Charlotte Observer-News and would greet us about 8:15 a.m. pressday morning. Could he not spend just one day somewhere else? No, that was his schedule, and he had so informed his headquarters office in Chicago.

m-m

I greeted Joe Somes, of the ABC field auditing staff, when he arrived at 8:20.

m-m

The Herald became a member of ABC and had its first circulation audit in 1952. During the intervening eight audits (non-daily newspapers are audited biennially, dailies annually), we never saw the same auditor. Joe Somes was our first repeated. He had conducted the 1960 audit.

m-m

Mr. Somes is a Chattanooga, and onetime circulation manager for several years of the Honolulu, Hawaii, Times. We reviewed the intervening eight years and the present. He was thankful of the present. He had spent several weeks in Washington, D. C., auditing magazine circulations (Nation's Business, for instance), completed his assignments there and exited just two days before the April riots began.

m-m

Actually, we managed the work on the pressday audit, digging out records asked, including the checks and double-checks, with less interruption than we anticipated. Mr. Somes was patient—though at \$10 per hour we didn't want him to be too patient. He completed his work early Thursday morning, made only one minor suggestion for improvement in Herald circulation record-keeping.

m-m

Audit Bureau of Circulations, founded in 1915, is the only auditing firm in the nation which has status in the publishing-advertising field. It is a cooperative, including publisher, advertiser, and advertising agency. The publisher pays the bills, but the advertiser and advertising agency, via charter, control the organization through a majority on the board of directors.

m-m

Before ABC came into being no "respectable" publisher failed to double (at the least) his actual paid circulation. Obviously, the publisher's grandiose claims did not produce the expected volume of business and the advertiser did not respect the newspaper medium. Theory of the rules on net paid circulation is that a person who puts his nickel, dime or quarter on the table reads what he buys. As a result, for instance, a person may purchase as many as ten subscriptions for his friends and the whole ten count in the important net paid column. If the buyer buys as many as eleven, the eleven subscriptions are shown in the report as bulk sales, but not as net paid circulation.

m-m

As an ABC member, the smallest weekly newspaper is in the same company as The Washington Post, New York Times, Time Magazine, and/or the Wall Street Journal.

m-m

If a member is caught cheating, a pink slip detailing his ouster is immediately distributed to all the other thousands of members.

## HELP! HELP!



## Viewpoints of Other Editors

### KEEP IT COMPLICATED

In 17-century France they called it "preciousness." It got so bad that the affected dandies of the day would not ask for a "chair" but would request the "accountment of repose." But this mania for affected language did have one admirable result at that time. It moved one of the world's great playwrights, Moliere, to write "Les Precieuses Ridicules," a masterpiece of humorous social satire.

This fondness for high-flown jargon is apparently universal and ineradicable. It is as strong today as in the France of Louis XIV. It is why the principal of Johnny's grammar school tells anxious Mrs. Brown that her son is an "underachiever" rather than saying that he is "slow." It is why Prof. Norbert Wiener terms his system "cybernetics" rather than "helmsmanship." It is why, all over the country, good old town dumps are now being rechristened "town disposal areas." And it is why the garbagemen of Milwaukee have just demanded that henceforth they be known as "combustible truck loaders."

And who are we to criticize. How often has not this editorial writer, in filling out forms, put himself down as a "journalist" rather than as a down-to-earth "newspaperman"? To each his own. Jargon, that is.

—Christian Science Monitor

### RAW, WELL-DONE, OR MEDIUM

April is the bridge between March and May, and as one watches the days go by he wonders why the ancients made a separate 30-day calendar segment for it.

Grandfather says that when he was a boy, you could figure on some honest spring weather in the fourth month. But the countryman today claims that we slide from late winter directly into early summer.

April offers a mixed diet and no matter how you like the weather served, you will probably have a wide choice. There are days when the temperature soars and relaxing warmth floods the countryside; there are raw, chill days when gusty winds lift fumes of dust over the fields and swirl them like dancing dervishes.

There are good points about the fourth month. The robins carol a cheerful greeting at dawn and optimistic redwings whistle from the slough. Song sparrows sit on the fence posts and toss greetings to a new season. First strands of green appear in the bleached, winter-grayed grass and each day one can see the lilac buds swelling by the kitchen door.

April can test a man's patience. He wants to get into his garden but the soil is too cold and wet. He watches the shining brown-gold knobs of his rhubarb and thinks of fresh rhubarb pie. He waits for his asparagus to show pale-green tips. But it is April. It won't be long now. It is a wearying bridge across the month to true spring, but one knows that earth's fundamental powers are stirring and that soon the rush of a new season will be here.

—Hartford Courant

### ELEVATOR EASE

Elevators may only go up and down in one spot, but they have come a long way since the first freight hoist was powered by a man pulling a hemp rope by hand. If the rope broke, the cargo and operator were plunged to certain injury and often death. Today's fully-automated, fail-safe elevators are mostly taken for granted by the millions of persons who step inside for a quick vertical trip in our modern buildings.

Elisha G. Otis in 1853 invented the first safety device using a steel wagon spring, mechanical linkages, and movable bolts at the sides of the hoists. If the rope broke, the spring expanded, shooting the bolts out to lock into notches along the shaft's sides and preventing the hoist from falling. Four years later, elevators began to move people.

While the elevator's safety factors were being revised and improved, building construction techniques changed frameworks from wood, brick or stone to iron and steel. The combination of increased mobility and strength sent buildings skyward to Empire State Building proportions. Top floors, once used only for janitor's or storage when buildings rose to four stories, became the most valuable, far from the city's noise and dirt. The view at the top itself has become a source of revenue. And although a single high-speed installation usually costs \$150,000, the ride is free because without the elevator, tall buildings would be non-existent.

Hand-pulling changed over to belts and pulleys, then to steam-driven mechanisms and finally to electric motors. The hemp rope was replaced by from three to eight steel cables, each strong enough to do the job alone, for additional safety.

Urban life as we know it today couldn't exist without elevators. Their passenger list, numbering 32 billion a year, is four times that of all other transportation media combined. The 142,000 passenger elevators in existence travel about 540 million miles a year. Hartford alone uses 942 for freight and passengers. Others carry people in ships, mines, bridge towers, dams, observation platforms and missile sites. But perhaps one of the lift's greatest contributions is the ease and speed with which man can move about at the daily job. If you doubt it, try walking up to the office today.

—Hartford Courant

### 'I HAVE HERE A SPECIAL'

The lot of the door-to-door magazine seller has ever been long, hard and often disheartening. Rain and cold, dogs with long teeth and short dispositions, busy housewives skilled at the resounding slam of a door, these are but the beginning of a long list of trials with which such hopeful hucksters must put up.

To overcome these inbuilt hurdles, the magazine seller has developed a number of artful dodges. There is the young man who is working his way through college. There is the younger man who so wants that bicycle. There is, of course, the person who does it only to do you a favor. But whatever the dodge, it is a life only for the perennially optimistic and for the unquestionably robust. And even so, the pickings can never have been other than

## SO THIS IS NEW YORK

By NORTH CALLAHAN

With the forthcoming national observance of the 200th anniversary of the American Revolution, the early days of this country's history are being recalled. A local man was called upon at a recent dinner to respond to the toast, "The Pilgrim Fathers." After paying tribute to these Pilgrim Fathers for enduring the hardships of the New England winters and the privations and dangers of colonial life, he paused. "But let us give thought," he added, "to the Pilgrim Mothers. For they not only had to endure everything the Pilgrim Fathers endured, but mark this, they had to endure also, the Pilgrim Fathers."

—3—

The Plaza here is more than a hotel. It is a landmark for lovers of the elegance that once was New York and its management courageously retains this quality despite inroads of more modern trends around it. During Easter, for example, its picturesque dining rooms each had special menus and atmosphere (or the lovely occasion. In the Persian Room, Sergio Franchi, the Italian tenor who can really sing, held forth to large and applauding audiences. A special quality of him is his naturalness and easy rapport with his listeners. He was followed by John Davidson, the 25-year-old actor-singer who combines cleverness with entertaining music. A restful oasis in this city's pandemonium is the Palm Court of the Plaza where one can relax in mid-Victorian ease and refreshment.

—3—

In a way, this town has never been the same since the play, "Camelot" opened here several years ago. The romantic aura of the delightful and fanciful musical show which offers a long glimpse of happiness to a weary world lingers on in film and otherwise. A luscious reminder is "Camelot" — the House of Prime Rib, located at 73d Street and Third Avenue. Bedecked in proper decor from King Arthur and his knights, the rather new restaurant features some of the best roast beef I have experienced. The personnel are friendly, prices reasonable and the whole effect genial.

—3—

Six ways to guard your heart, according to the American Heart Association are:

Reduce saturated fat and cholesterol in the diet, which means more meals of fish and poultry because these contain less saturated fat than meat. Cut fat off meat when used. Cook with liquid vegetable oils and polyunsaturated shortenings. Use skimmed (fat-free) milk and skimmed milk products. Eat fewer eggs. Count your calories—avoid excess weight. Ask your doctor for a sensible reducing diet. If your children are gaining too much weight, ask the doctor how they can reduce also.

Control high blood pressure. Such pressure increases the chances of heart attack if undetected and untreated. Through regular check-ups and proper medical treatment, this disease can be brought under control in most cases.

Don't smoke. The heart attack death rate among men is 50 to 200 per cent higher for heavy cigarette smokers than it is for non-smokers. But for those who give up the habit, the death rate declines almost to that of people who have never smoked. A chance, are, if you don't smoke neither will your children.

## KEEP YOUR RADIO DIAL SET AT

# 1220

# W K M T

## Kings Mountain, N. C.

News & Weather every hour on the hour. Weather every hour on the half hour.

Fine entertainment in between