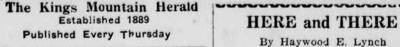
THE KINGS MOUNTAIN HERALD, THURSDAY, SEPT. 1, 1936.

parsonage Saturday evening, A large By GENE CARR JUST HUMANS LET'S LOOK BACK number of the members were present and all enjoyed the evening very From The Kings Mountain Herald Miss Bonnie Hayes of Mount Hol-20 YEARS AGO ly visited her aunt, Mrs. Robert OCT 5, 1916 Fletcher last week. Mr. Fleming Ramseur is spending Mr. and Mrs. DeWitt Patterson the week with his family. and children of Grover visited Mrs. Mr. and Mrs. Harry Falls of Rich Mack Conner Sunday afternoon. mond, Va., arrived Sunday to be Mrs. Irene Belk and little daughpresent at the Celebration Saturday. The Rural Mail Carriers will start ter and Miss Betty Belk were week week end visitors of Mrs. Belk's mo out unusually early Saturday in or ther at Gaffney, S. C. der to get back for the celebration. Mrs. Mack Conner, Yates Conner, ******* Mrs. Foy Gray and little son, Marion and Mr. John Bell attended the birth BETH-WARE NEWS day dinner of Mr. C. H. Curry at By Euzelia McSwain ******* Mr. and Mrs. R. S. Short spent The 4-H Club Recreational meet Saturday night in Gastonia, the ing was held Thursday night, Sept, guests of Mr. and Mrs. Oscar Hayn-24, at the Shelby American Legion GENE STRATTON - PORTE ALICE BRADY "I Don't See Ya Husband Any More, Mrs. Bings" RUSSELL HARDIE - ANN RUTHERFOR FRANK CRAVEN - CORA SUE COLLINS Fer Work" "BUCK" The Wonder Dog A REPUBLIC PICTURE AWARDED PARENTS' MAGAZINE MEDAL Serialized thru courtesy Screen Romances magazine from Beth-Ware attended the meet- Community. ing, Mr. L. R. Harrill, State Club Naomi. "I can't understand your change of attitude, Mrs. Biddle," he said sternly. "It was you who were so insistent the child should be Leader, conducted the meeting. Mr. Wayne Ware and Miss Jessie end with Mr. and Mrs. L. L. Alex Black of this community were mar- ander of Kings Mountain. house on his farmstead, tougues begin wagging in the Limberloat country. Although David is de-woted to Ruth Jameson, a young orphan who, with her sister Na-young it way the granny Morelan. In the adjacent farm, Mrs. Bid-dle and her scheming daughter Thelma, trick him into asking Thelma to be his wife. To be-little Ruth, Mrs. Biddle brings her into her home as a menial, and arranges for little Naomi to be sent away to the orphan asu-lum. Old Granny Moreland, grieving over the loss of the two gris, becomes gravely ill. Ruth and David hurry to her side, here ried Friday night Mr. and Mrs. Eugene King, of the Mr ably. bly. She hadn't wanted David to thow that. Men were so stupid! Al-ways saying and doing the wrong thin David faced her sternly. "Did you have Naomi put here?" "Why — why — yes," she stam-mered. "I thought it was for the a's good -" And so it is," Mr. Prewett agreed. grieving over the loss of the two
girls, becomes gravely ill.The two insane?" David inter-
e you insane?" Thelma de-
coldly.Chapter FiveThe you insane?" Thelma de-
coldly.Ruth looked at David through
tear-drenched eyes. Nothing cold
ever be the same again! They had
changed David...Naomi was gone
...And now Granny...She began to
sob silently, and when David put
his arm comfortably about her she
clung to him, frightened, desperate.
David looked soberly at Thelma,
at her angry, flashing eyes and de-
termined mien. He hadn't meant to
break it to her here and now, but
the rovelation of Mrs. Biddle's dup-
licity had brought things to a head.
"The said slowly, "and I'll keep my
word. But I also promised Granny
'I dook after Naomi — and I intend
to do it!""Tm not leaving you..." Granny's

"I'm not leaving you..." Granny's



The worried theorists who have been asking us to dilute our Constitutional form of government with strong injec-



HERALD PUBLISHING HOUSE, Haywood E. Lynch Editor-Manager

Entered as second class matter at the Postoffice at Kings Mountain, don called on the only Presbyterian N. C., under the Act of March 3, present to tell how it felt to mingle

1879.

SUBSCRIPTION RATES One Year \$1.50 | told them, but I could have told

A weekly newspaper devoted to the promotion of the general welfare and published for the enlight. Herndon) right across the street ment, entertainment and benefit of from the "Top' Sargeant next door to The citizens of Kings Mountain and Its vicinity.

MY CREED

To live each day as though I may never see the morrow come; to be strict with myself, but patient and lenient with others; to give the advantage, but never to ask for it; to pew. Yes sir, to say the least, Bapbe kindly to all, but kindlier to the tists are very near and dear to me. less fortunate; to respect all honest How's this from one Presbyterian employment; to remember always to lots of Baptists? that my life is made easier and better by the service of others, and to be grateful.

To be tolerant and never arrogant; to treat all men with equal courtesy to be true to my own in all things; to make as much as I can of my strength and day's opportunity, and to meet disappointment without resentment.

ever possible; to do, without display did me more good than to see one of of temper or of bitterness, all that the boys lose all of his nonchalance. fair conduct demands; to keep my money free from cunning or the when a part of the burning head shame of a hard bargain; to govern would get caught under his thumb my actions so that I may fear nel- nail. ther reproach nor misunderstanding nor words of malice or envy, and to maintain, at whatever temporary cost, my own self-respect.

To keep faith with God. my fellow men, and my country.

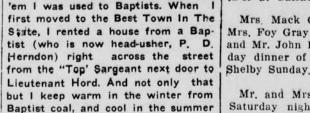
This is my creed and my philosophy. I have failed it often, and shall fail it many times again; but by these teachings of my mother and my father I have lived to the best of my ability; laughed often, loved, suffered, grieved, found consolation, and have prospered. By friendships I have builded has been happy .--Edgar A. Guest.

COST OF ADVERTISING

'We spend no money on advertising-that's why we can undersell the other fellow', shouts the salesman of unbranded merchandise. It sounds logical, doesn't it? It couldn't sound any more logical if it were true -which it definitely is not.

Ever since it became common knowledge that vast sums are spent for the promotion of trade-marked products, it has been customary to lay all manner of price differentials to the high cost of advertising.

Advertising is not an expenditure. Advertising is not an expenditure. It is an investment. It does make other isms of Europe, had better stop



much

es.

from Baptist ice. And still on top of that, when everything is quiet on Sunday morning, and I am in my church (Presbyterian) and Brother Sargeant gets in high-gear I get the full benefit of his sermon from my

I was invited over to break bread

with the Baptists at their supper in

honor of Dr. Luther Little of Char-

latte. And, by Jimmie, P. D. Hern-

with such celestial beings. There I

was scared to death in the midst of

the enemy. So I am not sure of what

When it comes to inventing excuses of why we don't pay our bills promptly, there are quite a few us who could qualify as adept inventors.

Back in the good old days, the height of nonchalance was to strike a match by pulling off the top part of the head, the firing part, with the thumb nail. And not a few of the To be friendly and helpful where young blades still ao it. Nothing ever and no small part of his equilibrium

> There are not as many clap-trap cars on the road as there was a few years ago, even the college students are riding in 33's and 34's.

Interest in politics seems to be at high tide.

Sometimes the dumbness of certain girls is appalling, and this was the case last week right here in town. We overheard a little conversation which did take our breath for a few seconds. "My best friend, I have been enriched, and the home Jones, lost his life's savings by investing in wild cat mining stock, said a certain young man of about, 37 to a maiden of about 21. "Oh, How interesting," she commented. "I never knew you had to mine for wild cats."

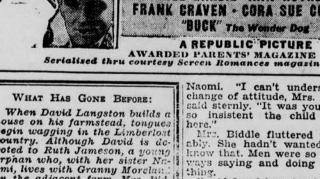
"Isms" Bring Grief

--- Not Freedom

By RAYMOND PITCAIRN

National Chairman

Sentinels of the Republic



to do it!" "I'm not going to live in the same



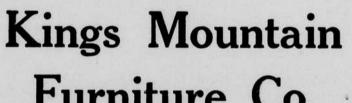
building. There were a large group Mrs. Berry McSwain of Beaver Dam-

Mrs. John Keller and her children of this community spent the week -

Mr. and Mrs. Duther R. McSwain Beth-Ware school faculty, have reand family of this community were turned to their home in Lake Toxa-Sunda ydinner guests of Mr. and way for the split school term,

Stoves	Stoves
HEATERS	CIRCULATORS
FRANKLINS	LAUNDRIES
BIG STOC	K—ALL PRICES—

Low Down Payment. Easy Terms. Buy Now! Pa fore Cold Weather Sets In.



added profits for advertisers-not be pointing with pride to their models. cause it gives them the sacred right to boost prices, but because it so widens the field of activity that pro duction can be stepped up, and when production is stepped up, manufacturing costs go down. A manufactur er using a great deal of raw material can obviously buy to better advantage.

Furthermore, the fixed cost of owning a factory remains about the same, whether the manufacturer is making one thousand units per day. or ten theusand units per day; and the cost of distribution decreases ra, ther than increase with an increase sales. Consequently by increasing the output of the factory tenfold, the unit overhead charge becomes a great deal less than it had been previously. Advertising makes this increased output possible, and does it economically. That is, widespread advertising costs less than increased production saves. This more often makes possible a decrease rather than an increase in prices.

So advertising is really the friend of your budget - even though you may not know it.-Exchange,

WHY NEWSPAPERS LEAD

Newspapers continued as "tops" in advertising media in 1935, and here is why, according to Prof. Thomas F Barnhardt of the University of Minnesota:

1.-Newspaper reading is a univer sal habit. Newspaper advertising, therefore, reaches virtually all who read and buy.

2.---A newspaper advertisement can always be seen by the reader. 3.-The newspaper advertisement into the home as a welcome guest.

4 .--- The newspaper advertisement can have as much reader interest that it covers more families for less and news value as the news item.

5.-The amount of text used in newspaper advertisements is dependent only upon the size of space.

6.-Newspaper advertising is flex ible.

7.--Newspaper advertising is quickly controlled.

8.--Newspaper advertising may be adjusted to different conditions, 9.-Newspaper advertising enables manufacturers and dealers to state where their products may be fessor Barnhard, builds confidence bought.

10,-Newspaper advertising is inhants have learned

Certainly the average American sees

nothing alluring in the recent history of those continental nations whose philosophies we are urged to adopt.

To that history Spain has been adding a new chapter for all the world to read. Its tragic text is written in the blood of the very workers whom the new isms promise to save.

Is this unusual? Think back over recent years and you have the answer. The cruel guerrilla warfare that estab-lished Communism in Eastern Europe. and the "purges" of Central Europe are still fresh in the memory of every adult.

And what has been gained? What have the regimented millions now under the thumbs of Soviets or Dictators achieved, for which the American citizen would swap the constitutional guaranties won and established by the Founders of our Nation?

The American Revolution was fought for Freedom – freedom of speech, free-dom of religion, freedom to govern ourselves, to direct our own lives and our own affairs. That freedom was won-and perpetuated in our Constitution.

But whether Fascism, or Communism, or any other ism, wins in Europe, Free-dom loses. In its place come intolerance, oppression and bloodshed.

The theorists who ask us to weaken our Constitution so those alien philos-ophies may be incorporated in our government, not only ignore the evidence now glaringly apparent abroad - they fail to understand either the American people or American history.

EAST KINGS **MOUNTAIN NEWS** (By Mrs. M. L. Conner)

Rev. W. A. Parsons entertained the Men's Bible class of Grace Methoas part of the complete paper goes dist church of which he is teacher, to a fish and oyster supper at ;).e

> noney than any other form of advertising.

11.-Newspaper advertising results may be checked.

12.-Newspaper circulation is known and is comparatively unalfected by daily change.

13.-Newspaper advertising

duces selling costs because it entails no waste of circulation. This helps reduce costs for the consumer. "Newspaper advertising,' says Pro

and good will, attracts new customers, increases sales, and stabilizes

merchandise, methods and prices."

The "Harvester" takes a wife.

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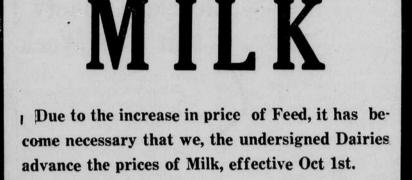
Mrs. Biddle Exposed David didn't need to think it over. He knew what he was going to do. But the older man's unexpect-ed support gave him added courage for the difficult task ahead. He and Ruth...Oh how, he wondered, could any man have been so blind, so long? Ruth didn't care for that Bert Monroe — he knew that now. Nor did he love Thelma! How well he knew that now? He didn't know what Thelma would say, or do — but nothing — nothing should sep-arate him from Ruth now! He went with Mrs. Biddle to the orphanage, to get Naomi. It was Mrs. Biddle's plan to send Naomi with Ruth out to her sister in Terre Haute, since Ruth had flatly re-fused to do without her. But they were not going to Terre Haute, Dua vid knew! But Mr. Prewett demurred. He didn't see how Ruth, working as a

But Mr. Prewett demurred. He didn't see how Ruth, working as a servant, could support and care for

- ADDER STORE SHALL IN AN

THE END.

rurmure co. WE OUTFIT THE HOME



qt. Sweet Milk 15c 13c pt. Sweet Milk 8c 10 WHOLESALE QUART SWEET MILG 12^{1/2}c 10c

OLD PRICES

PINT SWEET MILK 6^{1/4}c 5c

We appreciate your loyal patronage in the past

and hope to continue to serve you.

RETAIL: NEW PRICES

SUNRISE DAIRY

MARGRACE DAIRY

PATTERSON DAIRY