

The Kings Mountain Herald
Established 1889
Published Every Thursday

HERALD PUBLISHING HOUSE,
Haywood E. Lynch
Editor-Manager

Entered as second class matter at the Postoffice at Kings Mountain, N. C., under the Act of March 3, 1879.

SUBSCRIPTION RATES
One Year \$1.50
Six Months75

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.

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 be kindly to all, but kindlier to the less fortunate; to respect all honest employment; to remember always 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.

To be friendly and helpful where ever possible; to do, without display of temper or of bitterness, all that fair conduct demands; to keep my money free from cunning or the shame of a hard bargain; to govern my actions so that I may fear neither 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 been enriched, and the home 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. It is an investment. It does make added profits for advertisers—not because it gives them the sacred right to boost prices, but because it so widens the field of activity that production can be stepped up, and when production is stepped up, manufacturing costs go down. A manufacturer 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 thousand units per day; and the cost of distribution decreases rather than increase with an increase in 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 universal 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, as part of the complete paper goes into the home as a welcome guest.
- 4.—The newspaper advertisement can have as much reader interest 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 flexible.
- 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 bought.
- 10.—Newspaper advertising is infants have learned

HERE and THERE

By Haywood E. Lynch

I was invited over to break bread with the Baptists at their supper in honor of Dr. Luther Little of Charlotte, And, by Jimmie, P. D. Herndon called on the only Presbyterian present to tell how it felt to mingle with such celestial beings. There I was scared to death in the midst of the enemy. So I am not sure of what I told them, but I could have told 'em I was used to Baptists. When I first moved to the Best Town in The State, I rented a house from a Baptist (who is now head-usher, P. D. Herndon) right across the street from the "Top" Sargeant next door to Lieutenant Hord. And not only that but I keep warm in the winter from Baptist coal, and cool in the summer 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 pew. Yes sir, to say the least, Baptists are very near and dear to me. How's this from one Presbyterian to lots of Baptists?

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 young blades still do it. Nothing ever did me more good than to see one of the boys lose all of his nonchalance, and no small part of his equilibrium when a part of the burning head would get caught under his thumb nail.

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, 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

The worried theorists who have been asking us to dilute our Constitutional form of government with strong injections of Communism, Fascism and the other isms of Europe, had better stop pointing with pride to their models.

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 established Communism in Eastern Europe, and the "purgés" 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, freedom 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, Freedom loses. In its place come intolerance, oppression and bloodshed.

The theorists who ask us to weaken our Constitution so those alien philosophies 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 Methodist church of which he is teacher, to a fish and oyster supper at 7:30.

that it covers more families for less money than any other form of advertising.

11.—Newspaper advertising results may be checked.

12.—Newspaper circulation is known and is comparatively unaffected by daily change.

13.—Newspaper advertising reduces selling costs because it entails no waste of circulation. This helps reduce costs for the consumer.

"Newspaper advertising," says Professor Barnhardt, builds confidence and good will, attracts new customers, increases sales, and stabilizes merchandise, methods and prices.

personage Saturday evening. A large number of the members were present and all enjoyed the evening very much.

Miss Bonnie Hayes of Mount Holly visited her aunt, Mrs. Robert Fletcher last week.

Mr. and Mrs. DeWitt Patterson and children of Grover visited Mrs. Mack Conner Sunday afternoon.

Mrs. Irene Belk and little daughter and Miss Betty Belk were week week end visitors of Mrs. Belk's mother at Gaffney, S. C.

Mrs. Mack Conner, Yates Conner, Mrs. Foy Gray and little son, Marion and Mr. John Bell attended the birth day dinner of Mr. C. H. Curry at Shelby Sunday.

Mr. and Mrs. R. S. Short spent Saturday night in Gastonia, the guests of Mr. and Mrs. Oscar Haynes.

GENE STRATTON-PORTER'S
THE HARVESTER
WITH **ALICE BRADY**
RUSSELL HARDIE - ANN RUTHERFORD
FRANK CRAVEN - CORA SUE COLLINS
"BUCK" The Wonder Dog

AWARDED PARENTS' MAGAZINE MEDAL
Serialized thru courtesy Screen Romances magazine

WHAT HAS GONE BEFORE:
When David Langston builds a house on his farmstead, tongues begin wagging in the Lumberlost country. Although David is devoted to Ruth Jameson, a young orphan who, with her sister Naomi, lives with Granny Moreland on the adjacent farm, Mrs. Biddle 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 mental and arranges for little Naomi to be sent away to the orphan asylum. Old Granny Moreland, grieving over the loss of the two girls, becomes gravely ill. Ruth and David hurry to her side.

Chapter Five

Ruth looked at David through tear-drenched eyes. Nothing could 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! David!" her heart cried out to him despairingly. They knelt beside Granny's bed. "Don't go away, Granny!" Ruth sobbed. "Don't leave me!" "I'm not leaving you..." Granny's



The "Harvester" takes a wife.

thin, sweet voice came faintly. "Just going—a little ways—ahead..." She turned to David. "You've been a good boy, Davy. Like my own... I want you to look after my girls. Promise me you'll take care of Ruth and Naomi..." Perhaps, after all, she thought as the shadows closed in, it was not too late to give them the last gift of happiness. "I promise," David said solemnly, and he put his arm about Ruth's shoulders.

"Stay with us, Granny!" Ruth cried piteously. But already she felt the frail hand in hers relax. Granny had gone, smiling, with David's promise in her keeping.

The last person from whom David would have expected support was Mr. Biddle. But now suddenly that much-managed man found his voice. For once in his life he was going to say what he thought and not what Mrs. Biddle dictated. He had, Mr. Biddle told David, a prospective purchaser for the house—but he advised David to think carefully before letting it go.

"Don't make the mistake I did," he said soberly. "I've never known a moment's peace... You'll never be happy away from your land... Think it over, David!"

Mrs. Biddle Exposed
David didn't need to think it over. He knew what he was going to do. But the older man's unexpected 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 Earl 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 separate 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 refused to do without her. But they were not going to Terre Haute, David knew!

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

LET'S LOOK BACK

From The Kings Mountain Herald

20 YEARS AGO

OCT 5, 1916

Mr. Fleming Ransauer is spending the week with his family.

Mr. and Mrs. Harry Falls of Richmond, Va., arrived Sunday to be present at the Celebration Saturday.

The Rural Mail Carriers will start out unusually early Saturday in order to get back for the celebration.

BETH-WARE NEWS

By Euzella McSwain

The 4-H Club Recreational meeting was held Thursday night, Sept. 24, at the Shelby American Legion

JUST HUMANS

By GENE CARR



"I Don't See Ya Husband Any More, Mrs. Bings"
"He's Gone Away to Take a Rest. He's Played Out Looking Fer Work!"

building. There were a large group from Beth-Ware attended the meeting. Mr. L. R. Harrill, State Club Leader, conducted the meeting. Mr. Wayne Ware and Miss Jessie Black of this community were married Friday night. Mr. and Mrs. Duthier R. McSwain and family of this community were Sunday dinner guests of Mr. and

Mrs. Berry McSwain of Beaver Dam Community. Mrs. John Keller and her children of this community spent the week end with Mr. and Mrs. L. L. Alexander of Kings Mountain. Mr. and Mrs. Eugene King, of the Beth-Ware school faculty, have returned to their home in Lake Toxaway for the split school term.

Stoves Stoves

HEATERS CIRCULATORS
FRANKLINS LAUNDRIES

—BIG STOCK—ALL PRICES—

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

Kings Mountain Furniture Co.

WE OUTFIT THE HOME

MILK

Due to the increase in price of Feed, it has become necessary that we, the undersigned Dairies advance the prices of Milk, effective Oct 1st.

RETAIL: NEW PRICES OLD PRICES

qt. Sweet Milk 15c 13c

pt. Sweet Milk 8c 7c

WHOLESALE

QUART SWEET MILK 12 1/2c 10c

PINT SWEET MILK 6 1/4c 5c

We appreciate your loyal patronage in the past and hope to continue to serve you.

SUNRISE DAIRY

MARGRACE DAIRY

PATTERSON DAIRY

THE END.