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HERALD PUBLISHING HOUSE, Haywood E. Lynch Editor-Manager

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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.

HE STOPPED ADVERTISING Once there was a business man And he was wondrous wise; Said he: "We'll save the money It takes to advertise. We've got the business going. We'll sit and take this ease; Why squander cash for printing? Our income cannot fail."

Things prospered for a season, And prospects rosy grew; Then sales began to dwindle, "Though why — nobody knew. The boss was fretful, worried, His face grew pale and drawn, His business that day was going — now it's gone —

35 MILES We note in the news account of the bus-car accident in which two were killed that the bus driver was quoted as saying that he was driving about 35 miles per hour. But after seeing the car that was hit by the bus we believe the driver was making nearer 60 miles per hour than 35. Buses just do not drive that slow, they have a schedule of about 55 miles per hour and have to drive 60 to keep on time.

So, Mr. Bus driver, we believe you will have to change your story, because every bus we have ever met on the highway was making a lot more than 35 miles per hour and we do not believe you are an exception.

TERRIBLE The dirt streets of Kings Mountain are terrible. The worst roads to be found in Cleveland County are the streets within the city limits of our town, and very little is being done to remedy the condition. It certainly seems to us with a tax rate of \$1.87 and an annual budget of \$158,000 that some cash could be salvaged to at least keep the streets in passable condition.

OPEN FORUM An open forum for our readers, but no letter can be published if it exceeds 500 words. No anonymous communications will be accepted. The name of the writer will not be published however, if the author so requests.

Relayed from the North Pole via "The Fountain Of Youth" Glenn Springs, S. C. December 24, 1933.

Dear Mr. Lynch:— It may be of interest to tell you that I am now a life member of the Seminole Trail Association, and have designated it as my official north-south route. My reasons are: First: That the Trail is safe, scenic, historic and is now 99 percent free of construction work. An added attraction is that it is practically free of trailers, trucks and commercial vehicles.

Second: I know that the Seminole Trail on which is located Kings Mountain, N. C., is on the threshold of its greatest activity, and during 1933, I can personally contact at least two million of the estimated fifty million motorists who will use "the Main Street of the South" enroute to the New York World's Fair.

Third: I can already vision that the early completion of the Blue Ridge Parkway, which is to link together the Shenandoah and Great Smoky Mountain national parks, will attract millions of tourists who will drive over this scenic marvel of America. This means permanent business to every interest along the Seminole Trail.

Fourth: That the growing popularity of the Seminole Trail is evidenced from official checkings which reveal the fact that five times more foreign licensed cars used the route this year than during any previous year.

Fifth: The Seminole Trail Association directory now under preparation, will list all recognized hotels, catering establishments and businesses that profit from the tourist dollar. This recommended list will insure me of the best accommodations at all times, and I hope to find your name in the directory.

Here and There . . . By Haywood E. Lynch

I have heard a great deal about it being quiet the night before Christmas, but believe me it was quiet the morning after Christmas. I came down town about ten o'clock and the rainy streets were deserted, stopped in the barber shop to get a shave. I was the first customer even though the shop had been open since 7:00 A. M., so I got my choice of barbers. However, before I left several customers came in. Then I walked up to the Homes Stores to see Mike Millam he had already closed up for the day. During the hours his store was open his total sales amounted to only 13c. It was right depressing it was so quiet.

There is always something sad about "after Christmas." Tuesday morning when I was making my usual rounds of the stores, I found everyone busy taking down all the holiday decorations, all the smiling Santa Clauses were being put into boxes to wait for another year. The stores looked so bare, I almost wished there had been no Christmas. It reminded me of the times when I was a boy and would go out to the circus lot the next morning after the big top had left.

The merchants report they had an enormous Christmas business right up to the last minute. One merchant sold 46 out of 48 boxes of handkerchiefs after 9 P. M. Christmas Eve.

I think everyone was happy this Christmas. The Firemen, assisted by the Junior Woman's Club made many a little heart club. The Churches and Sunday Schools did their part in the spreading of good cheer.

I understand Supt. B. N. Barneson received a cap pistol from his paternal grandad on his first visit to see his new grandson.

Economic Highlights (Cont'd from front page)

half the ground we lost in the 1932 recession.

Big question is, When can we expect to regain the rest of the ground? In answering that, most economists are playing a wary game. There is no lack of good signs on the economic horizon. At the same time, there are a number of puzzling unfavorable factors. The Annalist puts the case accurately, when it says: "There would be more assurance of a continuation of the present recovery movement if there were not so many individual indicators that by this time should be reflecting the recovery movement, but thus far have done so either not at all or to a limited extent."

Many experts think that in the near future the rate of recovery may tend to slow — but that the movement will go ahead, even though it is in second or low gear. It is an important fact that most business leaders are not greatly worried about what the next Congress will do — they feel that our lawmakers, after earnest analysis of the last election returns, will veer steadily to the right.

A few business briefs of interest follow: PRICES: Commodity prices re-

The New Congress By RAYMOND PITCAIRN

Again, as this is written, America looks forward with high hopes to a New Year.

Most of these hopes centre on Recovery — on a return to that spirit of progress and confidence which has been so distinctive a characteristic of our national history.

And Recovery in turn, America realizes, depends largely on the new Congress which our citizens have recently voted into office.

What do the American people ask of that Congress?

Many things that, individually and collectively, can hasten the return of confidence and prosperity.

The unemployed want jobs — productive jobs which bring the satisfaction of a full pay-envelope for a fair week's work.

The farmer, the merchant, the manufacturer, the business man — all want opportunity to resume the productive activities which build up both payrolls and prosperity.

The taxpayer demands relief from the growing burdens which waste and extravagance in government have loaded on his shoulders during recent years, and which threaten to harass him through years to come.

cently took a fairly sharp drop, though they were well supported and there was no danger of a crash in values. The whole price situation is confused and rather chaotic, and is one of the least bright spots in the business picture.

CREDIT: Bank deposits are at almost an all-time high — which means there is an abundant credit basis for business expansion. It will remain to be seen whether business loans will increase accordingly. So far, they haven't.

STEEL: Index of production is at only a fair level. The trend is upward, but no great betterment is expected for the next month or two.

MOTORS: Is booming along in fine shape. The American public's appetite for cars is apparently insatiable — and it also appears that many families will sacrifice almost anything else in order to obtain a new model.

CONSTRUCTION: Is steadily improving, especially in the residential field, when adjustment for seasonal trends is made. This is one of the best phases of the entire recovery movement.



Synopsis: At the home of Miss Fortune in London, four new friends have gathered as permanent house guests. They were the charming Carletons — Colonel Anthony, a former actor whose family called him "Dick", and his wife, and their children, George-Anne and Richard. The Carletons had rescued Miss Fortune from a train wreck, and she had asked them to stay at her home. George-Anne quarreled with her suitor, Duncan MacCrae, and Richard had become romantically involved with Leslie Saunders, in whose office he worked. She was disgusted because he frankly confessed he and his family were out to get Miss Fortune's money, but she loved him anyway. Their efforts to appear "on the level" to Miss Fortune gradually uplifted the motives of the Carletons. Richard spent all his salary on a present for Miss Fortune — a little dog — and George-Anne took such good care of the old lady she decided to leave all her money to the Carletons. So Miss Fortune invited them to an announcement party — a dinner dance.

Chapter Six George-Anne's eyes were red with weeping when she found her family in the sitting room. They were very cheerful. The Sahib, for his part, was smiling broadly. "Come on, Rick, let's dance," she said softly.



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zeal and adroitness in disposing of Wombats, had been promoted. "He's been made the headmost local sales manager of the entire London branch," said Marmy. "It's just what we need to convince the old lady. How pleased she'll be!" George-Anne's voice was bitter. "Yeah, she'll think we're wonderful all right. She does now. You don't have to go on with it — we've won. Let her now will — we'll get everything she has." Marmy was elated, but the Sahib and Richard turned away in silent embarrassment. "Where are your cheers?" George-Anne demanded. "This is what we want, isn't it? This is what we want, isn't it?" Marmy, naive as ever, didn't notice the significant silence of the Sahib and Richard, nor the sarcasm in George-Anne's voice. "You're not being fair. George-Anne deserves all the credit." The Sahib and Richard hastened to agree. "Yes, we're set at last," said George-Anne, with a tortured smile. "Our party can be a celebration, now. We'll have a wonderful time!" Both Duncan and Leslie came to the party. Duncan had said goodbye to George-Anne "once and for all" but he couldn't disappoint Miss Fortune. Leslie was disgusted with Richard's frank gold-digging attitude, but was curious to see what his family was like. "How did you happen to have such a lovely sister?" she asked Richard. "Good looks run in our family." "Why did you ask the manager to recommend a good night school in engineering?" "Just to impress him." But Leslie told Richard she didn't believe he was so tough and hard-boiled as he tried to make her believe. Wasn't he planning to work right along even after the family got Miss Fortune's money and could loaf in comfort? Well, then — "Come on, Rick, let's dance," she said softly. Meanwhile Duncan, for the forty-ninth time, asked George-Anne to marry him. "I love you, Duncan," she said. "But I just can't." "But why?" "Your suspicions about us were right, Duncan. We didn't love the old lady — and we didn't stay with

her because she was lonely — we were after her money from the start. That night you came to the house, I was afraid you'd spoil things." "Yet you're not afraid now?" "No — she's come through. We're rich. But we're rotten, Duncan." "Such a serious speech, darling, but I don't believe a word of it. I want to marry you." "No, Duncan, I won't mess up your life. Once I wouldn't marry you because you weren't rich enough, now I won't marry you because I'm not good enough for you." Just then there was a commotion. Miss Fortune, dancing with the Sahib, had fainted. The excitement of the party was too much for her, and she had suffered a heart attack. At home, the doctor said her condition was serious, and she at once sent for her lawyer. After an interview with his client, he met the Carletons downstairs. "Miss Fortune's one thought throughout her grave condition has been to sign a new will. This she has done, making you the beneficiaries. I congratulate you. But it won't make much difference — now." Richard interrupted. "What are you trying to tell us?" "Simply this: a rather severe depreciation in the value of Miss Fortune's holdings has left the estate practically depleted. I trust

JUST HUMANS By GENE CARR



"Wot Do Ya Think Ya Doin', Roger?" "Restin' Me Puppies!"

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