

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.

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

Martin Harmon Editor-Publisher
Charles T. Carpenter, Jr. Sports, Circulation, News
Mrs. C. C. Oates Society Editor

Telephone 167

SUBSCRIPTION RATES PAYABLE IN ADVANCE
One year \$2.00
Six months \$1.10
Three months60



TODAY'S BIBLE VERSE

Remove not a scorner lest he hate thee: rebuke a wise man, and he will love thee.

Prices

International Harvester company, perhaps taking a cue from Ford Motor company, announced last Saturday price reductions on its farm equipment estimated to save buyers \$20,000,000 during the coming 12 months.

"We believe strongly that the best way to distribute the gains of rising productivity is through lowering prices. We are cutting now, although there is every promise that we can sell everything we can make this year and next at present prices," said Fowler McCormick, chairman of the board.

This policy, generally, made American business what it is today. It is what made the American working man the highest paid in the world, and his standard of living the highest.

It may be guessed that International's rising productivity has been made possible through several factors, major among them greater interest in production on the part of the thousands of workers who make International products.

Increasing productivity in other lines as well is bringing more and more products back on the market in quantity, and in the end it will mean a return to competition and a return to normal prices.

With still a considerable backlog of consumer demand for almost everything, there is reason to believe that the nation can look forward to continued high production and continued high demand, with prices lessening due to increased production and consequent return of competition.

Among the best news of last week's Herald was the announcement by Southern Bell official R. A. Finley that a new telephone line will be added between here and Shelby. The Herald had been plugging for more Shelby - Kings Mountain facilities for sometime, and the additional line should be considerable help. The hope, of course, is that the construction will begin soon.

Servicemen will do well not only to enroll, but to take an active part in, the affairs of the American Legion. It is their organization and can be no stronger than its members make it.

The Citizen-of-the-Year committee has a job of work cut out for it. It is always a difficult task to pick the one citizen who has done most to forward the community during a given period.

And if you haven't enrolled in the Boy Scout movement, do that too!

10 YEARS AGO THIS WEEK

Those students to be taken into the Kings Mountain high school chapter National Honor Society last Friday morning were: Clyde Putnam, Naomi Edens, Mary Boyce McGill, Margaret Phifer, Claudia Ware, Virginia Plonk, and Nellie Gault, seniors; and James Ratterree, Nina Putnam, and Esker Earp, juniors.

SOCIAL AND PERSONAL
Mrs. George P. Davis of Charlotte entertained at the Woman's club recently honoring her cousin, Mrs. Harold Hunkle, nee Margaret Nelson, a bride of January.

That Hotel

What with spring just around the corner (the calendar says) it should be time to make the ever-present reminder that a city of Kings Mountain's age, size, general disposition, etc., should have a hotel.

For years this statement has been made, and as far as is known, the mere factual statement has yet to raise an argument.

Neither has it raised sufficient action.

Naturally, a hotel project anticipates the outlay of considerable cash, and the Department of Commerce will report that hotels, due to many factors, including original outlay are not the most sure business enterprises in the world.

Yet hotels do operate at a profit, even small city hotels comparable to what one might be here.

It must be increasingly embarrassing to citizens of the community to have to answer letters to business acquaintances, friends, and others and tell them the nearest hotel accommodations are 14 miles distant.

There is no better time than the present to get a hotel movement started and to complete it with the finished article.

The ogre of John L. Lewis is rising again, as the March 31 truce deadline approaches. However, after his treatment last November, it is doubtful that the nation will have to put up with his high-handed shenanigans again. Congress is in no mood to brook the impudence of this man who operates on a policy of, "I first, the nation second." The public welfare must always come first and those who forget it, be it John L. Lewis or anyone else, must always be reminded.

If you haven't already, make plans to give liberally to the Red Cross. In Kings Mountain (where 79 percent of the contribution will remain for local chapter work) the Red Cross is the city's chief welfare agency. For this reason alone, the present fund campaign deserves fullest support from all.

Another conference is being held, this time at Moscow, which will have important bearing on the future peace of the world. All should pray that the representatives will be guided by a spirit of sincerity and fairness that brushes aside the common human frailty of selfishness.

Sports fans won't want to miss the American Legion's basketball tournament this weekend. Some very excellent teams will be competing, and plenty of exciting basketball will be reeled off.

Items of news taken from the 1937 files of the Kings Mountain Herald.

Mrs. Hayne Blackmer was hostess to her Bridge club Tuesday. The following ladies attended the all-day Officers Training School at Main Street Methodist church, Belmont, last Saturday: Mesdames J. O. Plonk, A. P. Warlick, Gilly Falls, B. M. Ormand, W. C. Fulton and J. L. Settlemyre.

Mr. and Mrs. George Hord announce the birth of a fine 9 1-3 pound son, George, Jr., on Monday, March 8th.

martin's medicine

By Martin Harmon
(Containing bits of news, wisdom, humor, and comment. To be taken weekly. Avoid over-dosage.)

Speakers

Idea for today's piece is strictly a steal from another fellow's of several weeks back, but I've had it on mind for sometime, and considerably more so recently, what with the wave of banquets that have been coming up with rather rapid succession.

I may be wrong, but I don't believe that speakers as a group have ever been quite as important as they are today, for it has about reached the place that a decent attendance can't be attracted to a meeting of any kind without first, a speaker of some note, and second, a speaker of some note that will stir the digestion.

It may be said right quickly that there are plenty of so-called speakers which can be classified as contributors to indigestion, and, of course, there are few folks who haven't heard some of that brand.

In Kings Mountain alone, there is a need for 104 programs yearly for the three civic clubs, Lions, Kiwanis, and Jaycees, and add to this the several service agencies, VFW, American Legion, and others, plus the church groups, plus the Red Cross, plus the Boy Scouts, and one can soon get a pretty good idea what this business amounts to here.

I have been remarked that a youngish fellow who had some smattering of talent could go into no better or more lucrative profession than public speaking, and I believe that this is true. Of course, it is a pretty hard grind. He must travel right much, for one appearance in the same spot at two-year intervals is about as frequent as a man can expect to speak. Exception to this rule seems to be Gus Travis, the Charlotte Observer wildman, who spoke in Kings Mountain twice within a few weeks, and who practically lived in Gastonia until all the good Gastonites had heard him at least once and many several times. No matter how good a man is, he needs to space out his visits or change his speeches completely.

A good speaker will command a minimum of \$50 per engagement, plus expenses, usually at five cents per mile and with a hotel room thrown in. Only four speakings a month is \$2400 per year, which still is a pretty good income. This is about the schedule: Patton, the Morganton school man who has appeared here several times, follows. Mr. Patton used to have four speeches, and when you called him to speak, he would invariably ask (particularly if he had visited that city before) whether the caller wanted Number 1, Number 2, Number 3 or Number 4.

Mock Sauer who did the Lions Farmer's Night job, had spoken on both the two previous nights before he came here. Sauer, incidentally, popped his witticisms so fast that his audience found it hard to remember particular jokes. That means he probably made return engagements with less work.

That this speaking business is quite something will be indicated by the experience of Edmund Harding, the jovial ex-fertilizer salesman from Little Washington, N. C., who used to combine speaking with his other bull shooting job. Mr. Harding's speaking schedule got so full that he didn't have time to sell fertilizer.

Among the best of the professionals I've heard is James E. Gheen, whom the Kiwanians brought to town for a ladies' night two years ago, and they also had another good speaker in Rev. John McSwain last year.

Arranging a good program is the biggest job on a banquet detail. If the program is set, then the other details seem to fall into the proper place. And there is nothing worse than to have arranged a program which is untested and unproved—and have to be present at the meeting.

A friend of mine was program chairman for a big meeting (one time) and heard about a big manufacturer of overalls who was supposed to be a very eloquent orator-dinner speaker. On contacting the prospect accepted immediately and all was set. To shorten a painfully long story, the overall man had about as much color as a pair of his most drab blue denims and the audience required around so much the hotel manager was worried for fear his chairs would collapse. Since that experience, my friend has had a very nasty predisposition against overalls in general and overall men in particular.

Letter To Editor

RECREATION
This topic is world-wide, but will only deal with it in K. M. Excuse me, "What's that you want, son?" Why do we deal with it in K. M. when we don't have any? A very good question. I hope that I will be able to answer it as well as it was asked.

We boys and girls don't know what recreation is really like because there is not enough interest in it by the elder people. We, (the young people), get blamed for being the wildest generation yet and that we are nothing but juveniles. Part of that statement is right, but being wild is untrue. Juvenile delinquency DOES exist and ALWAYS WILL exist in K. M. until you, the ELDER people, get behind it and see that recreation is provided for the youth of our town.

Boys and girls who have nothing to do often wander in the path of juvenile delinquency. If there were something for them to do this would cease.

Recreation is one of the answers. If K. M. had this, children would do things which would no longer exist. It is time for you, the older people to stand up for the future of your children. If you haven't any children that should inspire you just as much to go ahead and see that the younger people of our city will get a recreational center.

This is just like a baseball story, except you, the elders, have left too many children stranded on third base. It's time that YOU go to bat and bring them home.

Youth of our town, it is to us also, to see that we will have a place. We must get out, fight and strive to get a recreational center. Tell your fathers, and mothers what you would like to see done and see that they do it.

Money has been the problem for a long time. But now that question can be solved—Mr. David Cash has offered to show pictures on Sundays and donate all the profits which will be several hundred dollars a month, to go into a fund for a place. Mr. Cash states that "I want it clearly understood that is not to get shows here on Sundays, but to help to provide a recreation fund. One show will be run in the afternoon and one at night and will not conflict with church hours. I have two children of my own and I am interested in their future; so therefore I want them to have and to enjoy constructive recreation. If this is passed by the City Council, the Sunday movie will continue until sufficient funds are raised."

If everyone would show that much interest a place COULD and WOULD be provided. Let's everybody back this up to our fullest extent and dig into our pockets and see that juvenile delinquency will no longer exist in our fair city. Signed: Bob Neill.

a man who arranges a program is always subject to extreme nervousness in event he hasn't heard his speaker speak.

It is a lucrative profession though, and persons with talent can be assured of a steady demand for their services.

SERVICE

PRESCRIPTION

We Fill any Doctors' Prescriptions promptly and accurately at reasonable prices with the confidence of your physician.

Kings Mountain Drug Company

THE REXALL STORE
We Call For and Deliver
Phones 41-51

Dr. D. M. Morrison, Optometrist

Eyes Examined Glasses Fitted
Tuesday and Friday afternoons 1 P.M. to 5 P.M.

The Foods You Want

GET THEM AT

McCARTER'S GROCERY

W. King St.

Phone 223

CALDWELL & ROBERTS

Radio and Refrigeration Service

WASHING MACHINE

"All Work Guaranteed"

Pick-up and Delivery Service

Located in Crook's Garage

Phone 393



Storm cellars won't replace destroyed property - winds from INSURANCE will

STORM CELLARS

THE ARTHUR HAY AGENCY

All Kinds Of Insurance

Phone 182

First National Bank Building

AUTO LOANS

FINANCING - REFINANCING

Quick, Efficient, Confidential Service
See "ROCK"

Home Finance Company

Gastonia, N. C.

Main Street In Front of the Postoffice

Phone 2035

Food Fact

You can get the highest quality foods from Blalock's, serving Kings Mountain for over 11 years

BLALOCK'S GROCERY

Phone 58

Subscribe To The Herald \$2.00 Per Year

PINNACLE FEEDS

—16 PERCENT DAIRY FEED

—LAYING MASH

—GROWING MASH

—CHICKEN STARTER

—BIG HOG FEED

—SCRATCH FEED

—CHOICE MIXED FEED

We can now serve you with Feed Ingredients and Custom Feed-Mixing.

Ware & Sons