



LOOKING AHEAD

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Fairy Tales for Grown-Ups

Ever hear of grown-ups believing in fairy tales? Well, perhaps not Cinderella or Jack and the Beanstalk. But when it comes to the economic "facts of life," it is amazing what some folks will accept instead of facts.

One tale of economic nonsense, usually going the rounds, has it that industry is rolling in money and making exorbitant profits. Usually, industry (erstwhile known as "big business" and "bloated capitalists") is the villain. These uncalculated profits are literally squeezed out of the consumers and the workers, and piled up somewhere by the "soulless corporation," like so much gold guarded by a fire-breathing dragon.

We could go on. But see what I mean? It is high time somebody got a true-to-life story started that shows what our system of free investment and free enterprise has done for the people of this country.

How Much Profit?

National polls, not too long ago, found workers thinking generally that business makes from 25 to 50 per cent profit. Surveys among labor union members have found the workers thinking that 10 per cent profit on sales would be about right. Even a government booklet prepared for veterans says "A business . . . should make at least 10 per cent profit clear." Well, fairy tales to the contrary, one statistician shows that actually business makes on the average only 2.9 per cent profit on sales volume.

Some businesses make less and some make more. In 17 years of sales, the Republic Steel Corporation has made 2 per cent on the company's sales to customers. General Electric has figured its average for 30 years at only 8.9 per cent. You see, it just so happens that industry gets far less than the 10 per cent that everybody seems to think would be fair.

Best Incentive.

But we have been taking a lot for granted! Nobody has shown, fairy tale fashion, why it would be so bad if industry were making a better profit. Actually, nothing would be bad about it. It is good for the welfare of the nation, for the consumer, for the worker, for everybody — if industry makes a fair profit. Only if industry makes a fair profit can we expect plant expansion and more jobs.

Republic Steel, already mentioned, divided each dollar that it had for owners and the workers in 1946. The workers got 91 cents. The owners got 4 cents in dividends, and 5 cents was plowed back into the business. Without profit there's not a chance for good wages to continue. Without dividends, there's no attraction to new venture capital. New investments are important to the welfare of everyone. We need prosperous industries. Yes, who wants to invest hard-earned dollars in a business that can't make a profit? Active production lines, in industries that can show a profit, are the basis of America's prosperity and high standard of living. Profit is our best incentive.

Planning Urged For Livestock Farmers

Livestock farmers should continue to follow sound planning for highest profits in view of the recent breaks in livestock and commodity prices, says C. E. Clark, Extension Farm Management specialist at State College.

Mr. Clark says the best policy would be to sell only those animals ready for the market, because getting rid of the present herds will jeopardize future chances for a strong livestock program on individual farms.

Latest estimates indicate that the total meat output in 1948 will probably be 10 percent less than the 23,300,000 pounds produced in 1947. This means that consumers can expect less meat per person available during 1948. A relatively large backlog of supplies in storage now will supplement meat supplies this summer and fall but will not offset reduced output, Mr. Clark said. This reduction in output will not improve until livestock numbers are increased, he added.

The demand for meats has been strong and record prices have resulted. Farmers have reduced the size of herds to take advantage of high prices, yet, feed price relationships have been increasingly unfavorable to them. These relationships have needed adjustment and are necessary for continued production of livestock, the specialist said.

The recent drop in grain prices has been partly attributed to speculations, lack of confidence on the part of traders and more favorable reports of wheat prospects in the United States and abroad. Breaks in commodity prices will likely show further decline before prices tend to rise again.

Livestock farmers should not get alarmed, but wait for an adjustment in livestock and feed prices, Mr. Clark said.

Turkeys are usually kept in a brooder house during the first six to twelve weeks. After that time they may be placed on range.

Central Lassies Nose Shelby 21-19 As Boys Go Down In Finale 23-40

Kings Mountain girls basketball team closed the home season last Friday night with a spine-chilling 21 to 19 Western conference victory over the lassies from Shelby high, with the boys team dropping a hard-fought game to the Lions by a 23-40 count.

Mary Lou Barnette again sparked the Mountaineer-ettes to victory, tallying 9 points during the hectic struggle. Hazel Floyd had 5 and Bernice Harrison 4.

Billy Amos topped the Mountaineers in the scoring department with 6 points, trailed by Jack Ruth, Bud Medlin, and Herman Mauney with 4 each.

Coach Don Parker's cagers were unable to stop lanky fast-breaking Jack Eubanks of the Lions, who scored 16 points during the battle.

It was the last home appearance for 7 Central cagers who are scheduled for graduation this June. Three girls—Bernice Harrison, Betty Howar, and Mildred Goforth — and four boys — Bud Medlin, Bob Huffstetler, Bob Patterson, and Jim Hudgins are the Central losses for next season.

Majority of regulars on both squads will be returning to the hardwood next year with indications of a pair of strong teams.

Coach Mabel Carpenter's sextet took the initial lead in the opener and were ahead of the visitors all the way, the local guards nipping a 10-point Shelby rally late in the game to sew up the win.

The Mountaineers scored their first basket after two and one-half minutes of play and Shelby was ahead 2-5. Herman Mauney hit one free throw after Jack Eubanks hit one for Shelby and then followed with a goal, score 5-7. Jim Hudgins knotted the count at 7-7 but Billy Megginson hit one as the quarter whistle sounded and Shelby led 7-9.

Eubanks hit a free throw and Hudgins missed, then Eubanks hit another goal. Kings Mountain missed two free throws before Eubanks hit again, score 7-14. Ruth hit a goal and Eubanks another, half score 9-16.

Coach Parker's five failed to stop Eubanks in the final half and had Bumgardner to take into considera-

tion, also. The issue was never in doubt the rest of the way.

The lineups:

GIRLS
KM (21) S (19)
 Barnette, 9 Reed, 6
 Harrison, 4 Moss, 7
 Roberts, 1 Tate, 2
 Cody Rippy
 Jackson Dover
 Goforth Weathers
 Half score: Kings Mountain 12, Shelby 5.

Subs — KM: Reynolds 3, Bridgema, Floyd 5, Hoyle, Smith, S: Willis 2, Rainey 2, Cheek, McKee.

Officials — Brooks and Womack, Forest City.

BOYS
KM (23) S (40)
 Ruth, 4 Cook, 4
 Medlin, 4 Hamrick, 4
 Mauney, 4 Eubanks, 16
 Huffstetler, 2 Megginson, 4
 Amos, 6 Bumgardner, 7
 Half score: Kings Mountain 9, Shelby 16.

Subs — KM: Hudgins 2, Patterson 1, Jackson, S: Reynolds, Linton, 1, Trammell 2, Lackey, O'Leary, Gold.

Adding Machine Paper — Herald

Uncle Sam Says



What would you say if you saw a groundhog emerge from his hole this month with a stock of Savings Bonds in his paws? Millions of my nieces and nephews, who own Savings Bonds and are adding to their bond holdings regularly through the Payroll Savings or the Bond-A-Month Plans, would say that Mr. Groundhog has at last acquired common sense as a prophet of an early spring. There is no better harbinger of a bright, happy future is there than the growing, safe, profit-making financial reserve of United States Savings Bonds.

A couple of good dairy cows will keep a small family in milk and butter throughout the year.

Build Own Highways
 Every citizen of Guatemala is required to contribute the equivalent of two weeks' work, either in money or in labor, toward upkeep of the country's road system. Guatemala, which grows a large part of the world's supply of bananas and therefore needs good roads, was among the first of the Central American republics to have a highway from border to border.

To find the current price of producing a dozen eggs, multiply the average number of pounds of feed the flock is eating a day by the price per pound and divide by the number of dozen eggs laid in a day.

Beware Coughs from common colds That Hang On

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germs laden phlegm, and aid nature to soothe and heal raw, tender inflamed bronchial and mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

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| 1 lbs. Jars Crystal Blackberry Jam | 25c |
| 2 packages JELLO | 15c |
| 3 lb. Jars MAMMY'S COFFEE | 97c |

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Now...once again it's Red Cross Time!

Out of human suffering the Red Cross was born.
 At the scenes of human suffering the Red Cross takes its place.
 Emergency is its call to service. The unpredictable disaster—the uncontrollable flood and raging fire, the stealthy epidemic—when these strike, your Red Cross quickly reaches the victims, to comfort, sustain and restore.
 The Red Cross must be prepared to spring into action any time, anywhere.
 And the Red Cross will be ready. It will be ready because your generous dollars always have made possible its merciful work.
 For the sake of the unsuspecting thousands who will be stricken this year... for the sake of those destined for injury and anguish... the Red Cross now turns to you.
 It's March — and Red Cross time. This is the annual appeal the Red Cross makes so that your humanity may be spread throughout the coming year, among all — irrespective of race, color or creed.
 You'll help again, won't you?

IT'S YOUR RED CROSS...KEEP IT GOING Give Generously!

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