

The Kings Mountain Herald

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TODAY'S BIBLE VERSE

The sluggard is wiser in his own conceit than seven men than can render a reason.
Proverbs 26:16.

Dispute Continues

Fanned by the several and continuing celebrations for General Douglas MacArthur, the great debate over foreign policy continues.

The General's address to Congress was a masterpiece of elocution and would have done justice to William Jennings Bryan, to Henry Clay and the other great speakers of history.

The General also had something to say.

His strident statement concerning keeping Formosa in friendly hands, if not under actual mandate of the United States, rang the bell with the vast majority of Americans who have not been able to understand the machinations of the State Department in leaving disposal of Formosa to the United Nations.

Rather obviously, the Herald thinks, the State Department assumes this nation has sufficient support in the UN General Assembly for maintaining Formosa in friendly hands. The present policy concerning the island could be little more than a play to other nations.

Most questionable of General MacArthur's statements was that his policy was that of the joint chiefs of staff. Here seems to be one of those direct, down-the-middle divisions which has not yet been answered satisfactorily by the administration. MacArthur, to date, must rate a "touche" on that point.

There is hope among thinking people that the explosion resulting from MacArthur's dismissal will result in a searching inquiry and review into foreign policy that will 1) clean it up, if it needs it, and 2) restore the unification of the two major parties on foreign policy, a happy situation that has seldom been enjoyed in this country and which fell completely apart after Senator Vandenberg became ill.

Living Beautification

All citizens will be interested in the long-term project announced last week by two of the city's garden clubs, which has already attracted the support of the civic organizations.

A long-term effort will be made to make Kings Mountain the "Rose City" of North Carolina.

Nothing adds to the value of property more than blooming, colorful flowers and landscaping. Another newspaper editor remarked in a recent edition, "A \$15,000 home with well-landscaped grounds looks more valuable than a \$75,000 home which has not received proper attention in that direction." Few will dispute that statement.

Frequently, however, little attention is given to public institutions, commercial concerns and other similar properties. It takes work in all directions to make a community look as it should.

The project is a noble one, and it deserves the cooperation of each and every resident of the community.

Twenty years is a long time and the announcement by Dr. L. P. Baker that he will not seek re-election to the city school board means that the new board will convene with a sense of someone being missing. The Herald doubts that any citizen in Kings Mountain, outside the professionals, is more interested in schools than Dr. Baker, and he deserves the plaudits of his neighbors on his record of service to the community's schools.

Don't forget to write a check for the band fund this week, if you haven't already.

10 YEARS AGO THIS WEEK

Two more candidates filed with City Registrar Bright Ratteree during the past week for City Councilman in the election to be held May 6. Eugene Roberts, grocer, son of Mr. and Mrs. J. R. Roberts, filed from Ward 4 making a three-corner race. Clyde Bennett, contractor, threw his hat into the ring Monday morning as a candidate from Ward 2. Wistaria vines in Kings Mountain have been exceedingly pretty this year. The vines have been loaded down with beautiful blossoms. The vines growing in

Items of news taken from the 1941 files of the Kings Mountain Herald.

front of the Mountain View Hotel has created considerable comment.
SOCIAL AND PERSONAL
Members of the Legion Auxiliary met recently in the home of Mrs. A. G. Sargeant with Mrs. G. A. Bridges as co-hostess.
Mrs. Charles Dilling has returned from a visit of several days at the home of her mother at Covington, Ga.
Mrs. M. J. Lynch and grandson, Davy John Smith, Jr., of Goldsboro, spent the last weekend with

martin's medicine

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

Keeter's Store

Another Kings Mountain business citizen is observing an important birthday. This week-end, Keeter's Department Store on it is known to the trade, marks its 25th year of doing business in Kings Mountain.
k-s
Not that No. 25 is so much more important, perhaps, than No. 24 or No. 26, but business firms take a cue from the lady-folk who take special note of round - figure anniversary dates, and thus No. 25 becomes right important.
k-s

The management isn't sending out specific individual invitations engraved in silver ink, but the public is being invited to pay Keeter's a visit on its silver anniversary. If there were invitations, the lettering at the bottom would probably read "no gifts," but Keeter's will still not be averse to outfitting a person in new clothes, from head to toe.
k-s
Actually, the business citizen known as Keeter's is more than 50 years old, but has only been operated in Kings Mountain for 25 years. It still numbers among its customers many people of the area who bought Keeter goods before the turn of the century in Grover.
k-s
While it is not unusual for a person to turn 25, business firms which last and grow to their 25th birthday can take a considerable measure of pride on the record. There are many pitfalls in the operation of a retail store. The buying must be correct (both as to price and to volume of goods), and there is no accurate foresight available to determine whether a purchase should be, say, a gross of dresses, or two gross, a bale of sheeting, or two bales. The rosy picture of any spring can always glimmer away by October to the ravages of the boll weevil. Thus Keeter's has withstood the test of time and the pitfalls of season-to-season operation. Since opening in Kings Mountain in 1926, the firm has sweated out the Terrible Thirties, the Fiftal Forties and is steaming at full speed into the Fateful Fifties.
k-s
Keeter's, as I have known it, has been the personification of its present executive, head, Byron Keeter, son of the founder, D. J. Keeter.
k-s
Byron Keeter is a man of driving personality and energy who is largely responsible for the continued growth and expansion of this firm, which is one of the city's major dispensers of clothing and dry goods. He has always followed the maxim that the one purpose of a store is to sell goods, and that goods cannot be sold unless the quality is there, the price is right and the customer is satisfied.
k-s
Byron also ascribes in practice (though he may not have thought about it in those terms) to the Biblical doctrine that the light is not to be superimposed under a bushel basket. This doctrine calls for promotion of both regular and special means, and Byron fills the bill.
k-s
As a youngster, one of my first recollections of Byron was on a gray afternoon in late December. He was standing on a car fender and ready to convey the title of a new Chevrolet automobile to some lucky Keeter customer who had the right number. It was the end-point of a several - month promotion in which Keeter's gave away a car. According to Byron it sold a lot of goods and is listed in his memory book as a very successful sales - advertising medium.
k-s
Another youthful impression of Byron was his willingness to lend me a tuxedo to wear in a high school play. The tuxedo population of Kings Mountain was not nearly as great in those days as it is today, and I remember asking him for it with considerable reluctance. His answer was a rapid, "Sure thing," and I've never forgotten the incident.
k-s
Many changes have occurred in ways of doing business in the 25 years Keeter's has done business here. It was not too long ago that business firms opened and closed on a sun-to-dark basis, rather than on the clock basis of 9 to 5:30. On Saturdays the schedule was sun-up to midnight or later, which makes me wonder how Sunday Schools kept up their population, since they have difficulty enough now with the much shorter Saturday schedule. Byron, incidentally, was among the leaders of local merchants who "sold" a reasonable 11 p. m. Saturday evening closing hour to local merchants. Byron remembers that this was considered a most progressive step with some die-hards charging those favoring the change with

CROSSWORD By A. C. Gordon

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56
57	58	59	60	61	62	63	64

Things That Grow

ACROSS
1—Great American crop
4—Floral emblem of Scotland
10—Extremely woody plant
12—Hawaiian root food
13—Stilla
16—Flower which the ancients considered sacred to Venus
18—Proverbial quality grass always has in other pastures
21—To look at
22—Born
23—Popular floral cousin
24—To carry
27—Everyone (abbrev.)
29—Prefix denoting "down"
30—Popular flower of the crocus family
33—The self
34—To form
37—Doctor of Divinity
38—To render smooth
40—Hardy type of cabbage
41—Secret
43—Provided that
45—in the direction of
47—Only this, and nothing else

DOWN
2—Pertaining to a popular grain food
3—Division of the Bible (abbrev.)
4—Chemical symbol for tellurium
5—To surround
6—Society for the Protection of Roses (abbrev.)
7—To carry
8—Well-known bulb flower (poss.)
9—A weed unpopular with hayfever sufferers
11—Secret
14—Public conveyance (abbrev.)
15—To give a plant its start

17—Electrical Engineer
19—Characteristic of the pine tree
20—To tear
24—A flower color
25—To treat with iodine
26—Chemical symbol for hydrogen
28—Chemical symbol for silver
31—Yearly Onions (abbrev.)
34—To endorse
36—Above (poetical)
39—That thing
41—Exit
42—Dry of wine
44—Popular house plant
46—Fragile part of a flower
48—To grab
50—Religious Society (abbrev.)
51—Dry granulated starch on plants
53—Gardener's implement (abbrev.)
56—Moisture that collects on plants
57—To ventilate (abbrev.)
61—Tropical shrubbery (abbrev.)
62—Male title

See The Want Ad Section For This Week's Completed Puzzle

Other Editor's Viewpoints

MY NOTIONS

By John Wesley Clay
(In The Winston-Salem Journal)

A group of American women is about the most beautiful sight this side of the pearly gates. I think American women, as a whole, have it on the other women of the world. In the first place they are healthier. They live longer, and that is because our way of life allows them to live better.

Our women do not look as old, when they begin to get up in years, as do the women of most of the other countries of the world. True their hair turns white, but that only adds to their beauty.

It was my privilege to speak to three groups of women in Kings Mountain the other night. A "Home Arts Club" and two book clubs.

I asked the ladies what is a home arts club and they told me it was started mostly as a sewing club, but shucks, those ladies did not look like seamstresses, neither did their clothes look like home - made clothes. They looked more like they came direct from Paris.

Kings Mountain is a historic place. It is lousy with history. It was there that the American backwoodsmen, under Isaac Shelby, John Sevier, and others, licked the British under Ferguson. And it is not to be wondered at when you look at the offspring of those hardy forebears.

LOCAL BILLS

(Stanly News & Press) Albemarle, N. C.

The General Assembly in Raleigh adjourned Saturday night after a session that lasted from January until the middle of April. Many laws were enacted, some of them relating to the whole state, but most of them were concerned only with local affairs of cities and counties. We wish there were some way to determine how much time the legislature spent on purely local bills, for we are satisfied that it would be a shocking revelation.

Most so-called local bills should be handled by county boards of commissioners or city councils, and while we have not yet seen a summary of the local bills that were introduced by Representative Goodman and Senator Lowder, we are willing to venture the assertion that none of them should have concerned the legislature. This, incidentally, is not a criticism of the two men, but is offered as a criticism of a system which makes it necessary for a statewide body to act on purely local matters.

Our state government undoubtedly needs some changes, but it is our belief that right at the top of the list of needed changes stands this "local bill" matter.

LAND ARSON

Memphis (Tenn.) Press-Scimitar

If a farmer burns a barn full of hay, he is charged with arson. something akin to Communism.

If a farmer burns off his land and destroys the humus that would produce a barn full of hay he should be indicted by public opinion.

No man has a right to destroy food.

No man has a right to destroy humus which produces our food.

Beau Brummel TIES

Congratulates

Keeter's Department Store

Its Kings Mountain Dealer on the happy occasion of its 25th Anniversary in Kings Mountain

Beau Brummel

and the colorful easy tie, long - wearing neckwear bearing this name.

Scout Court of Honor Ray Black Now Warrant Officer

The Kings Mountain District Court of Honor met at the City Hall at 7:45 p. m. with assistant Scout executive A. C. Warlick presiding. The following appeared for advancement:
Tenderfoot rank: Carl Barnett, Douglas Gladden, Carl Hedgepeth, David Hullender, Jerry Ross, David Whitstine, Leonard Wright, all of troop 4.
Second Class rank: Jimmy Heavner, troop 5, Tommy McAbee, Whistler Nance, Bobby Payne, Junior Putnam, Billy Rabbs, Jimmy Rabbs, George Bowen, Billy Carigan, Fred Falls, Jr., Caleb Fisher, all of troop 4; William T. Ware, Luther Barnes, Phillip W. Chamber, troop 6.

The following appeared for merit badges:
Firemanship: Gerald Thompson, troop 3.
Home Repairs: Hugh Mayhew, troop 4.
Metal Work: A. B. Summitt, troop 2.
Pathfinding: David Kincaid, troop 6.
Personal Health: David Caveny, Bobby Cashion, troop 3.
Printing: Flem Mauney, troop 1.
Public Health: Jerry Logan, troop 4, Bobby Cashion, troop 3.
Public Speaking: Curtis George

troop 3; Charles Cashion, troop 3.
Safety: Tony Kirby, troop 3, Wood Carving: Dick Hunnicutt, troop 1.
Star Rank: Bobby Cashion, Charles Cashion, troop 3; Jerry Logan, troop 4.
Gold Eagle Palm: A. B. Summitt, Jr., troop 2.
Awards of previous Courts of Honor were made. Troop 4 won the advancement and attendance banner. The next Court of Honor will be held at 7:45 p. m. May 10, 1951.

She's a beauty . . .

She wears the Hi-A brassiere by Marja

Advertised in Vogue

She's wise . . . she chooses her brassiere to emphasize her beauty, because Hi-A, created by Marja, effectively lifts and molds the figure into lovelier contours by means of round-and-out stitching ingeniously designed. In finest quality broadcloth from silky Pima yarns. White, 32 to 40. A. B. and C cups, \$2.50. In wonderful Nylon Satin, White, A. B. and C cups, \$4.00.

Buy MARJA brassieres at

Keeter's

... for 25 years a commercial citizen of Kings Mountain.