

FORTUNE TELLER

ORIENT

2 3 4 5 6 7

YOU can have fun figuring out your message from the Orient by use of this pleasant little letter puzzle. If the number of letters in your first name is 5 or less, subtract from 7. If more than 5 letters in your first name, subtract from 11. Now take this result and find your key letter in the word ORIENT at the top of this puzzle. Then, starting at the upper left corner, check each one of your large key letters as it appears from left to right. Below the key letters is a code message for you.

N	O	R	I	E	R	O	N	I	T	I
E	I	R	E	R	O	N	O	S	A	A
O	R	E	N	T	I	N	O	R	E	N
T	E	R	O	N	I	O	R	E	N	T
R	A	L	M	O	N	I	A	C	N	T
R	I	N	O	T	E	O	R	T	N	E
O	U	B	Y	E	M	T	I	N	E	I
E	T	O	N	E	I	R	T	S	V	F
C	O	N	E	O	E	D	E	R	S	V
I	N	T	O	I	R	E	N	N	E	T
S	E	E	I	R	K	N	E	M	C	I
N	O	I	R	T	E	R	O	N	I	T
S	O	I	U	T	E	R	O	N	I	T

LETTER TO THE EDITOR

We are deeply grateful to you and the staff of the HERALD for your generous support in publicizing and promoting the 1954 March of Dimes campaign in your area of the state. We wish we could report to you now the amount of money contributed by the people of Cleveland County and North Carolina, to the campaign this year. But it is still too soon to say how much was given. We do believe, however, that we can count upon a minimum of one million dollars. We fully realize that this success depended in large measure upon your all-out assistance in keeping the campaign and its needs before your readers. So — we say once again — Thanks for your wonderful support!

Cordially,
Caro Mae Russell
Director of Organization

Dear Editor:
I would appreciate very much if you would please change the address on my "Herald". We have moved into my new home and the address is now: 506 Hawthorne Lane.

We always look forward to the "Herald" and news of all the home folks.
Many thanks.
Sincerely yours,
Nelline Gault Stroup

Directors Plan Foote Expansion

PHILADELPHIA, Pa. — Directors of Foote Mineral Company have tentatively approved further expansion of facilities for the production of lithium ores and chemicals, H. C. Meyer, chairman of the board, said today. The proposed expansion, which has been under study for almost a year, will include major additions at the Company's Kings Mountain, N. C., and Sunbright, Va., plants. Facilities at the Sunbright, Va., plant will be increased to a lesser extent. Many of the present facilities were designed and built in the expectation of further expansion.

Mr. Meyer said that the probable cost of the proposed expansion will amount to several million dollars. Foote expects to finance the cost of the new facilities through bank loans and does not contemplate any public financing at this time.

Markets for lithium products have developed even more rapidly than anticipated. With firm, long-term contracts now in hand, the Directors have decided to put these plans into effect as promptly as circumstances warrant, the statement said.

Production of winter apple varieties in North Carolina last year totaled \$20,000 bushels, compared with 1,908,000 bushels a year earlier.



GARDEN TIME

ROBERT SCHMIDT
N.C. STATE COLLEGE

If you haven't already done so, it is time to sow tomato, pepper, and eggplant seed in hotbeds, coldframes, or flats in the kitchen window.

course, is an old standby. For the main crop Rutgers and Marglobe are popular. Of the hybrids, Burpee's Big Boy has done very well for us.

If the garden soil is infected with fusarium wilt, it is advisable to use only such varieties as Homestead and Jefferson, which are highly resistant to fusarium wilt. These are not early varieties but will survive the wilt.

The best variety of pepper is probably California Wonder. It is a good grower and has heavy, meaty fruits.

Eggplant is not a common vegetable in North Carolina gardens but should be grown more. The Florida Highbush and Ft. Myers Market are good varieties. As soon as eggplants are set in the field, the plants should be covered with a DDT dust or spray to prevent flea beetles and potato beetles from destroying them.

Planting of these three crops can be made at least two weeks earlier if the plants are covered with hotcaps or other plants protectors.

Smiths New Bell Superintendent

H. L. Smith of Jackson, Miss., has been appointed North Carolina plant superintendent for the Southern Bell Telephone Company, according to an announcement by the company. He will succeed J. M. Wasson, of Charlotte, who has been appointed plant operations engineer in the company's general headquarters in Atlanta.

Mr. Smith began telephone work in 1925 in Atlanta and has held various assignments in Southern Bell's engineering and plant departments in Georgia, Louisiana, and Mississippi.

Mr. Wasson has headed Southern Bell's North Carolina plant operations for the past four years. In 1924, he began telephone work in Nashville, Tennessee as a lineman.

The appointments are effective immediately.



and SOCIAL SECURITY

By Leola M. Syerby, Field Rep.
Gastonia Social Security Office

"The keeping of records is now more important to the self-employed person than ever before." Joseph P. Walsh, manager of the Gastonia Social Security office, said today. "Those engaged in almost every business or self-employment activity except farming and certain professions are (if their net income is sufficient) now covered by social security. All retirement or survivors benefits under the system are based on average monthly earnings — net earnings, for the self-employed. So it is necessary that correct records of earnings, operating expenses, and net income be maintained."

To figure his net income for the purpose of paying the self-employment social security tax one must deduct all business operating expenses. And if the resultant correct net income is \$400.00 or more, the activity is covered by Federal Old-Age and Survivors Insurance. The self-employment tax return is filed once a year at income-tax time.

It is, of course, equally important that full and accurate social security records be kept on all employees of the business. To be correct and complete, the employer's quarterly report on his employees must show each worker's full name, social security number, and the wages paid to him in the quarter reported.

Obviously, complete and accurate business records and reports are necessary if benefits are later paid, or paid in full, to retired workers and self-employed persons or their survivors.

Insects and diseases attack every major crop grown in North Carolina.

Police Report Minor Accidents

Three minor accidents have been reported by the Police Department.

Willis Leon Little, route 2, box 61, Stanfield, was involved in an accident February 24, with a car driven by James Floyd Holler, Box 372, Second street. The accident occurred at the corner of King street and Railroad avenue. Damages to both cars were estimated to be \$60.

On February 26, an accident occurred on Broad street involving cars driven by Henry Hampton, 13 Third street, and Ed Larkin, of Lake Monticello road. Damages sustained to Larkin's car was estimated to be \$17.

A car driven by Lawrence T. Ledford, route 2, was involved in an accident February 28, with a car driven by Johnnie F. Jackson, also of route 2. The accident occurred according to police when the Ledford car stopped on highway 29 for traffic to pass and

was hit in the rear by the Jackson car. Damages were estimated to be \$15.

In North Carolina, aromatic tobacco can be grown successfully only in certain Piedmont and mountain areas.

To Relieve Misery of
COLDS
take **666**
LIQUID OR TABLETS — SAME FAST RELIEF

Jaycees Nominate For New Officers; Annual Election Slated On Tuesday

Members of the Junior Chamber of Commerce heard a report from the nominating committee, opening the club's annual election of officers, at the regular meeting of the group Tuesday, March 2, at Masonic dining hall.

Wilson Griffin was named by the committee to run for the presidency to succeed Paul Walker and J. T. McGinnis was nominated from the floor.

Also listed on the report was: Bill Jonas, for first vice-president.

K. E. (Red) Morrison, for second vice-president.
Bill Eldon, for secretary.
Bill Page, for treasurer.

Bob Cox, now serving the unexpired term of Neil Hulender, for sergeant-at-arms.
Harold Cloninger, Sam Mitchem and George Thomasson for two-year directorships.

The nominating committee report also listed R. G. Plonk, Jr., to fill the unexpired term of Mr. Morrison, who is seeking higher office.

Also nominated from the floor

was Curtis Gaffney, for the sergeant-at-arms post.
Luco Falls, Yates Harbison and Jack White are retiring directors, Harold Phillips and D. D. Saunders have one-year terms remaining.

New officers are to be elected at the March 16 meeting.
President Walker presided and some 35 Jaycees attended, along with four guests.

Faulton Hodge, exchange student to Europe last summer, presented a program of color slides depicting the story of his visit to homes in England and his tour of European countries. He was introduced by Sam Mitchem, program chairman.

Mr. Eldon, winner of the attendance prize, donated \$11.79 to the Red Cross fund drive.
Claude Lowery, of Forest City, candidate for the second district vice-presidency along with Mr. White of the Kings Mountain club, attended the meeting and spoke briefly. He was introduced by Mike Michael, also of the Forest City club.

Mr. Walker urged members to join the Ground Observer Corps and reminded volunteers of the test which began Wednesday, March 3.

Mr. Morrison told the club that fill-in numbers had arrived for the lawn markers and urged members to complete sale of the 37 remaining units. Major profit from the "Lite-A-Lawn" marker sales, a nation-wide Jaycee project is designated to the Damon Runyan Cancer Fund.

Bob Rosberg was named coach of the Jaycee Little League baseball team for the coming season, with Pink Ware as assistant.
Dean Payne announced that March 23-24 is the definite date for the club's presentation of "Preston, the Magician" at Central auditorium.

Wonderful Help for Child's Cough

For coughs and acute bronchitis due to colds you can now get Creomulsion specially prepared for children in a new pink and blue package and be sure:

- (1) Your child will like it.
- (2) It contains only safe, proven ingredients.
- (3) It contains no narcotics to disturb nature's processes.
- (4) It will aid nature to soothe and heal raw, tender, inflamed throat and bronchial membranes, thus relieving the cough and promoting rest and sleep. Ask for Creomulsion for Children in the pink and blue packages.

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Relieves Coughs, Chest Colds, Acute Bronchitis

New Dodge V-8's or 6's make short work of hard jobs

It's total power that moves loads... the more horses you have, the more load you can haul. And, new Dodge truck high-torque V-8's give you more power, where it counts, than any other comparable truck! More payload pulling power per 1,000 lbs. G.C.W. More economical power from modern, hemispherical combustion chamber design. Famous

6's complete this Dodge power line-up! Five minutes behind the wheel will prove Dodge trucks a better deal! More, they're priced with the lowest. See us today.

SEE "Great the Best" with Bert Parks on TV (ABC, Sundays).
HEAR "The New Big Boys Show" on radio (ABC, Thursdays).
SEE "Mike Dean for Boy" on TV (ABC, Tuesdays).

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LOCKRIDGE TRANSFER CO.

Phone 356 Kings Mtn.

SEVEN-FOLD SERVICE to Industry THROUGH NORTH CAROLINA'S Department of CONSERVATION and DEVELOPMENT

Industries desiring plant location data or other business planning information can get assistance quickly and easily from any or all of the seven specialized divisions of the Department of Conservation and Development through one source—the Director of the Department—by letter, telegraph, telephone or personal visit. Serving industry and the State are these divisions:

COMMERCE AND INDUSTRY—This division assists present and prospective businesses with continuing research and comprehensive reports, special studies and research, data on available buildings and industrial sites, and consults with communities to encourage healthy industrial growth. It provides special services for development of the tourist industry.

WATER RESOURCES, INLETS and COASTAL WATERWAYS—Among the more important industrial aids of this division are the cooperative programs for obtaining and studying data pertaining to surface waters, and making chemical analyses of water supplies, in addition to its responsibility for the development of navigable waters.

FORESTRY—This division operates two forest tree nurseries, with productive capacity of approximately 15 million seedlings annually, and a 36,000-acre State Forest. North Carolina has more than 18,500,000 acres in forests, supplying material for the extensive furniture and paper industries.

ADVERTISING—In addition to informing industries and tourists about North Carolina's resources and opportunities as an ideal place to live, work and play, this division provides highly useful materials to industry in the form of booklets, pamphlets, other publications and motion pictures. It also produces photographs and news stories containing up-to-the-minute data which is distributed on a world-wide basis.

These seven-fold services are freely available to industries considering a North Carolina location as well as to those already in the State. For additional information... write, telegraph, telephone or visit—

Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.

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What you want most Chevrolet gives you first!

(that's the reason more people want... and buy Chevrolets than any other car)

Chevrolet keeps coming up ahead of other low-priced cars with the new things and good things you want. And you pay less for a Chevrolet—it carries the lowest price tag of any line of cars. So why go hundreds of dollars higher when you can get what you want in a new Chevrolet? Come on in—you'll like the way we're talking business.

VICTORY CHEVROLET COMPANY

24-HOUR WRECKER SERVICE
CORNER MOUNTAIN & RAILROAD

OUT AHEAD with that bigger, lower look. Chevrolet is the only low-priced car with Fisher Body style and beauty.

OUT AHEAD with the highest-compression overhead valve engines. Chevrolet's great valve-in-head engines have the highest compression ratio of any leading low-priced car.

OUT AHEAD with that smooth and solid big-car ride. Chevrolet's the only low-priced car with Utilized Knee-Action—one reason for its finer road-smoothing, road-hugging ride.

OUT AHEAD with bigger brakes for greater safety. Chevrolet brakes are largest in the low-price field for smoother, safer stops.

OUT AHEAD with zippy, thrifty Powerglide. First automatic transmission in the low-price field and the most advanced! Optional on all models at extra cost.

OUT AHEAD with automatic power controls. Chevrolet is the first low-priced car to bring you all the latest automatic power features and controls as extra-cost options.