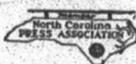




The Kings Mountain Herald

Established 1899



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 at the postoffice at Kings Mountain, N. C., under Act of Congress of March 3, 1873

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TODAY'S BIBLE VERSE

And he said unto them, He that hath ears to hear, let him hear. St. Mark 4:9.

The Campaign Warms

Though it has been slow to catch fire, there were ample evidences during the period since May 1 the Scott-Lennon-Wingfield - Turner - Sprinkle - Boyd et cetera contest for the United States Senator nomination was warming considerably.

There are seven in the race, but most folk can't name but three, Kerr Scott, Alton Lennon, and Alvin Wingfield, with Mr. Wingfield having supplied most of the early fireworks. It was Mr. Wingfield who injected the question of Senator Lennon's non-service pursuits during World War II, but, after the income tax play by the Lennon folk, Candidate Scott chimed in to remind that he is a World War I veteran and that his youngest son left last week for the Far East with the army.

Mr. Scott's answer to the question of his income tax returns, in which federal and/or state revenue departments were invited to re-check and peruse, wasn't quite as definitive as the Lennon folk were asking and they're yelping about it. Mr. Scott undoubtedly had more income than Mr. Lennon (from the Lennon figures published) and the Scott folk think the effort is to tag their favorite with being a man of considerable means.

While that type of fireworks is what makes the people go to the polls with almost-religious fervor, the "hot stuff" is right much away from the main issues.

Candidate Scott remains the favorite, due to his long service as a state official, then as governor, and he remains

the man who feels there is a means to solve the nation's problems by progressive legislation. Scott says there are many frontiers yet to conquer, and his suggestion of a World Food Bank as a means to handling the nation's farm surplus problem has merit.

Candidate Lennon, the appointee, was little known outside his own New Hanover county and had a long way to go. Even professional aides in the precincts still have trouble getting his name right. He has an urbane appearance, knows how to shake hands and smile, and has been effective via the television set. His record in Congress, after the first few stabs-of-toe immediately following his appointment, have been typical of the Southern Democrat. He has the backing of the so-called conservatives in North Carolina Democratic politics.

Scott's election score is even in North Carolina, since 1948. His own election as governor and his successful road-school bond election were in the win column. The losses of his senatorial and gubernatorial favorites were in the loss column. Lennon hasn't previously sought state-wide office.

It is another struggle between North Carolina's liberal and conservative forces for control of the state government, with the usual minor deflections due to matters strictly personal on both local and state level.

Saturday is the last day an individual can register to take an estimated 1/600,000th part in determining the May 29 result.

Benson's Brannan Plan

Secretary of Agriculture Benson came up — for butter — with a piece of the Brannan Plan, the much-defiled suggestion of former Agriculture Secretary Brannan. Mr. Benson suggests subsidy payments to processors to protect them from loss, while letting butter fall to a free supply-demand price.

Mr. Benson said it would cost a goodly sum of money, but he felt that some steps must be taken if butter is not to continue to pile up and thereby cost the taxpayers even more.

The thinking in the original Brannan Plan, as the Herald understood it, was to let prices of supported commodities find their own level and reverse the parity mechanism, with the government's reimbursing the farmer for the difference in sale price and parity.

The Brannan idea was that the taxpayer would be relieved of one of his two parity-support bills. He would still pay income and other taxes to supply the price aid, but he would escape the artificially high prices at the grocer's counter.

While some of the details are different, the Benson suggestion certainly harks back to the Brannan Plan, which was castigated by the great majority of farm groups, business groups, and Republican enthusiasts as well.

Mr. Benson's trial balloon with butter, if it is put in effect, may well be successful from the standpoints of the government pocketbook and the customer's wallet. However, the grocer, who operates at all times with a small percentage mark-up, might find his dollar volume and net profit shrinking to the point of no return if all of the supported commodities were placed under a similar arrangement.

Perishables should never have made the support list in the first place, but any de-supporting movement will have to be gradual to prevent wholesale panic in the industries covered.

The inauguration of expanded city carrier delivery service is good news to many patrons receiving the new service, as well as an indication of continued growth of the community, also borne out in the postal receipts figures, which are showing a large increase over last year.

10 YEARS AGO Items of news about Kings Mountain area people and events THIS WEEK taken from the 1944 files of the Kings Mountain Herald.

The Executive Committee of the Woman's club, at their meeting Friday, voted to assume the supervision of the Kings Mountain Public Library. Committees St. Matthews Lutheran church with Rev. R. N. Baird delivering the message. Social and Personal Cpl. Leslie Mode, who is stationed at Quantico, Va., is visiting his wife and son, Roland, at Kings Mountain.

MARTIN'S MEDICINE

By Martin Harmon
Ingredients: bits of news, wisdom, humor, and comment.
Directions: Take weekly, if possible, but avoid overdosage.

The spouse remarked while hurrying with the last-minute trimmings before going out of the house the other morning, "The inventor of lipstick was a wonderful fellow."

Time was when "nice" women not only frowned on make-up, now one of the nation's booming businesses, and disdained the artificial aids to complexion beauty and rosy-colored health. It reminds that customs do change, even if people don't and that few "nice" girls above the age of 12 would be caught out without some form of beauty aid in full use.

Personally, I approve the change. For the benefit of swains and husbands who practice, on orders from headquarters or otherwise, the office-work smooth, I also recommend a product known as "Lip-Stae", a lacquer which meets the tests of all the "kiss-proof" claims of lipstick makers, and more, "Lip-Stae" is a lacquer which is superimposed on the lipstick and is a great saver to the launderer of napkins and washers of cups used by the ladyfolk. Of course, my knowledge of this product came a little late, and the discussion is now somewhat academic.

I am indebted to a back number of the Imperial Type Metal Company's house organ for the following advertising copy which Revlon, the lipstick house, used a few weeks ago in the New York Times:

Does any man really understand you? Who knows you as you really are? Does HE?

Who knows the secret hopes that warm your heart? Who knows the dreams you dream, the words you've left unspoken?

Who knows the black-lace thoughts you think while shopping in a gingham frock? Who knows you sometimes long to sleep in pure - silk sheets?

Who knows you'd love to meet a man who'd hold your hand and listen ... while you say nothing at all?

Who knows there was a morning when your orange juice sparkled like champagne? Who knows the secret, siren side of you that's female as a silken cat?

Needless to say, only Revlon turned out to know all those answers. How many battalions of courtiers and staffs must Revlon have on the staff? And how do they arrive as these intriguing answers?

Cleaning the hook: Just about the time I was beginning to wonder what had happened to the movement of sometime ago to make Kings Mountain the "Rose City", the buds began to pop out. Beautiful red roses grace almost every spot in the community, which reminds that the garden club folk did a nice job, not to mention the individual gardeners.... matters political are beginning to be talked, with the senatorial and county commissioner races in the high spot.... the 1954 start was slow, but most folk think there will be plenty of heat by election day, both from the weather and from the bombast, with the result a big vote total.... but registration has been puny.... Saturday's "last-chance" day for the unregistered.... the Herald is publishing elsewhere this week the Bethware precinct boundary line, still unstamped accurately enough in most minds.... Melvin Wright, the cabinet-maker, says construction business is showing an upswing.... no derogation intended to Joe Hendrick, but the scenery was improved at the May city board meeting, with Grace Carpenter serving as the minutes taker while Joe was at a fireman's school.... Wray Williams is out again and looking chipper after his bout with the surgeons.... Lake Montonia is booming with the arrival of summer temperatures.... the young folk had their Junior-Senior banquet last Friday night, and, traditionally, most of 'em thought they had to stay up all night to celebrate.... it seems mighty silly now, but I once felt the same way.... Jim Herndon remarked the other day in a postoffice conversation that the city currently is enjoying the benefits of an exceptionally good ministerial corps.... A First Baptist church group has taken under its wing a recently-arrived German family. The man is employed at Foote Mineral Company, where Ed Guter, in addition to his other duties, is the official interpreter....

The Passing Scene

by Vip



"How many pedestrians have you bogged?!"

Viewpoints of Other Editors

BE SURE YOU'RE REGISTERED!

Registration for the primary election on May 29th gets underway on Saturday, and this appeal is directed to members of both parties since there will be Democrat and Republican primaries.

Be sure your name is on the books, and then vote on election day. This is your democratic duty! We're not advocating the candidate for whom you should vote, but we are stressing the fact that all citizens should go to the polls on election day.

Our great Democratic form of government is a representative government of the people, by the people and for the people. Being elected to an office is really a public trust and it offers an individual his greatest opportunity for public service.

Some candidates seek offices for personal glory, others for selfish motives, but these symptoms sooner or later become apparent and like dictators they fade away.

The sincere desire for public service, the desire to render maximum service to the majority of the people, is the only real motive that should prompt anyone to aspire to public office. Ours is a government that believes in the greatest good for the greatest number.

The candidates have a little over four weeks in which to campaign. Naturally most of them will be shaking the bushes, so to speak, in an effort to obtain more votes than their opponents.

We hope that all of the candidates will conduct their campaigns on a high plane and that the public will endeavor to pick the person best suited to fill the positions.

Let's have a good, clean campaign from now until May 29 and on that day, let's everybody turn out and vote. Meanwhile be sure you are properly registered to vote. — Transylvania Times

A "WATCHDOG" RETIRES

A man retired from Federal service last week who during his long Washington career has earned and received the respect of Congress, the Administration and the public. The man is Lindsay C. Warren, former Representative from North Carolina and Comptroller General of the United States.

When Mr. Warren was appointed by President Roosevelt to his high office as "watchdog of the Treasury" in 1940, he was one of the most highly regarded members of the House. In the years since then, he has added to his reputation as an able and distinguished public servant in an exacting job that calls for scrutinizing the expenditure of public funds. Since he has been Comptroller General the Government has recovered about \$915,000,000 that had been spent illegally or erroneously.

Although a Presidential appointee, the Comptroller General reports to the Congress. His fifteen-year term is longer than that of any other appointive Federal official except in the judiciary. Mr. Warren unfortunately has to leave the office before the expiration of his term because of his doctors' insistence. His successor has not yet been named, but Representative W. Sterling Cole of New York has been strongly supported in the House. The position is one of the most important that the President has now to fill. — New York Times

BAFFLING

The loss of a thousand dollars by a poet in New York recently has baffled every other member of the tribe in the nation. They are all eager to learn his markets and methods of marketing — Christian Science Monitor.

CAN WE MATCH MISSISSIPPI?

How can cotton farmers keep up their income on sharply reduced acreage? A periodical published by the Hercules Powder Company suggests that the answer may be: Grow three bales to an acre. And the periodical isn't being funny.

We are indebted to Paul Keller of Clayton for sending in a story from this periodical which tells of Mississippi's Three-Bale-Per-Acre Club.

Quoting from that story: "When a cotton farmer produces three bales of lint cotton per acre, that's news. But when 15 three-bale-per-acre farmers are recorded in one state, that's a real tribute to the progress made in efficient cotton production."

"As a climax to the recent Mississippi Five-Acre-Cotton Contest held at Mississippi State College, the 15 cotton farmers who had achieved this remarkable yield became charter members of the Three-Bale-Per-Acre Club. At the same meeting, a Two-Bale-Per-Acre Club was organized, and 127 growers from 32 Mississippi counties were enrolled as charter members."

"T. M. Waller, cotton specialist of the Agricultural Extension Service, who conducted the contest, said, "These and other high cotton production records supply the answer to the many cotton farmers who are wondering how to maintain their incomes this year in the face of sharp acreage reductions. It is as certain as anything in farming that a reasonable amount of added expense and effort in all operations on each acre of cotton will be repaid several times over when it is time to market the crop."

"A study of the Mississippi contest winners reveals that production costs for a pound of lint cotton ran as low as eight and nine cents. This is compared to the estimated cost of 18 cents per pound of lint cotton for the majority of Mississippi farmers."

Can Johnston County farmers do what those Mississippians did? — Smithfield Herald.

THE WEEKLY NEWSPAPER

In the time of the horse a man might expect to know well the radius of his own township and its people. But in today's era of eight cylinders and a hundred-mile ride he can have friends and acquaintances in all of a county's fourteen towns. The saying has it that names make news. The columns of correspondents from villages 'under the mountain' and in the valley, bring the happiness and mishaps of folks a countryman knows in many places.

This is always live and near news. To read it is a lot more interesting than seeing a guy he never heard of win a bout on a Friday night boxing program....

It's an awful big world, and a short-handed farmer with a barnful of cows can't spread himself too thin in keeping track of countries he never expects to visit and folks he's mighty sure he'll never set eyes on.... and a country editor knows this, too.... (in presenting the news)....

A countryman has read the same county paper for 30 years. It is better than ever today. It has more correspondents, more names of folks he knows. He reads some of the items aloud, and they sound sweeter to him than Perry Como. Many of the jokes he thinks funnier than Arthur Godfrey's or Milton Berle's. There's no accounting for tastes — as the old lady said as she kissed the cow. After all, it was her cow, and it was never milked in a television studio. — New York Herald Tribune

RE-ELECT Reuben L. Elam

Judge of Cleveland County Recorder's Court Democratic Primary May 29

Born and Reared in Cleveland County EXPERIENCED — FAIR — IMPARTIAL Democratic Primary May 29 (Paid Political Adv.)

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