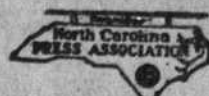




The Kings Mountain Herald

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

EDITORIAL DEPARTMENT

Martin Harmon Editor-Publisher
 David Baily Advertising Salesman and Bookkeeper
 Miss Elizabeth Stewart Circulation Manager and Society Editor
 Neale Patrick Sports Editor

MECHANICAL DEPARTMENT

Eugene Matthews Horace Walker Wade Hartsoe, Jr.
 Paul Jackson Monte Hunter

TELEPHONE NUMBERS — 167 or 283

SUBSCRIPTION RATES PAYABLE IN ADVANCE

ONE YEAR—\$3.50 SIX MONTHS—\$2.00 THREE MONTHS—\$1.25
 BY MAIL ANYWHERE

TODAY'S BIBLE VERSE

The fear of the Lord is the beginning of knowledge; but fools despise wisdom and instruction. Proverbs 1:7.

Television Honesty

Reams of conversation and comment have appeared with the decision of Charles Van Doren to "tell all" concerning the rigged television quiz shows from which he grossed \$129,000.

As is typical, some have been inclined to condone the action of Van Doren and others, while others have condemned them heavily.

There is some suspicion that some newspapers have particularly enjoyed the situation as they have put the torch to television — which competes with newspapers for advertising revenue, the staff of life for both media.

Then there have been many who have taken a middle course, deploring Van Doren and the riggers, yet all the while being quite willing to temper condemnatory justice and to be forgiving to Van Doren and the others for making a considerable moral mistake that most folk make once or more in their lifetimes but which are less advertised.

On the other hand, only the callous will agree with the Allentown, Pa., merchant who paid \$10,000 to get an employee on one of the shows and said recently he regarded the incident as no more than a business transaction well worth the price.

As come out of most troubles, good should arise.

Television is a new industry, as years ago, an extension of the also young radio industry and largely manned by persons radio-trained. In radio's heyday prior to television, the emphasis was more often on collecting the cash, rather than programming, with much more soapbox opera than legitimate theatre. Today, it's pretty hard to switch on the television set and get much more than a steady stream of commercials and shoot-em-ups of the western or private eye variety.

Fred Friendly, managing editor of the Washington Times-Herald, said in Chapel Hill a few years ago that he regarded a newspaper's prime duties as the purveying of information, via its news columns, and of educating its readers, via its editorial page. He acknowledged a place for entertainment (comics, crossword puzzles, features on stars of stage and screen) but decried those remaining news vehicles which paramount entertainment to the basic functions.

The newspaper industry is a gray-beard, compared to the television and radio branches of mass communications, and the newspapers of a century ago, and less, hardly were paragons of virtue. At one time, no self-respecting politician with ambition failed to have his own newspaper, and its contents were heavily slanted and often plainly libelous. Newspapers still have the problem of balancing the budget which means the publisher has got to be honored. But the long-lasting, easily recheckable qualities of the printed word tend to make newspaper morality not only right, but actually good business.

The Van Doren business should help about everybody connected grow up. The television industry can be expected to present some improved fare and certainly the contrite ex-Columbia professor has learned a great lesson. It is a fact that quick riches are seldom as important as they may seem and oftentimes are the result of dubious moral action — unless one is lucky enough to find a gold mine or oil well in his backyard, both acts of God.

The Mountaineers

Kings Mountain football fans, after many bleak years, have been able to smile and laugh after Friday night games for the past five or six years. The Mountaineer entries have finished one-two during that period.

Today the Mountaineers are again on top the league perch and are assured of a tie for the top spot, though the lofty position may have to be shared with two other entries.

What the outcome will be in the way of playoffs or other arrangements will await the outcome of Friday night's action involving Rutherfordton and Shelby.

The fact is that Kings Mountain, in regular season play, has earned a share of the perch, a tribute to the hard work of the players and coaching staff.

Education

A British author-scientist, in a recent article in the Saturday Evening Post was analyzing the communications void between scientists and literary experts and, in process, compared the educational systems of the British, Russian and Americans.

He praised America's mass education effort, condemned the tendency of the British to school a select few, and said both are inferior to the Russians in secondary education. Americans, he noted, don't make the educational process really rough until a student hits graduate school.

Rightly or wrongly, it's easy to guess that a corps of high school and college youngsters of the United States will be quick to disagree. Those going to college, of course, will be quick to say that the "jump" between the high school pace—usually loaded with extra-curriculars—and the college pace is terrific. If a college student negotiates the freshman year, he can usually go forward after that.

America has done a massive job in mass education. Most Americans can read and write, if only passably, an accomplishment of this century. Today, a growing trend in education is to educate qualitatively as well as quantitatively, as represented by the still experimental work with the brightest students in "flying sections". A bright future is also foreseen in the experimental education by television, whereby mass education can be applied with benefit to the student and a freeing of funds which should lead to improved pay for teachers, yet a lesser comparable increase in tax bite.

This is American Education week and the motto of the sponsors is "Praise and Appraise Your Schools". Praise is deserved richly for the mass educational job accomplished. An appraisal would suggest a tougher course at the high school level and a broadened curriculum.

Gas Rates

The city's gas engineer is to make a rate recommendation soon, the recommendation to be based on the soon-to-be effective increase the city gas system will be paying its supplier, Transcontinental Gas Pipeline Corporation.

Application by Transco was made several months ago and increase is being made effective prior to approval by the Federal Power commission and effected state utilities commission. At the same time, Transco will put funds in escrow for repayment to customers in event the rate request is denied or approved only in part.

When Transco filed its rate application, it was indicated here that the six percent increase wouldn't effect residential schedules. Now, Mayor Glee A. Bridges says, he isn't sure, noting that the bond arrangement gives the gas engineer considerable prerogative in setting rate schedules.

Since the residential rates are higher than the others, it is to be hoped that they can be maintained as they are.

The hard-to-understand "demand" charge assessed by most utilities is a very real factor in the city's monthly gas bills. This charge is 80 percent, meaning that the city system pays in the summer months 80 percent of the amount of its largest previous bill in the previous year. In other words, the city bill is never less than 80 percent of its previous high, whether the gas is consumed or not.

Though it looks unfair at first glance, the "demand" charge results from the fact the utilities have to maintain capacity for peak loads which occur in the cold of winter.

Since the city, unlike the private utilities, escape federal, state, and local tax bills, it is presumed the rate increase, if any, will be less than for customers of private distributors like Public Service, Piedmont Natural Gas and other companies.

Congratulations to Mrs. Arnold W. Kincaid, among 54 alumni honored recently by Gardner-Webb college, and to Fred Withers, high school faculty member, elected chairman of the state Television-in-the-Schools committee.

MARTIN'S MEDICINE

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

My wife and I had supper at one of the Howard Johnson restaurants the other night, and I sampled one of their exotic desserts.

m-m

This is unusual for me, as I am normally quite well satisfied with a spot of vanilla ice cream, usually having supped sufficiently before dessert time arrives.

m-m

But the menu did make 'em sound glamorous, not to mention up-to-date. Two of the weird concoctions derived their names from the space age. There was a Sattellite Supreme and the Rocket. Since I didn't purloin a menu, I don't remember all the many ingredients in these two offerings but they were multitudinous, both with peppermint ice cream bases. The copy was intriguing, too. The menu claimed that the Rocket was "ready to take off" for the introduction to the Sattellite charged "ready, aim, spoon!"

m-m

I decided to be more or less conservative with a Coffee Maple, featuring coffee ice cream smothered in maple syrup, topped off with copious whipped cream and mammoth roasted peanuts. The menu had called for almonds, but I guess the cupboard was bare. No matter, I couldn't navigate the whole course anyway.

m-m

From the weekend traffic through Kings Mountain, it can be guessed that the mountain areas have enjoyed heavy weekend travel to witness the beauties of nature in the autumn.

m-m

Except for more of it and better viewing points, a mountain trip to see this annual explosion of color was not sufficient. A trip to Charlotte is sufficient. Crowder's Mountain has been unusually burnished this season and Wilkinson Boulevard trees are colored richly.

m-m

Actually, a trip about Kings Mountain alone can provide plenty of excitement for the color conscious. The yellow maple in the Carl Finger yard has been unusually beautiful, as has the yellow-red maples in the yard of Dr. J. E. Anaphy.

m-m

Paul Amen, the Wake Forest football coach, will do the speaking honors at the Lions Club football banquet in early December. In a way, Coach Amen invited himself, though it was probably unwitting. Invited for last year's banquet speaking chores in November, Coach Amen professed himself solidly booked throughout December, and December is the time for a football banquet. He laughed over the telephone, "Ask me for next year."

m-m

A second thought and a few phone calls later produced a second thought with the Lions program committee. Booking a speaker for the next year would sure save a lot of strain, pain and telephone tolls for the program committee. A letter was posted and attracted from Coach Amen a tentative acceptance. A reminder was posted by this year's program committee a few weeks ago and the date was made solid.

m-m

It's pretty difficult to have one's cake and eat it at the same time, though the Lions club has been very lucky in this respect on its annual football banquet which, the unchecked old memory box recalls, began about 1934. Last year was a quite lucky one. Lenoir-Rhyne Coach Clarence Stassavich had one night in December open, and it just happened to be the particular night the Lions club wanted. Naturally, the Lions club wants to have a top-drawer speaker at all its occasions, bulwarked both by a facile tongue and a season well-dotted with victories.

m-m

A year-in-advance invitation can be hazardous, for a poor season can have a coach getting the gate about the time of his speaking engagement. It appears that the Lions have hit with Coach Amen, who is directing the best Wake Forest season in four years. Fact is, Mr. Amen dreams of trouncing Clemson, Duke and South Carolina and maybe having to drill his Baptists through New Year's Day.

m-m

Many top-drawer speakers—coaches have been on the Lions grid banquet rostrum, but Coach Amen's appearance here will be the first for a Wake Forest Coach since Peahead Walker did the job many, many moons ago. Coach Walker was one of the best of many good speakers on the Lions eve and a Carl Snavely, the ex-Carolina coach probably was the most dry.

Age-Old Fallout Problem



Viewpoints of Other Editors

ANOTHER PROBLEM FOR THE SCHOOLS

Time was when reading, writing and arithmetic, along with a smattering of Greek or Latin and a dab of history, made up a good basic education.

Time also was when the sky was the limit, when it took weeks or months to learn about the latest trouble in the Indian territories or across the sea.

No more. Things have speeded up, stretched out, interlocked, overlapped and generally complexed themselves so as to be practically unintelligible to anybody.

The basic education of yesterday has become about as adequate for modern day life as the Pinta, Nina and Santa Maria would be for space travel. Our educational system has struggled manfully to keep up with the expanding needs of our society — and with a good measure of success. Still, the graduates coming out of our high schools are scientifically and economically illiterate.

Science is a specialized field that must be entrusted to the specialists. But economics is something that every family head, housewife, jobholder, businessman, taxpayer, voter, public official and legislator has to cope with individually, collectively and constantly.

Economic knowledge is important enough in the affairs of individuals. When the future of whole communities, states and the nation rest on policies and candidates chosen by popular vote, economic knowledge is imperative.

Something new needs to be added to the basic three "r's" of education — and that's basic economics, taught early and thoroughly in our schools. — *Transylvania Times*.

AGE OF UNCONCERN

Someone remarked recently that this is coming to be an Age of Unconcern.

After some reflection on the statement, it was decided that there is considerable truth in it. Less than half the qualified voters can be counted on to cast ballots in an election in this county.

Many parents, by their actions, show little concern over the conduct of their children.

In many instances, workmen demonstrate that they are more interested in getting their paycheck than in producing for their employer.

Sometimes, it seems that some professional men become more interested in the fees they collect than in the service they render.

If we are to believe actions, the average church member has only a little concern for the spiritual welfare of his fellowman.

It could be, however, not so much unconcern as the concentration of concern on selfish interests. It has been said, and with a great deal of truth, that America today is the most materialistic nation in the history of the world. We have all become so concerned with the pursuit of the dollar and the higher standard of living which it will buy that we may neglect our government, our children, our own efficiency, and the broadening of our spiritual outlook.

Closely associated with our pursuit of the dollar is the search for pleasure, and when we are not concentrating on making money we are apt to be giving our undivided attention to some activity calculated to meet our hunger for pleasure.

The principal danger in such a situation is that in our concentration on material things and on pleasure we are prone to neglect things which are as important or more important to the complete life.

Continued unconcern for others and for the spiritual side of life can so blunt the keenness of human sensitivity, until people are unable to respond to the higher values of life. — *Stanley News and Press*.

NO TRICK TO IT

There is really no trick to getting children to follow a straight and narrow path. Just live in a corner house and seed the lawn. — *Changing Times*.

THE ROOT OF JUVENILE DELINQUENCY

What is at the bottom of the rising tide of juvenile delinquency in America?

Professor Sheldon Glueck and his wife, Dr. Eleanor Glueck, of Harvard have probed the question in a book ("Predicting Delinquency and Crime," published by Harvard University Press) and have concluded that family life has more to do with the way children develop than the neighborhood in which they are raised.

The Gluecks cite a "perfect" example of a child headed for juvenile delinquency:

"Johnny is always harshly disciplined by his father... The mother generally leaves him to his own devices, letting him run around the streets and not knowing what he does or where he goes... The father dislikes the boy... The mother is indifferent to her son, expressing little warmth of feeling for him... or she is downright hostile to him... The family is unintegrated because, for example, the mother spends most of the day away from home, giving little if any thought to the doings of the children, and the father, a heavy drinker, spends most of his leisure time in bars and cafes, ignoring his family.

Fundamentally, delinquency flows from a lack of love in the home. That has been said before, but has not been said too often. What has not been said enough, perhaps, is that parental love does not mean giving children a free hand to do whatever their impulses tell them to do. Harsh discipline may drive a child to delinquency, but no discipline at all may be equally ruinous to the child's development. Children will be disciplined in homes where they are truly loved. Wise and conscientious parents will discover techniques of discipline which do not run counter to genuine love but rather fit into a pattern of warmth in the relationship between parent and child.

The Gluecks have diagnosed the trouble. But the unsolved problem is how to induce delinquent parents to love their children or how to lead parents into the ways of wisdom that happily combine love and discipline into a formula for successful child development. — *Smithfield Herald*.

TEXAS 'RECESSION'

The old Texan was asked by a poll taker if he thought the recession would have major political repercussions in the Lone Star State. "Son, we don't have a recession down here," replied the oldster "I'll admit, though, our boom is worse'n it's been a good while." — *Wall Street Journal*.

10 YEARS AGO THIS WEEK

Items of news about Kings Mountain area people and events taken from the 1949 files of the Kings Mountain Herald.

Plans were shaping up yesterday for next Thursday afternoon's Christmas opening celebration in Kings Mountain and the annual pre-Christmas visit of Santa Claus.

Members of Kings Mountain high school's football team—vintage of 1922 — have received invitations to gather for a reunion dinner at the Kings Mountain Country club Friday night.

Social and Personal

Club members and invited guests assembled in the home of Mrs. Fred Plonk last Thursday afternoon when she entertained the Ace of Clubs.

The home of Mrs. Drace Peeler was the scene of the November meeting of the Kings Mountain Garden club.

Mrs. C. Q. Rhyne delightfully entertained members of the Thursday Book club at her home on Thursday.

Talk about taste appeal—**CHEERWINE** has it!

DRINK **Cheerwine**

a BASKET of Good Cheer

KING SIZE BUY A CARTON TODAY

"FOR THE BEST SOUND IN TOWN"

TUNE IN **DAILY TO "Soundhouse"**

FROM SUNRISE 'TIL SUNSET

OVER **WKMT** 1220 ON YOUR DIAL

Kings Mountain

HEATS UP TO 8 ROOMS at the cost of 4

the beautiful, new **Siegler** PATENTED FORCED-AIR OIL HOME HEATER

Now gives you **FULL HOUSE HEATING**

with the miracle of **SUPER FLOOR HEAT** and there are no costly pipes and registers to install!

Does an ordinary heater force you to live in one or two rooms when the temperature drops? That's because the heat goes out the chimney or piles up on the ceiling. Siegler cuts this waste, cuts your fuel bills and gives you warm floors in every room of your home. Why? Because only Siegler has the patented Inner Heat Tubes and built-in Blower System. Buy it on a great **MONEY BACK GUARANTEE** Start saving by stopping in at **McGINNIS FURNITURE COMPANY** 309 S. Battleground Ave. Phone 322

Try Herald Classified Ads