

The Kings Mountain Herald
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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.

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TODAY'S BIBLE VERSE
 Even so faith if it hath not works, is dead, being alone. James 2:17.

MARTIN'S MEDICINE
 By Martin Harmon
 Ingredients: bits of news, wisdom, humor, and comment
 Directions: Take weekly, if possible, but avoid over dosage.

None will be more glad to see the arrival of spring than the city's retail merchants, who, with grocers probably excepted, find heavy snows considerably deleterious to busy cash registers.

m-m
 Apparel merchants have one principal snow sales outlet, in the form of rubber footwear, as the service stations do auto chains, but in each instance, stocks aren't too heavy because of the normally mild weather of Piedmont North Carolina. There is good reason for this, for some winters pass with sales limited to those citizens who work in construction or otherwise out-of-doors.

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 The merchant knows as well as anyone that his principal route to business success is to have what the customer wants when the customer wants it. Big-city stores may do some business on bathing suits in January — for the California-Florida resort trade — but a Kings Mountain merchant who promoted swim suits in mid-winter would be wasting his cash. There isn't much demand.

m-m
 Thus Kings Mountain merchants, during the snows, quickly found their stocks of snow-repellent footwear evaporated and most of them kept telephone and telegraph wires busy trying to get more. Hilton Rutledge, at Belk's, was lucky in two ways. Between snow two and three, he got fast shipment from the manufacturers, and, in process of rummaging in his supply room found six dozen pairs of overshoes which had been "lost", he guessed for at least three years.

m-m
 Plonk Brothers wasn't quite as lucky on re-ordering, he checked the manufacturer to find the shipment had left by motor freight. It was reasoned that the shipment should have reached Charlotte before the snow stopped the trucks again and four telephone calls to terminals brought results with Number 4. Result was that Johnny Plonk and Paul Walker got Charlie Dixon and a Victory Chevrolet snow-tired truck and took off for Charlotte at 5 o'clock in the snowy afternoon. Meantime, Paul placed a small advertisement saying the shipment would be on hand the following morning. The trio didn't get home 'til 11:30 p. m., but the needed footwear was on hand the following morning.

m-m
 Johnny had another interesting experience a few weeks ago in the mountains. He left Burnsville for North Wilkesboro about 7 o'clock in the evening. The route is a lonesome one, as anyone who has been through the Newland area will be quick to remember. Johnny began to notice smoke in his car. He first guessed somebody was burning trash along the side of the road. But a roll-down of the window eliminated the smoky smell. Johnny then stopped the car and checked under the hood. There was nothing amiss. As quickly as he began his journey again, there was more smoke.

m-m
 "I didn't know whether to stop the car and start walking or to drive as fast as I could and hope to find a service station," Johnny laughed. He chose the latter course, and with more smoke billowing finally found a small mountain service station. With help of the station lights and the owner, Johnny found that the straw mat under the car carpet was afire. Johnny doesn't smoke, guesses sparks from a tear in the tail pipe ignited the mat. Conversation with the station owner revealed that the station was really a general store, offering gas, groceries and dry goods. Johnny, who tells for Ely & Walker, suggested the owner might need some goods. The write-up was a \$1,000-order. Ill winds do blow good.

m-m
 Mrs. George Plonk, giving daughter Barbara some suggestions about housekeeping recalled that her mother, Mrs. E. C. Cooper, had a graphic method of teaching her the art of neatness with clothes, toys and children's gear. On the back porch was a big barrel. If child's gear was found in the middle of the floor, or otherwise out of place when not in use, it went into the barrel. Margaret says the youngsters learned quickly it was better to be neat than have to fish stuff out of the barrel.

m-m
 Carl McCraw, First Union National Bank president, hasn't lived here since 1923 but has always retained interests and friendships here. Item: he's been a Herald subscriber since he went to Charlotte 37 years ago. I knew about 15 of them.



Viewpoints of Other Editors

EFFICIENCY IN GOVERNMENT
 In industrial plants throughout the nation an effort is continually being made to increase efficiency, to step up the productive capacity of machinery and workmen.

In farming, just as in industry, the future depends upon the ability of the farmer to produce and market his crops in an efficient manner. The inefficient producer will be left by the wayside and be forced out of the competition.

In like manner, the store manager or other businessman is forced to continually seek efficiency.

That is a result of the competition which spurs on our business operations. Each concern, in order to obtain for itself a fair share of the market in goods and services, must compete successfully against others in its field.

In government we have no such incentive to efficiency. There is no competing government which is ready to take over when incompetence and floundering bureaucracy makes a mess of things.

That is, there has been no such competition in the past. Whether there will be in the future may be a different story. The true test of our democratic republican form of government is whether we make it work, whether it continues to provide a stable framework of national organization, offering the necessary services to its people.

We can stand up and shout until we are hoarse, "Hurrah for democracy! Hurrah for our republican form of government! Hurrah for the American Way!" But if we do not make certain this vaunted way of life retains its virility and its stamina, we shall soon lose those things which we prize most as blessings of it.

There are a good many people in responsible positions who frankly admit that they are afraid this nation has passed its peak in power and influence and is about ready to join the multitude of declining civilizations.

We do have competition today. Communism, a strong and advancing, though godless, political and economic system, is ready to take over the moment we let down the bars.

It is admitted by those who have made a study of our government that it is far from efficient, that it is full of needless bureaus and administrations, that it is filled with overlapping agencies, and that it seeks to offer quite a number of services which should be provided by private industry or by the people themselves.

It has grown so big as to be unwieldy and full of waste. Its leaders often think too much of pork barrel projects and too little of national welfare.

In its present state it is a prime target for the competition being offered by communism. It may spend itself into submission. It may become decadent through lack of interest on the part of its citizens. Or, its inefficient operation may finally breed disgust among its citizens to the extent they will no longer support it.

We do have competition from a potent force today. The question paramount in these times is whether our government can operate efficiently enough to stave off the challenge.

That is a question the people will have to answer. — Stanley News and Press.

THIS WONDERFUL AGE OF SECURITY
 Otto Graham, who is distinguished as one of the all-time great players of college and professional football, says he has turned down several offers to coach in the "big time" because he is quite happy as commander in the U. S. Coast Guard and coach of the Coast Guard Academy's "small college" football team.

Not only is he free from the pressures of big-time football, he says he has another big advantage: "When I wake up in the morning, I don't have to wonder over whether I'll wear a blue, gray, or brown suit. I just hop into the uniform."

Lucky fellow! A worry-free existence! If the Coast Guard were

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Kings Mountain

Bank Merger

Most folk, at first thought, must have been surprised that Kings Mountain's 60-year-old First National Bank was merging with the large First Union National of North Carolina.

At second thought, they were less surprised, somewhat conditioned by the rash of mergers that has been a banking trend in recent years.

Prime reason for banking mergers is to be able to meet the demands of big business for lines of credit.

First Union's Louis Brooks gave an example here last week. A large nationwide finance company, a prime risk borrower with regular need for large amounts of short-term credit was a desired customer of First Union (then Union National). Said Mr. Brooks: "When our maximum credit limit was \$90,000, this company's officials went through the motions of bare courtesy. They gave us little more than the time of day. When our limit reached \$500,000, these officials treated us quite courteously, but didn't give us any business. When our limit reached a million, this company became a customer. It seems that a million-dollar credit limit is the magic figure."

Needless to say, the big majority of First National of Kings Mountain's customers can be served quite well with their present \$30,000 credit limit. But some can't and have either been forced to get First National to broker these loans or to do business directly in larger cities with larger banks.

The great push of the Hodges Administration to attract new industry and new payrolls to North Carolina has been a major factor in pointing the need for big banks. The fact of a major bank operating in Kings Mountain is a definite asset for the Chamber of Commerce to point out, as it invites new industrial citizens, just as the bigger loan limit is an asset for present industrial citizens.

Untoward effects, if any, are remembered by citizens who lived through the banking debacle of the Great Depression, when banks went bankrupt in droves, following a heavy season of mergers and construction of bank buildings.

A major hedge here are the stringent banking laws evolved in 1933 and the fact that tax laws tend to more than halve the costs of construction, via long-term depreciation.

Some customers think they'll miss the local flavor of a strictly local bank, but lines of credit are obtained chiefly on basis of the borrower's collateral.

The obvious potential benefits to customers, employees and stockholders appear to outweigh the aforementioned objections.

Handbill Restriction

The Herald was glad to notice that the city commission tabled suggestions on prohibiting distribution of handbills, and rather hopes such a suggestion won't be renewed.

In the first place, such an ordinance would have very doubtful legal foundation, since the federal constitution guarantees every citizen the right to say, or write what he pleases. In turn, the constitution guarantees the right of citizens injured by speech or writing to seek restitution via the courts.

As the Herald understands current North Carolina law, handbills, like newspaper advertisements, must be credited to organizations or persons responsible for their distribution. In political advertising, for instance, the old signature "Citizens for Better Government", or similar ones, is insufficient. The name of the chairman or president must be printed, too. This establishes responsibility.

It is not uncommon for organizations or groups under attack (rightly or wrongly) to seek to use the law to restrict the attacker. As is customary in these situations, the would-be restricters might also inadvertently restrict merchants wishing to sell their wares, churches wishing to promote attendance or fund campaigns, and many other groups—even their own. The law is generic, not particular, the high courts have ruled.

The Herald's job printing department publishes some circulars, mostly for churches and merchants. It is service side of the business which returns little profit and has been known, dut to newspaper publication schedules, to prove downright painful business. While we'd be quite willing to relegate this phase of printing to the ash heap, legal restrictions on our customers are without the spirit of freedom with which this nation was founded and on which principles North Carolina and the United States have grown great.

City Tax Position

The city's position of tax supervisor and collector is not an easy one to fill because the position is a difficult one to administer.

Essentially, the chore requires a person who can collect on time as near to 100 percent of the tax levy as is physically possible and to make the taxpayers happy about it. In addition, the person must have sufficient knowledge of bookkeeping and clerical duties to keep the accounts in order and up-to-date.

It can be seen that the requirements call for a person who is tough enough to get the job done, yet diplomatic and personable enough to prevent personality complaints.

It's another personnel situation, in which, as most are, the job should seek the man.

Kings Mountain's new telephone exchange is to be the most modern yet developed with seven-digit telephone numbers rather than exchange designation such as Regency, Edison, University or Franklin plus five digits. The new system is designed to enhance direct long-distance dialing by subscribers, among other benefits, including eliminating dialing errors. Principal problem will be memory work for subscribers who have been accustomed to learning not more than four-digit numbers, but it is presumed seven digits will be a little more difficult to remember than five. Then there's always the directory, which undoubtedly will be quickly dogeared after the new system is cut over on September 10.

Adlai Again

It is axiomatic with political candidates that they either get the candidate bug cured early or never get it cured until they reach their goal or die, something akin to attitude of a person desiring a particular piece of real estate.

Thus it appears that Adlai Stevenson, inoculated with the candidate virus by winning the Illinois governorship, has the disease fatally. Twice defeated in the national sweepstakes by President Eisenhower, he still cherishes the dream of holding the top office in the nation and feels he was a victim of the war hero halo in his two defeats. He can, he thinks, defeat Vice-President Nixon or any other candidate the GOP might advance.

Most Democratic loyalists through the 1952 and 1956 defeats of Stevenson still like Mr. Stevenson and many, even those supporting the other would-be nominees now, will admit privately that Mr. Stevenson is the party's outstanding man, leading philosopher, and soundest in the basics of government.

But the spectre of two consecutive defeats and Mr. Stevenson's prior inability to generate emotional voter appeal, either through the high level campaign of 1952, or the rather low-level professional approach of 1956, has generated the "he can't win" theory. Then there's the memory of three consecutive defeats of William Jennings Bryan.

Mr. Stevenson may be listed as an equally outstanding darkhorse for the nomination as Senator Symington, but apparently no more than that. The possibilities of both gentlemen depend on some heavy stumbling of the present leaders between now and the Los Angeles convention.