## (1in: The Kings Mountain Herald



TELEPHONE NUMBER .. 739.5441
SUBSCRIPTION RATES PAYABLE IN ADVANCE $\cdot$.- BY MAIL ANYW HERE
THREE MONTHS .. $\$ 1.25$

## today's bible verse

## County Finance

With a $\$ 2,000,000$ hospital bond pro-
posal in the offering, it is natural for
Cleveland County citizens to become more than normally interested in coun-



 Iy has proved past decade cite Cltieveliand Coun-

 The Biblical parable of the talents
demonstrates the returns of wittinn in vemensitates she returns of witining in
vesment God and adequate hospital
and arewiting investments for Cleveland

## Oh, No, Not That

There is much conversation, follow dangers of smoking, concerning require
ment for labeling cigarettes as to the
hazards of inhalation of the golden leat hazards of inhalation of the golden leaf
Labeling of the package, of course,
won't be too bothersome and might save won young
a slavery.
But the proposals to require the
winsome television career promoter smoking to complete her commercial
with: "Caution! You take your life into
your own hands if you drag this blissful creation and are flirting with lung ca cinoma, angina pectoris, and peptic ul
cer" is just too, too much.

Let it be said that the cigarette commerciais are among die least offensive
of this money-providing institution. Le
it also be said that commercials them it also be said that commercials them
selves, which blare forth on loud pitch
contribute to ulcers, hypertension, obes contribute to ulcers, hype
But most companies chanse their
commercials at least twice a year. T hear each fag pusher complefe his pitch
with a Federal Trade Comission-pre-
geribed warning would be too, too much.

## GOP Problems

In a horse race, class tells.
In political horse races, students
now, the better the horse or candidate

MARTIN'S
MEDICINE


Mail Now for an Early Refund


## The Body Of Christ

Dr. Paul X. Ausley, Pastor
First Presbyterian Church
?

## Now Industry Indicated

 Announcement that Chicagoan an-ticipates construction of a $200-$ employee Heaving operation here made a happy
send-off into 1964 for Kings Mountain and for Kings Mountain's future econo

A 200 -employee industry is a size able one anywhere and mos is community the size of Kings Mountain. industrial expansios
The answer lies in one word: auto mation.
Recent governors of this state, as
well as presidents, industrial and labor well as presidents, industrial and labor
leaders, have repeatedly pointed to the need for expanding industry merely to retain current levels of employment, not to mention employing the continuing ad-
ditions to the employment pool of those ditions to the employment pool of
citizens ready, willing, and able.

> It is a truism that one seldom holds his own. He either progresses or falls behind. The same truism applies to com-
munities Mr. Kakassy listed several practical Mr. Kakassy listed several practical
factors which influenced his decision to
locate in Kings Mountain. All should be proud, perhaps proudest, of his state-
ment to local officials that he liked the meople. He did not say as much for some
peoplent Plaudits to President Wilson Craw ford and the Chamber of Commerce an administration, chief agents and agen-
cies in the productive conversations with

A best bow to Carl F. Mauney, new-
ly-elented president of the Lake Mon-ly-elected presi
tonia Club, Inc. Hearty congratulations to Jerry
Patterson, son of Mr. and Mrs. Eugene
Patterson, recently elected to the University of North Carolina chapter of Phi
Beta Kappa, national scholastic fraterBeta K
nity.


| Other Editors |
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| pourtices syeniousty |

