

Don't Let Death Take Your Holiday

"Don't let death take your holiday!" That is the slogan of a statewide campaign by the North Carolina Department of Motor Vehicles to hold down the Christmas-New Year accident toll this year.

Department figures show the year-end holiday season is the most dangerous period of the year and that accidents annually mar the holiday celebrations in hundreds of homes in the State.

In a united effort to focus public attention on the extra holiday hazards and the extra caution needed to meet them, state, city and county officials, civic groups, and local safety councils are joining with the Department in the Christmas safety campaign.

The Department pointed out that traffic accident deaths on both Christmas Eve and Christmas Day run about twice as many as the annual daily average. Heavier travel and the festive spirit of the holiday season add to the normal winter hazards of bad weather, slippery roads and added hours of darkness.

"Every family in North Carolina should put one extra gift under its Christmas tree this year," said Motor Vehicle Commissioner L. C. Rosser. "That gift is life. It could be the life of some member of the household or of a stranger. But it will be saved because someone has used just a little extra caution, common sense and courtesy to meet holiday hazards."

"Unless everyone is willing to go to a little trouble by taking extra care during the Christmas and New Year holiday seasons, North Carolina is likely to celebrate the holiday by repeating the carnage of the past Christmas and New Year when 18 persons were killed in needless accidents."

"Remember—safe Christmas and New Year celebrations, free from accidents that mar family happiness at this joyous time of the year, are the best presents anybody can give or receive," Commissioner Rosser commented.



Make Our Store Headquarters For Christmas Shopping



WE HAVE YOUR GIFTS FOR THE ENTIRE FAMILY

Select Your Gift From Our Complete Stock

GIFTS FOR MOM



- Pyrex Ware
- China Ware
- Coffee Makers
- Irons
- Mix Masters
- Toasters
- Enamel Ware
- Radios
- Pressure Cookers

GIFTS FOR DAD

- Hunting Coats and Pants
- Hunting Caps and Boots
- Guns Rifles Ammunition
- Hunting Knives Traps
- Carpenter Tools and Cases
- Fishing Tackle and Baits
- Outboard Motors

GIFTS FOR THE HOME

A COMPLETE LINE OF THE FAMOUS Westinghouse Appliances INCLUDING Electric Ranges Electric Refrigerators Electric Washing Machines Electric Water Heaters Electric Water Pumps Roasters Toasters Hot Plates Waffle Makers

ALSO A WIDE ASSORTMENT OF Oil Burning Stoves BY FAMOUS MAKERS WHICH WILL MAKE A GRAND CHRISTMAS PRESENT FOR THE HOME

GIFTS FOR KIDDIES



- Bicycles For Boys and Girls
- Tricycles In All Sizes
- Wagons Scooters Skates
- Air Rifles and Shot
- Toy Ranges Electric Trains
- Target Masters
- Erector Sets
- Pocket Watches
- Boxing Gloves
- Footballs Basketballs
- Bulldozers Games
- Scout Knives Scout Axes
- AND HUNDREDS OF OTHER ITEMS TOO NUMEROUS TO MENTION

CASH SPECIALS AT Z. A. HARRIS FOR FRIDAY AND SATURDAY

Wisconsin Cheese, lb.	55c
Pure Lard, lb.	18c
Western Round Steak, lb.	69c
Boneless Chuck Steak, lb.	59c
Country Sausage, lb.	45c
Country Spare Ribs, lb.	45c
Skinless Franks, lb.	45c
CANNED GOODS SPECIALS	
Pet Milk	2 cans 25c
Orange Juice, 46-oz. can	29c
Meal, 5-lb. package	30c
Staley's Syrup	5 lbs. 45c
Tide, large package	29c
Toilet Paper	2 rolls 14c



Make Your Home Bright For the Christmas Season

Select your Christmas tree decorations, lights, wreaths and other items from our large stock.

For gifts, see our selection of small electrical appliances.

We have a complete stock of electric cords and fittings. Call us today for your needs.

Albemarle-Electric & Refrigeration Service

PHONE 4761

W. S. LONG



Christmas Toys

We have them . . . everything you will want for the kiddies . . . come in today while our stock is complete and select your needs. Prices are as low as you will find anywhere.

OUR STOCK INCLUDES

- Bicycles for Boys and Girls, in all sizes
- Tricycles, all sizes; Heavy Steel Wagons
- Steel Swings, Table and Chair Sets
- Air Rifles, Skates, Footballs, Basketballs
- Novelty Items and Small Toys
- Smoking Stands
- Complete Line of Christmas Lights and Decorations

Visit Our Store for Your Christmas Candies Nuts and Fruit Cake Mixtures

Z. A. HARRIS

GRUBB STREET

HERTFORD, N. C.

PHONE 3461

"TRADE HERE AND BANK THE DIFFERENCE"

HERTFORD, N. C.



What a Christmas Gift! '50 FORD

ITS 100 H.P. V-8 ENGINE PURRS QUALITY

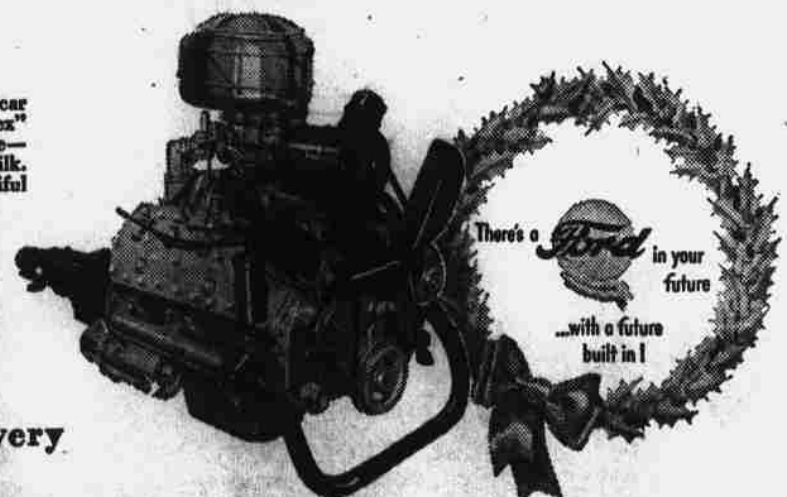
It's an engine that's as powerful as a herd of reindeer—and as silent as the night before Christmas! Yes, Ford offers you the only 100 h.p. engine—the only V-8 engine—in the low-price field. Yet the '50 Ford, with this engine, sells for less than most Sixes.

NEW "HUSHED" RIDE, TOO!

Drive a '50 Ford and you'll notice quiet that whispers quality. The powerful V-8 engine whispers while it works. And doors, roof, and body panels are "sound conditioned" against road noises. Even the 13-way stronger "Lifeguard" Body adds to the quiet. But drive it yourself and see why no other car delivers so much for your money.

IT'S THE ONE FINE CAR IN THE LOW-PRICE FIELD

With Ford's quality-car power, you get quality-car "feel," too! For Ford's "Hydra-Coil" and "Para-Flex" Springs make the bumps feel like they aren't there—and Ford's "Mid Ship" Ride is as smooth as silk. From its soft foam rubber front seat to its beautiful baked-on-finish, Ford leads its field in quality.



See your FORD DEALER about Christmas Delivery

There's a Ford in your future...with a future built in!