

THIS 'N THAT

Patterson Grove Section
 December 30th:—
 We hope you enjoyed the Christmas holidays and that health and happiness will be yours in the New Year!

New Year's Day will find several people with cotton still in the fields. Some folks have kept an account of all the cotton they picked this year. Mrs. John Hovis picked something over 7,000 pounds. Her father, Price Hovis, picked 4,552 pounds. Did you know that?

They to be the champion pickers of our section? They didn't have any cotton of their own but picked for Mr. P. D. Herndon whose cotton field has been given quite a bit of publicity in this paper.

Mr. and Mrs. Grover W. Greene of Phenix Mill announce the birth of a daughter, Elele Jeanette, on Thursday, Dec. 26.

Mr. J. W. Carroll is confined to his bed with several broken ribs and possible other injuries as a result of a fall of Christmas Eve.

Mrs. M. L. Thornburg remains on the sick list.
 Mr. and Mrs. Chas. P. Ware had as their dinner guests Christmas, all of their children and grandchildren and Mr. Ware's sister, Mrs. Laura Ormand of Gastonia.

Mr. and Mrs. Ray Neeley of Laurinburg, N. C., spent the holidays with relatives here. Their daughter, Pearl, who is staying with her grandparents to attend school here returned with them to spend a few days.

Mr. and Mrs. Jim Carroll returned to their home in Blacksburg Sunday. Mr. and Mrs. Plate Ledford who have been making their home with the J. D. Goforth's since their marriage returned to their home in Blacksburg Monday.

Misses Mary Frances and Lucille Ware spent Thursday with Mr. and Mrs. Gresham Thornburg.

Miss Kathleen Goforth spent Friday night with Mr. and Mrs. Woodrow Ware.

Mrs. Sidney Mason and daughter Barbara, of Ware Shoals, have been visiting the J. W. Carrolls. They expect to return home Tuesday.

Mr. and Mrs. Theodore Huffstetler and family of Penley Chapel expect to move to the Bethlehem community this week.

DON'T BE BOSSSED

BY YOUR LAXATIVE—RELIEVE CONSTIPATION THIS MODERN WAY

When you feel gassy, headachy, lousy due to clogged-up bowels, do as millions do—take Feen-A-Mint at bedtime. Next morning—thorough, comfortable relief, helping you start the day full of your normal energy and pep, feeling like a million! Feen-A-Mint doesn't disturb your night's rest or interfere with work the next day. Try Feen-A-Mint, the chewing laxative, yourself. It tastes good, it's handy and economical... a family supply costs only



FEEN-A-MINT

10¢

ILL TUNE OUT THE ALKA-SELTZER ANNOUNCEMENT

Don't—THAT'S THE MOST IMPORTANT THING YOU'LL HEAR TONIGHT

"When statements about Alka-Seltzer are made over the air, please, please believe them."
Mrs. Oma Catherine Jones

MILLIONS suffer less from Headache, Acid Indigestion, Distress of Colds "Morning After" and Muscular Fatigue because they have heard—and believed—Alka-Seltzer radio announcements. To these millions, the relief obtained by the use of Alka-Seltzer is worth far more than the genuine enjoyment they get from the broadcasts.

The most important parts of our radio program, both to you and to us, are the commercial announcements. Once you have tried Alka-Seltzer we believe you will agree with us.

But try Alka-Seltzer because it is an unusually effective medicine not because you enjoy the radio programs.

WHY ALKA-SELTZER IS SO EFFECTIVE
 The pain-relieving analgesic in Alka-Seltzer is in complete solution, ready to ease the distress as soon as you swallow it. The pain-relieving action is made more effective by alkaline buffers. The alkalinizing elements in Alka-Seltzer reduce excess stomach acidity.

Get Alka-Seltzer the next time you pass a drug store.

Large package 60¢
 Small package 30¢

Try a glass of Alka-Seltzer at your Drug Store Soda Fountain.

Alka-Seltzer

line Mill community Monday.

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COTTON REPORT

The cotton census report shows that 51,938 bales of cotton were ginned in Cleveland county, N. C., from the crop of 1940 prior to Dec. 13 1940 as compared with 56,721 bales for the crop of 1939.

Morganton, Jan. 1.—Fred D. Whisenant, 40, storekeeper and postmaster at Perkinsville, was fatally injured yesterday in an accident at a sawmill near his home. He was caught in a belt and crushed to death.

Americans spend nearly a billion dollars a year on games, sports, and outdoor life in general.

Church News--

Presbyterian Church
 Rev. P. D. Patrick, Pastor
 9:45 A. M. Sunday School, Mr. C. F. Thomason, Supt.
 11:00 A. M. Morning Worship. Sermon subject: "Jesus is Coming—When?"
 2:30 P. M. Sunday School Dixon School House, Mr. J. G. Darracott, Supt.
 6:30 p. m. Young People's Vespers
 7:30 P. M. Evening Worship.
 "Friend, Go Up Higher."
 Monday 7 p. m. Boy Scouts Troop

One, Mr. Carl Davidson, Scoutmaster; Messrs Bill Thomson and Harry Pate, Assistants.
 Tuesday: 7:15 p. m. Prayer meeting at Margrace Community House.

Boyce Memorial A. R. P. Church
 R. N. Baird, Minister.
 10:00 A. M. Church School: J. L. McGill, General Superintendent.
 11:00 A. M. Morning Worship and Sermon and Sacrament of Lord's Supper.
 3:30 P. M. Auxiliary Day in which following organizations meet:
 1. The Men of the Church.
 2. The Woman's Missionary Society.
 3. The Young People's Christian Union.
 4. The Intermediate Christian Union.
 5. The Junior Christian Union.
 7:30 p. m. Wednesday Evening Vesper Service.

LUTHERAN CHURCH
 Herman G. Fisher, Pastor
 Sunday School at 9:45 A. M. Supt. Mr. D. C. Mauney.
 Morning Worship at 11:00 A. M. Sermon: "Looking with Cheerfulness to the New Year."
 Junior Children of the Church at 5:45 P. M.
 Intermediate Luther League at 6:00 p. m.
 Senior Luther League 6 p. m.
 Evening Worship at 7:00 p. m. Sermon: "Our Leader."
 We Welcome You.

GRACE METHODIST
 S. W. Johnson, Pastor
 9:45 Church School, Frank Green Superintendent
 11:00 Morning worship and sermon.
 6:00 p. m. Epworth League.
 7 p. m. Worship service and sermon.
 7:00 p. m. Wednesday prayer service.

Central Methodist Church
 H. C. Sprinkle, Jr., Pastor
 Special services both morning and evening will mark the beginning of the new year.
 9:45 A. M. Church School, B. S. Peeler, General Superintendent.
 11:00 A. M. Morning Worship. Sacrament of the Lord's Supper. Communion meditation: "Our Help in Ages Past."
 2:00 P. M. Junior Choir Practice. Miss Carolyn Carlisle, Director.
 6:15 P. M. Epworth League, I. Ben Goforth, Jr., Leader.
 7:00 P. M. Evening Service. Sermon, the first in a series on the religious significance of man's greatest achievements: "The Great Discoveries."
 Monday 3:30 P. M. Meetings of the circles of the Woman's Society.
 7:00 P. M. Troop, 3, Boy Scouts of America, J. L. Settlemyre, Jr., Scout

7:30 P. M. Joint meeting of the Board of Education and Workers Council on Church School Evangelism.
 Tuesday 7:30 P. M. Board of Stewards.
 Wednesday 6:45 P. M. Epworth League Program Committee.
 Wednesday 7:30 p. m. Prayer meeting. There: "The Shut-ins."
 Wednesday 8:15 p. m. Choir practice.

First Grace Bible Church
 John L. Gregory, Pastor
 Sunday School 9:45 A. M.
 Morning Worship 11 A. M.
 7:00 P. M. Evening Services.
 Sunday evening Service 7:00.
 Each Saturday 7:00 P. M. Evangelistic service.

Second Baptist Church
 Rev. C. C. Parker, Pastor
 Sunday School 9:45 each Sunday.
 Preaching 11 a. m. and 7:30 p. m. each Sunday.

Wesleyan Methodist
 R. L. Phillips, Pastor
 Sunday School 9:45.
 Morning Service 11:00.
 W. Y. P. S. or Class meeting 6:15.
 Prayer Service Wednesday 7:00.
 Evening Service 7:00.

Macedonia Baptist Church
 J. V. Frederjck, Pastor
 Sunday School 9:45. M. B. Caldwell, Supt.
 Morning Worship 11:00.
 Evening Worship 7:00.
 Prayer service Wednesday evening 7:00.
 All are welcomed to come and worship with us.

FARM QUESTIONS

Q.—Is it necessary to fertilize for east tree seedlings when they are planted?
 A.—R. W. Graeber, State College Extension forester, says that, while fertilizing forest trees is not generally practiced, he recommends that black walnut and black locust seedlings be fertilized at time of planting. Fertilize each tree with 2 to 4 ounces of superphosphate, or a complete fertilizer, or its equivalent in barnyard manure. The fertilizer should be well mixed into the soil, in a space of 12 to 18 inches, before setting out the trees.

—FOR JOB PRINTING — PHONE 167—

Start The New Year Right

Make a resolution to buy your Groceries, Meats, and Vegetables where you are always assured of getting the highest quality at most reasonable prices.

—And Don't Forget, We Deliver, Too—

Black Grocery

AND MARKET

Phone 58 We Deliver

Your credit is good—Pay as you ride!

BUY NOW AND SAVE—MAKE YOUR OWN

LONG, EASY TERMS

on our friendly BUDGET PLAN

NO CARRYING CHARGES ADDED

Don't let lack of ready cash keep you from getting the extra safety and long mileage of U.S. Tires. Be smart! Take advantage of our friendly budget plan and enjoy thousands of safe, trouble-free tire miles. Come in today. Your credit is good here.

NEW U.S. TIRES FOR AS LITTLE AS

For Very Low Payments Each Week
 And your Old Tires

PLONK MOTOR CO.

Phone 138

IT'S MORE PLEASANT TO ...

OWN YOUR HOME

It's Easy for You to BUILD

YOU CAN DO IT THE B. & L. WAY

IT'S EASY TO SAVE!
 IT'S EASY TO BUILD!

-- 72nd SERIES OPENED JAN. 1st --

Home Building & Loan Association

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Phone 98
 Kings Mountain, N. C.

How Does Your Advertising Investment Compare With The Average

95 pct.

of all failures in business are from the ranks of non-advertisers . . . Only 5 per cent. of those that fail are advertisers.
 —According to Bradstreet.

Competent business men scale their advertising investment in proportion to gross sales . . . Then they use their advertising on a program basis so as to follow a systematic plan.

*The following percentage of gross sales usually are followed according to surveys made by recognized authorities:

Department Stores	2.5
Men's Stores	3.3
Women's Wear Shops	3.1
Furniture Stores	6.3
Drug Stores	2.9
General Merchandise	1.5
Jewelry Stores	3.1
Grocery Stores	1.0
Meat Markets	1.0
Specialty Shops	3.8
Dry Cleaners and Dyeing	3.3
Hardware Stores	2.0
Other Business	2.0

What About Your Firm Mr. Business Man?

Check your gross sales and your advertising percentage can easily be figured . . . Your business cannot differ much from the average in your line, and if you wish to improve it—or even hold it where it is today—then you cannot ignore your duty to yourself—And maybe we can help you.

The advertising medium that has produced the greatest results for business men who have desired to reach homes in this trade territory with their message is—

Kings Mountain Herald

KINGS MOUNTAIN'S PROGRESSIVE NEWSPAPER

*Figures compiled by Harvard Bureau of Business Research and Northwestern University Bureau of Business Research.