



We wish you joy and happiness on this, our first post war Christmas, with many thanks for your patronage during the year.

BAKER'S FOOD STORE



Health, happiness and prosperity is our sincere wish to you this happy Christmas Season

ORMSBY'S JEWELRY SHOP



There's no secret about our Greetings to You. Merry Christmas and success.

TO OUR HOST OF LOYAL FRIENDS

McNEILL & COMPANY FEED and SEED STORE Telephone Southern Pines 6244



With our hearts full of the true Christmas spirit, we wish to express our appreciation for your loyal friendships in the past year. It is good to know that our efforts have not been in vain and that we have met with your hearty approval.

SEASON'S GREETINGS TO EVERYONE -from- C. T. PATCH



WITH GRATITUDE FOR A YEAR OF GENEROUS PATRONAGE

VALET D. C. JENSEN

Telephone 5851

Southern Pines



PULPWOOD Spans a lifetime!

It's a long road from the newborn babe to a be-whiskered old gent sitting around telling his great grandchildren about how he fought the "injuns" who used to clutter up the woods...

To begin with, today's modern baby is born on ultra-sanitary obstetrical sheets; newsprint in the weekly or daily press is used to publish the facts of his birth...

Paper is used in the baby's birth certificate; it makes up a good portion of his infant shoes and he may well have his childish tears dried on paper tissue.



Off to school the child goes at five or six and in his kindergarten classes he learns to draw on paper, sees pictures in paper books and cuts out paper dolls and toys.

A paper marriage license entitles the now grown-up young man to marry the girl of his dreams, and the ceremony is read from a

paper Bible. Paper magazines, newspapers and books keeps the young man abreast of current happenings and helps to keep him useful as a citizen.



The food he eats comes in paper packages. He uses paper plates or drinking cups and finishes off his meal with a hasty pat of a paper napkin.



And so it goes. The young man prospers, grows older, and in the end he dies. When death finally overtakes him, a newspaper carries his obituary...

Women's Club In West Southern Pines Has Meeting

By Mrs. W. C. Bryant The Charlotte-Hawkins Brown Chapter of the Women's Federation Clubs of Moore County held its 3rd annual session at Trinity A. M. E. Zion Church of Southern Pines, N. C.

The guest speaker, Mrs. Lula S. Kelsey, was presented with an orchid; Mrs. Emily Ford, whose group of singers were on the program, and Mrs. Julia Mask, president of the Laurinburg Chapter, were presented with corsages of roses.

Everyone was impressed with the address made by the speaker, Mrs. Kelsey, president of the State Federation of Negro Women's Clubs, who commended the Moore County group for the record they had made in the brief history of the club's organization.

Mrs. Kelsey urged the people in her address to "Give more than you take." Citing things they could give, she mentioned the following: Money, of which people have more than they have ever had before; Votes, with which they could still carry on the fight for democracy...

Other highlights of this meeting was a reading by Mrs. Bettye Elerbe, on the "Negro In Music," and the interesting music by the Emily Ford Singers.

Remember, Victory Bonds make the ideal Christmas gift this year. When you're Christmas shopping, don't forget to get some stamps or bonds, as well as the usual presents for the family.

Winter Rancidness of Milk Prevented

Methods of preventing loss of flavor in milk have been outlined recently by Dr. W. M. Roberts, dairying authority of N. C. State College. Each year when pastures have dried up and the cows are put on dry rations, Roberts explained, complaints are made that the milk and dairy products are apt to have a strong or rancid flavor.

The change in flavor is due to a substance, an enzyme, which breaks down the butterfat into undesirable flavor compounds. The substance or enzyme is itself derived from the cow, and cannot be kept out of or removed from the milk.

minimize the development of a rancid flavor. Milk from the "strippers" should be discarded from the regular supply. Milk should be cooled rapidly to a low temperature and kept cool until delivered.

A final measure, preventive rather than curative, is the feeding of silage or other succulent feeds where practical.

Cameron Man Listed As Killed In Action

First Lt. Hugh McPherson, U. S. Army Air Forces, of Cameron, who has been missing in action since December 1, 1943, has been officially declared dead by the War Department, his mother, Mrs. J. A. McPherson, of Cameron, has been notified.

Lieutenant McPherson, who served with the 10th Army Air Force in India, was navigator on a B-24 Liberator and was reported missing in action over Burma. He had received decorations four times for outstanding performance of duty in action, and shortly before he was reported missing he had also received the Distinguished Flying Cross.

ance of duty in action, and shortly before he was reported missing he had also received the Distinguished Flying Cross. He was the son of Mrs. McPherson and the late J. A. McPherson of Cameron, and a grandson of Mrs. H. P. McPherson, also of Cameron. He graduated from Cameron High School and attended Lees-McRae College. Lieutenant McPherson was in-

CHRISTMAS MAIL

The Southern Pines Post Office will be open till six o'clock Saturday, December 22nd.



Listen!

Hear that horn! Hear that excitement in the air, that laughter! It's Christmas, neighbor, the most hopeful Christmas in years!

Imbued with this buoyant spirit of hope we express our wish for a genuine Merry Christmas to all our friends and patrons.

Broad Street Pharmacy



Christmas is always a welcome event with us, for two reasons:

First, because we enjoy the spirit of friendliness that is all-prevailing; second, because it affords an appropriate opportunity of expressing our sincere appreciation for your valued patronage.

It has, indeed, been a pleasure to serve you, and in sending you our best wishes for a Merry Christmas we do so with the hope that the Christmas season of 1945 will transcend all of its predecessors in real happiness for you.

TOG SHOP

Light after Darkness

This is our brightest Christmas in a long, dark time. Every light on every tree—every window that greets night with cheerful challenge—is a shining symbol of the passing of war's shadow.

There is radiant happiness in family gatherings this year. Men are coming home from war. And those who hear their Christmas carols under strange skies are closer, nearer to home than they have been in a great while.

For many, this will be a wistful Christmas—but a Christmas brave and strong in the knowledge that those who bought victory so dearly will make tomorrow's world a brighter place for us all.



Christmas Is All of These

Christmas is the good will shared at the family hearth; the carol sung together; the candle in the window, the glowing faces gathered around the festive board. And it is much more—ever so much more!

We cannot begin to put into words all that Christmas is, nor begin to express how ardently we wish for you the complete enjoyment of Christmas. So, all we can say to you, kind friends, is Merry Christmas To You.

Texaco Service Station

BRYAN POE



CAROLINA POWER & LIGHT COMPANY