Money Savers

Large
EGGS—Grade "A"—doz 49c
Welch's
GRAPE JUICE—Pint 29c
Gill's Hold
COFFEE—Pound 31c
Duke's
MAYONNAISE—8 oz. 19c
PIMIENTO—4 oz. can 15c

C. J. Gault & Son

Grade "A" Market

Phone 225 We Deliver

BY WAY OF MENTION
Jake Smith

Private Cleiger of the U. S. Army returned to his base Monday after spending the past week end here with his parents.

Samuel Blanton of the U. S. Army is spending this with with his parents.

Billy White of the U. S. Army is spending this week here with his wife, Mrs. Billy White.

Leon Wells of the U. S. Navy is spending this week here with his mother.

Clemmons McDaniel of the U. S. Navy is spending this week with his mother, Mrs. Ella McDaniel.

Bobby Allman of the U. S. Army is spending this week here with his parents.

Bobby Dettmar of the U. S. Navy is spending this week here with his parents, Mr. and Mrs. L. C. Dettmar.

Edgar Dunn of the U. S. Navy returned to his base Monday after spending several days with his parents.

Can Advertising Be 'Lopped' Off While We're At WAR

RAYMOND MOLEY, an authority on national and international business, describes "an experiment in which seventeen major business ceased or materially reduced their advertising for the duration."

THESE WERE THE RESULTS:

—Six sold out or were absorbed by competitors.

—One failed and went out of business.

—One went into receivership.

—One was deflated 97 per cent in terms of personnel.

—One lost 81 per cent of its sales volume.

—One ended with only two customers.

—Three completely lost their leadership in their fields.

—One was operated by banks for five years.

—Two found their competitors had grown at their expense.

So long as the habit of economic free dom in America lasts, concludes Mr. Moley, cessation of advertising will do serious, often fatal, injury to individual business.

Protect your future business and advertising investment by continuing to advertise in The Newspaper that gives full coverage for your market .....

The Kings Mountain Herald

ESTABLISHED 1929

THE POCKETBOOK OF KNOWLEDGE

O. T. Hayes, Jr., of the U. S. Air Corps is spending this week with his parents, Mr. and Mrs. O. T. Hayes.

Hubert Aderholdt of the U. S. Army is spending this week here with his parents, Mr. and Mrs J. E. Aderholdt.

Warren H. Goforth of the U. S. Navy returned to his base today after spending several days here with relatives.

James Ledbetter of the U. S. Army is spending this week here with his parents.

George Allen of the U. S. Army is spending this week here with his parents.

Donald McGinnis of the U. S. Army is spending this week here with his parents, Mr. and Mrs. Hinkle McGinnis.

NEGRO NEWS
By Mrs. Jessie G. Costner

Mr. and Mrs. Jake Tinsley had a Christmas dinner. The guests present were: Mrs. Pearl Rippy, Mr. M. Camp, Mrs. Ida Cherry, Mr. and Mrs. Ray Neely, Mr. and Mrs. William Davis, Mr. R. Blalock of Philadelphia, Mrs. Magnolia Owens of New York, Mr. and Mrs. Clarence Wingo, Mrs. L. Mitchem, Mr. George Patterson, Mr. and Mrs. Joe Blalock Mr. D. D. Williams, Mr. and Mrs. Walter Brown, Mr and Mrs. Curtis Blalock Mr. Frank Williams, Mrs. David Taylor, Mrs. Bertie Dennix and Mrs. Clyde Taylor.

Mr. and Mrs. Elijah Ross announce the birth of a baby girl, Sadie Ann, at the Shelby Hospital on Christmas Eve. Mrs. Ross was the former Miss Della Sanders.

Mr. Edward Watson of Winston-Salem spent Christmas with Mr. and Mrs. Clarence Wingo.

Second Class Petty Officer William L. Costner from Port Hueneme, Calif., was a visitor at his brothers' Mr. D. A. Costner last Thursday night.

Mrs. Daisy Lee Smith recently spent a week in Philadelphia visiting her daughter, Mrs. Mary Ella Roberts.

Miss Daisy Lee Roberts and Mr. Albert Harris of Philadelphia spent the Christmas holidays with Mrs. Daisy Lee Smith.

Mr. and Mrs. Dennis Mitchem of Winston Salem are visiting relatives and friends in Kings Mountain.

Mr. James G. Morgan who is working in Detroit is spending the Christmas holiday with his family on W. King street.

Mrs. E. L. Goode of Forest City and Mr. Albert Harris of Philadelphia were visitors at St. Paul Methodist church Sunday.

Dr. and Mrs. C. H. Shute Mrs. Vivian Washington and Mr. M. P Shute of Charlotte attended the Christmas program at Davidson School a Tuesday night of last week.

There are educators who believe that a school is a factory.

AT FIRST SIGN OF A COLD USE 666
Cold Preparations on dimple

Eyes Examined Glasses Fitted
Dr. D. M. Morrison, Optometrist
Tuesday and Friday afternoons 1 P. M. to 5 P. M.
Broken Lenses Duplicated. Glasses Repaired

RESOLVE TO LOOK YOUR BEST
—IN 1945—
LET US HELP YOU
Saunder's Dry Cleaners

FOR BETTER FOODS ..
In 1945
Call Us—We Are Here To Serve You
Blalock's Grocery

Notice

1945
City Auto Tags Are Now On Sale

SECURE YOURS IMMEDIATELY AS ALL CARS ARE REQUIRED BY LAW TO HAVE CITY LICENSE PLATES

City of Kings Mountain

The Quality Milk, that is rich in Food Value. Order a Quart Today and See and Taste the Difference.

Archdale Farms

Phone 2005