

A JOLLY GOOD PARTY LINER

shows the way to Better Party Line Service

GIVE OTHERS A CHANCE

A "Time Out" between calls gives others a chance to use the line.



RELEASE THE LINE IN EMERGENCY

When another party on the line has an emergency, please release the line quickly.



KEEP CALLS BRIEF

This assures better service for you and your party line neighbors.



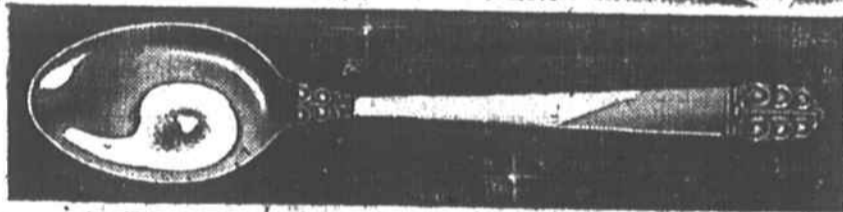
HANG UP GENTLY

When the line is busy, please "Hang Up Gently."

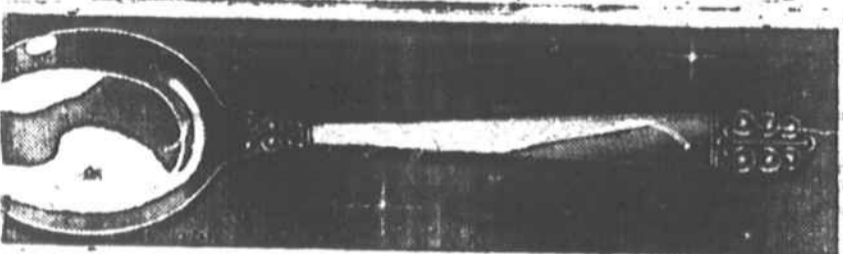


SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
Incorporated

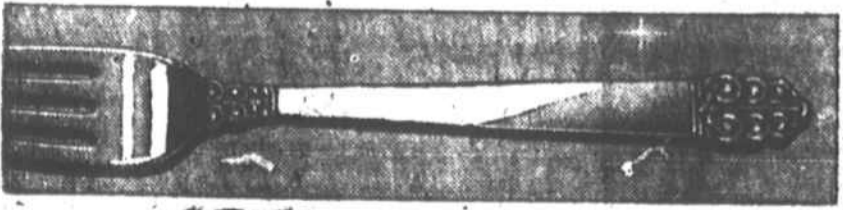
IT'S NEW! IT'S MAGNIFICENT!



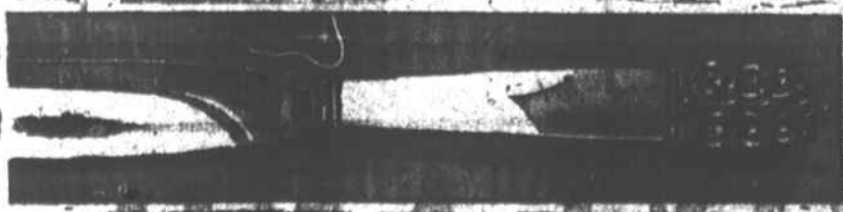
Northern Lights



DESIGNED BY INTERNATIONAL STERLING



BE SURE TO SEE IT AT



DELLINGER'S
JEWEL SHOP
Kings Mountain, N.C.
Kings Mountain's Leading Jewelers

Nation's First Lady Pledges White House to Save Food



Millions of American homemakers are emulating the example of Mrs. Harry S. Truman, wife of the President, in observing meatless Tuesday and eggless Thursday at America's First Home. Here the First Lady is shown at the White House after she signed the pledge to "save wheat, save meat and save the peace." Under Mrs. Truman's supervision, the White House is doing its part as an American home dedicated toward helping to provide food for the undernourished families of Western Europe.

Approximately 50 leading nation-related to agriculture have pledged their cooperation in helping to secure nation-wide participation in the farm grain conservation program, the U. S. Department of Agriculture has announced.

Some 16 per cent fewer turkeys were raised on American farms this year than last, but supplies for the holiday season were about 10 per cent less because fewer turkeys had gone into storage this year than last.

The U. S. Department of Agriculture has reported that Commodity Credit Corporation bought 4,182,193 bushels of wheat during the period from noon of November 14 to noon of November 21.

Textile Industry's Expenditures Are Topping \$400,000,000 In 1947

New York, Dec. 8.—The rising tide of textile mill expenditures, which started with the last war year, tops \$400,000,000 in 1947 asserts **TEXTILE ORWLD.** The '47 figure is \$414,589,000 compared to \$298,500,000 for 1946 and \$212,000,000 for 1945.

The magazine bases its report on news from individual mills as collected each month. The outlay reflected in these sums covers the industry's commitments for renovation, modernization and expansion, and, of course, involves cost of buildings, machinery, service and engineering equipment, etc. The figures include all branches of the industry. Modification is made of synthetic-fiber-plant expenditures; and, since so much of this equipment and process is chemical, only 20 percent of their total expenditures are included.

The \$414,589,000 expended in 1947 includes a proportionate extension to the end of this year of the figures already available for nine months. The projects include not only construction of new mills, additions to present plants, remodeling and renovation of existing mills and purchase of new equipment whether for increased capacity or for replacement, but also items for air-conditioning, humidification, materials handling, lighting, power plants, employee welfare and improvements and extensions of mill villages.

Annual Estimates

TEXTILE WORLD'S annual estimates for 1945, 1946 and 1947 total more than the five-year estimate of \$640,972,000 made in 1944 and based on mill men's reports of what they would spend in it the first five postwar years. There are two important considerations which to a high degree reconcile the somewhat divergent figures.

1. The fact that in 1944 textile men did not envision the opportunities and necessities of the postwar period and consequently underestimated their postwar plant expenditures; and,
2. The great increase in cost of buildings and machinery from 1944 through the intervening years to date. A mill man thinking of added units in 1944 of course reported them at 1944 prices. Today construction costs are nearly 40 percent over 1944 and general machinery costs are up 30 percent.

Looking at the 1947 expenditures by branches of industry, the cotton branch is found to have outrun all others both in absolute total (over one third of the textile industry's aggregate) and in percentage of increase from last year (nearly double). This is primarily due to machine improvements which have spurred modernization and to the fact that work with new fibers, synthetics, wool-on-the-cotton-system, etc., has brought extensive developments among cotton mills. The latter developments rightfully should be credited at least in part to synthetics, wool, etc., but, because available reports are not uniform in description nor specific in breakdown, it has been impracticable to segregate these activities under their precise headings. Finishing department activities suffer similarly.

Rayon-Weaving Mills

Rayon-weaving mills are next in line to cotton among the 1947 expenditures. They are up about 50 percent over 1946, and they account for about 20 percent of the aggregate. Next in line is the wool branch with a 40 percent gain over 1946 and a 15 percent share in the aggregate. Knitting mills are next with a slight falling off from 1946 and a 13 percent share in the total. Finishing plants are spending 11 percent more than last year and hold a 30 percent

share in the total. Primary manufacturers of rayon show no gain in 1947 because most of the large projects were reported as commitments in 1946.

There is still much old machinery to be found in the textile industry, which condition means continuance of a good replacement market. There is still good demand for textile products. Export volume alone seems likely to recede in the near future only because of lack of dollar credits with which to pay.

The turn in the tide of expenditures by the textile industry is not yet in sight. There is likelihood that the 1948 figures will top those for 1947. New improvements are in the making among machine manufacturers, and new companies are entering the machine and accessory field. Their confidence that it is not too late to lay their product before an industry which has already spent nearly a billion dollars on new equipment since the end of the war is evidence of their belief that the urge to modernize and the funds to pay the cost will be present in the industry on something close to the current scale for some time to come.

When admitted to the Union Oklahoma had a population larger than 21 other states.

FREE! MOTHPROOF YOUR CLOTHES

At no extra charge, all clothing cleaned by us is mothproofed. Guaranteed for six months against moth destruction.

MCCURDY
CLEANERS
DYERS
Phone 257

YOUR TIME IS OUR BUSINESS

Have your watch kept in precise condition in our fully stocked, equipped shop. Dependable repairs by exacting watchmakers.

—One Week Service—
Crystals Fitted While You Wait.

DELLINGER'S
Jewel Shop

Food Facts

You can get the highest quality foods from **Blalock's**, serving Kings Mountain for over 12 years.

BLALOCK'S GROCERY

Phone 58

Milk



THE PRICELESS INGREDIENT

Look through your favorite recipes and imagine what cooking would be like without milk. You probably use it dozens of ways each day—for milk is as necessary to the good taste of food as it is to health. Because it is so important in your diet, be sure that the milk you serve your family is the richest, purest milk available.



SUNRISE DAIRY