



MEN'S DEPARTMENT—The picture above shows the new arrangements for the men's wear department at Plonk Brothers remodeled building. Receding wall fixtures and neatly arranged counters enable the firm to better display its lines of men's wear. Photo by Bundy.

Long Tenure Habit With Plonk's Clerks

The list of well-known residents and former residents of Kings Mountain who have worked for Plonk Brothers over the span of 49 Christmas seasons is not too long, considering average personnel turnover, for, at Plonk Brothers, longevity of tenure has been the keynote. Among the group who spent 20 years or more at the firm, Mrs. J. E. Eppford, who retired as manager of the women's department in January, 1946 led all the rest. She joined Plonk Brothers on January 3, 1917, for a total of 29 years at the firm. Other 20-year employees were the late D. F. Hord, the late J. E. Lippard and the late W. D. McDaniel, along with Fred Herndon, colored delivery man. Bryan Hord, city postal carrier, missed the 20-year bracket by only 15 months. Others who served the buying public at Plonk Brothers are Lee Patterson of Rock Hill, S. C., A. H. Patterson, now secretary-treasurer of the Home Building & Loan, M. E. Herndon, Charlotte investment broker, Mrs. Della Hord Miller, of Waco and Tolly Shuford, now in the ice and coal business in Bessemer City.

More About Plonk's Almost

architect's drawings have been gathering dust since. The sale, however, was held under a "BIG FALL OPENING" banner. A double-page spread was used in the Herald, as well as large circulars, to advertise the event, and baskets of groceries, given free to lucky number holders, was a further inducement to visit Plonk's. The prices prevailing on merchandise on November 15, 1935, the day the sale began, are enough to make the present-day buyer look back with fond memories. Here are a few of the bargains advertised: Cotton frocks \$1.45, rayon silk hose, 23 cents per pair, a dozen Erdseye diapers at \$1.00, women's skirts at \$1.94, best quality prints at 17 cents per yard, and other good prints for nine cents per yard. Overall, a longtime specialty at Plonk's could be bought for \$1.23, the serge suits at \$14.95, and a special rack of suits for closeout at \$9.95. Needless to say, prices are slightly higher today.

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More About Many Depressions

(Cont'd from front page)
clined to six cents per pound, 1920, the year of the big bust which occurred in July of that year, and, of course the 1929-32 period of the Great Depression. In 1914, Plonk Brothers accepted cotton in payment of goods at 11 cents, when the price was listed at 10 cents and there was still no sale for it. None was sold for more than 11 cents, the price paid, and much of it went for seven and one-half. Plonk Brothers cotton was stored in mill warehouses and bonded warehouses all over Kings Mountain and Gastonia. The big bust of 1920 also wrote economic disaster in capital letters. Cotton was 40 cents and Plonk Brothers bought, among other things which shortly took comparable declines, 50 dozen overalls at \$36 a dozen. The price in July fell to \$18 per dozen and the 50 dozen \$3.00 overalls were sold for \$2.00 each. Cotton plummeted to 18 cents in short order. The 1929-32 period is familiar history, featured by the "bust" on Wall street, "busted" banks, idle factories, and rock-bottom farm prices. Plonk Brothers' fortunes have followed the curves.



Norwegian farmers give their cattle tubs of home-brewed ale on Christmas Eve. At midnight of Christmas Eve people in Madrid eat 12 grapes for good luck in the coming year. There are 175 different kinds of holly. Christmas has been celebrated on more than 100 different days in various parts of the world. Christopher Columbus and his men landed on the coast of Cuba on December 25, 1492, naming the point Navidad. George Washington crossed the Delaware and made a successful attack on the Hessian troops at Trenton, N. J., on Christmas Day, 1776. Oliver Cromwell and his Puritan followers abolished Christmas Day in England, banning all feasting and fun. The ban lasted for seven years and was lifted when Charles II became king. The needy are considered in Hungary at Christmastime, a levy being assessed against richer citizens so the poor may have sufficient to eat and drink.



Legend has it that when Christ was born and Satan died, the bells in the churches were rung. At exactly midnight the tolling changed to a joyful peal, announcing the birth of the Christ. In the dark chambers high above the turmoil and strife of human life, dwell the Apostles of Peace, whose salutations were never so welcome as at the time of the great winter feasts of Christmas, so William Attd tells in his traditions.


Treating Trees To Preserve Needles

Dropping needles or leaves of Christmas trees, which strip the trees of color and litter the floor, long have been a Yuletide bane. Therefore, the discovery of the New York State College of Forestry that waterglass spray will prevent the spruce leaves from falling comes as welcome news to family and housewife alike. Besides preserving the foliage, the waterglass spray adds to the decorative effect of the spruce by leaving a slight silver sheen to the green of the needle-like leaves. The waterglass also has been found to be a good fire retardant. The college found that the shedding of spruce leaves also can be retarded by placing the base of the tree in a bucket of moist earth, peat moss or water. Users have reported the success of this treatment.

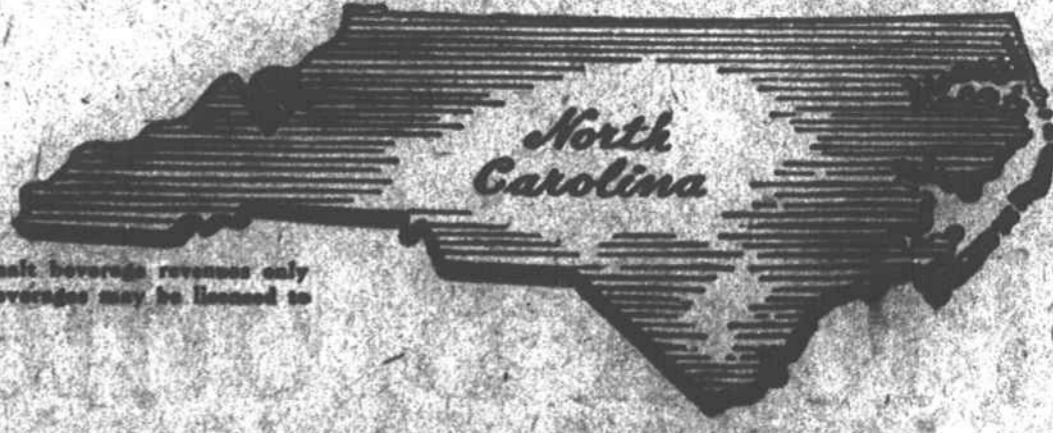
Even up to the early twenties, wagon deliveries, with a faithful dray horse, was in vogue at Plonk Brothers, and the old iron hitching bar which adorned the front of the store was a real landmark. When the first motor truck was bought for this purpose, Fred Herndon, well-known local colored man who spent 20 years at Plonk Brothers, had to learn to drive.

Plonk Brothers Store personnel got plenty of exercise during the five-months remodeling period. First work was begun at the back, then at the front, then at the back again, then at the front again. All goods in the old store was moved back and fourth about eight times.

The state of Arkansas produces over 90 percent of the country's aluminum supply. The earliest American dictionary was one published by Noah Webster in 1806. Warren G. Harding is the only journalist to become President of the United States.

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\$1,784,821 IN BEER TAXES for Counties, Cities and Towns



EVERY county in North Carolina, except two, and nearly all of the state's cities and towns have received checks in this first allocation of beer excise taxes to local government units. Yancey and Mitchell counties (blacked out on map) were excluded because the Revenue Act provides for distribution of such beverage revenues only to "counties and municipalities wherein such beverages may be licensed to be sold...."

THE 1947 General Assembly doubled the taxes on malt beverages and directed that half of the proceeds be distributed to counties, cities and towns where the sale of these malt beverages is permitted.

The new tax, amounting to two and one-half cents on each twelve-ounce bottle, went into effect July 1, and the first distribution of this money to local government units was made in November on the basis of July, August and September collections. Future payments are to be made annually. This first allocation to local government units amounted to \$1,784,821.12.


To the participating communities this first payment was a substantial windfall. This was in addition to state, county and city license taxes paid by dealers.

Here is a new source of revenue for local government units. The money may be used for law-enforcement purposes, debt-reduction, or for any legitimate expenditure, thereby easing the burden of other taxes.

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