

Chevrolet Launches 1953 Drive



Maryanne Carney gamely faces the herculean task of filling out 8,000 newspaper advertising orders which will be used in the announcement of Chevrolet's widely discussed 1953 passenger cars. Actually, Maryanne will get plenty of help on the assignment, but her position among the stacks of insertion orders emphasizes the promotional power behind the event.

Macedonia WMU Met With Mrs. Carl Herndon Monday

The Women's Missionary Society of Macedonia Baptist church met with Mrs. Carl Herndon Monday night. The meeting was opened with prayer by Mrs. Wray Wright and Mrs. James Bollen conducted the devotional period.

Mrs. Jesse Jenkins had charge of the program, "Where Jesus Walked." Messrs. Bud Falls, R. L. Hardin, Ruth Lynn and Mrs. O. T. Gunneis assisted in the program. "Silent Night" was sung by the group and several special music selections were rendered.

Routine business was discussed and several letters from missionaries were read to the group.

The Christmas motif was effectively carried out in the refreshments. Thirteen members were present for the meeting.

PERSONALS

Miss Gertrude Farris, student at Shelby Nursing School, spent the weekend with her parents, Mr. and Mrs. W. C. Farris.

Jack Ellis of Jersey City, N. J. and Jack Sierger of Toledo, Ohio, who have just returned from Tokyo, Japan, were overnight guests of Miss Marion Arthur on Tuesday.

Mr. and Mrs. I. B. Goforth and Ben Goforth were in Boone Sunday going especially to attend the Appalachian College Choir's Christmas program, "Handel's Messiah". Bobby Goforth is a member of the choir.

Mr. and Mrs. C. E. Neisler, and Mrs. Harold Hunicutt returned Monday from a visit with Commander and Mrs. W. F. Brewer in Newport, R. I. also visiting in New York.

Perfect Yule Card Described By Postmaster

Postmaster W. E. Blakely has some special ideas about how Christmas can be made merrier. In fact, he's planning to send the perfect Christmas card. Naturally, the Postmaster hopes the rest of us will follow his example, because actually it's the only way a Christmas card should be sent.

"Once this card was selected," he began, "I'd make sure it was delivered to the right address and in plenty of time."

Time, it seems, is the keynote to his plan. For each year the Post Office receives thousands of Christmas cards too late for delivery by December 25. And many a Christmas package has suffered the same fate.

What to do about it? Well, here's the Postmaster's answer: "This perfect Christmas card of mine would be mailed before December 15, if it was going outside this state. Or at least a week before Christmas if to a local address.

"I'd send it by first-class mail, because you get better postal service for only a penny more. Put a three-cent stamp on your Christmas card envelopes, and they will be dispatched and delivered first. Also they will be forwarded or returned if necessary."

"What's more, you can write a personal message on them, which isn't authorized for third-class mail. Just a little more makes your Christmas cards a lot more exciting to receive."

Christmas card etiquette is equally important, the Postmaster explains. He points out that the trend is to be as informal as possible.

So sign your Christmas cards like this: BOB . . . ALICE . . . or ALICE AND BOB, if married. The names of children, or even "Tabby" the cat, may be included—since Christmas is truly a family affair.

"Mr. and Mrs." may be and is used, but mainly for formal or business acquaintances. However, personalized Christmas cards (on which the signature is imprinted) frequently use "Mr. and Mrs."

Postmaster Blakely emphasizes that you should address the envelopes in your very best handwriting. A carefully addressed envelope is helpful to the mailman, and a welcome sight to your friends. So be sure to include the full name, house number, street, city, zone, state, and return address in upper left hand corner of the envelope.

If all of us follow through on the Postmaster's plan for a "perfect Christmas card," the rest will be comparatively easy.



WITH MILITARY POLICE — Jacob Metcalf, above, is serving with the Military Police Corps, stationed at Camp Gordon, Ga. Entering the service October 30 his address is: Military Police Replacement Training Center, 8801-1 TSU Camp Gordon, Ga. He is the son of Mrs. Lela Metcalf Bridgman and the late Edgar Metcalf and husband of Mrs. Letha Spearman Metcalf.

Baptist Radio Hour Speaker Is Texan

The radio broadcasts of the nationwide Baptist Hour for January, February and March of 1953 will follow the general theme "Truth for Troubled Times."

The Reverend Charles Wellborn, dynamic young pastor of Seventh and James Baptist Church, Waco, Texas, and formerly professor of Bible at Baylor University, will be the speaker.

There will be a special dramatic broadcast of the Baptist Hour on January 4, depicting the history and growth of the program and the work of the late Dr. S. F. Lowe.

Mr. Wellborn's subjects for the twelve weeks beginning January 11 are:

January 11 "The Cry of the Human Heart".
January 18 "I Want to be Clean".

January 25 "What is the Gospel?"

February 1 "Born Twice".

February 8 "Anchors for the Soul".

February 15 "Rejected Re-cruits".

February 22 "Jesus Calls Us".

March 1 "Follow Me".

March 8 "What is Christ Worth?"

March 15 "Religion — Elective or Required?"

March 22 "Man on Fire".

March 29 "Christianity in One Sentence."

Suggestions from PHIFER'S



— TOYS AND GIFTS FOR CHILDREN —

- TRICYCLES
- Chain-Drive TRACTORS
- Footballs
- Goat Wagons
- Tractor-Trailers with dump
- AUTOS
- Fire Trucks
- Wagons
- SCOOTERS
- SKATES
- Boxing Gloves
- Pistol and Holster Sets
- Boys and Girls 16-20-24-26 inch BICYCLES
- Trainer Wheels for Learners
- Child's Chairs
- Daisy Air Rifles
- Rifles
- Hunting Clothes
- Shotguns

— ELECTRICAL GIFTS ARE LASTING GIFTS —

- Presto Pressure Cookers and Canners
- Mix Masters
- Electric Percolators
- Automatic Toasters
- Electric Pop Corn Poppers

Many Other Fine Gifts To Choose From

Phifer Hardware Co.

Battleground Ave.

Phone 46

-- The Herald — \$2.50 Per Year --

Crosby's 409 South Battleground Road Kings Mountain, N. C.

Antiques and Styled Accessories
NOW OPEN FOR BUSINESS

Good News For LATE SHOPPERS

Still plenty of "Good Merchandise" at Good Prices Here!

LARGE SELECTION BRACELETS

All Beautifully Styled and well-made.
\$2.00 up

ONE GROUP Ladies' and Gents' WATCH BANDS

1/2 Price

CUFF LINKS

Variety of Styles
\$2.00 up
Simmon's Collar Pins
Only 49c

EARRINGS

Many styles and colors!
88c up
Scatter Pins 75c up

IDENTIFICATION BRACELETS

All sizes from 1 year to 65 Years
\$1.50 up

PEARL NECKLACES

Choker styles and larger Strands!
Ideal for Teen-Agers!
\$1.00 up

Just A Few More! Children's Watches

Mickey Mouse, Snow White, Capt. Marvel, and Cinderella.
\$6.95

SPECIAL FOR CHRISTMAS LADIES' WATCHES

Nationally Advertised
Only \$16.50

Islander Ukeleles

Make your youngster happy with a fine Uke! Same as used by Arthur Godfrey!

Only \$5.95

Gold-Filled Necklace

With Matching Bracelet and Earring
\$4.50 Set

Ronson Lighters

\$6.50 and up

OTHER LIGHTERS
\$1.98 to \$2.98

BATONS

Rubber-Tipped
Only \$1.25

GENTS' BILLFOLDS

Cowhide, Calfskin and Genuine Leather
Only \$4.95

CRYSTAL & CHINA

ODD PIECES
Vases, Fruit Bowls, Ash Trays, Candleholders, Etc.
1/2 Price

25% DISCOUNT

ON ALL
Dinner Rings, Wedding Sets, Wedding Bands, Birthstone and Masonic Rings.

EVER POPULAR FRIENDSHIP RINGS

White or Yellow Gold
88c up

COMPACTS

All sizes, shapes, & Colors!
\$1.75 up

SUNBEAM ELECTRIC RAZORS

Ideal for the Serviceman
\$26.50

DRESSER SETS

3-pc. - Comb, Brush & Mirror Attractively Boxed
25% Discount

STORE HOURS
Thru Dec. 20th—7 P. M.
Monday thru Wednesday
9 A. M. to 9 P. M.

THE JEWEL BOX

Next Door To Bridges Hardware