

Safety Council Urges Americans To Join "Christmas Savings Plan"

CHICAGO — To prevent the reckless spending of lives every Christmas, the National Safety Council today called on Americans to join in a nationwide "Christmas savings plan" to stop accidents.

The council's yuletide ledger shows a loss of 740 lives, from all accidents, during the Christmas holidays last year — and the toll of 556 lives in traffic was the highest on record.

"It is time," Ned H. Dearborn, council president, said, "for America to start saving — and stop squandering — lives. If every American will join this savings plan before the Christmas holidays, a real yuletide bonus — human life — will be paid."

One hundred and sixty-three national organizations, city and state officials, safety councils and civic leaders have joined the council in the Christmas savings plan. They will unite in creating an awareness of the special holiday hazards, and will enlist voluntary cooperation from every American to hold accidents to a minimum.

The Christmas - New Year holiday season is the most hazardous single period of the year, according to council statistics. In traffic accidents alone, twice as many people are killed during a Christmas holiday period as on the same days of the preceding two weeks.

Heavier travel and the festive spirit of the holiday season increase the normal winter hazards, such as bad weather, slippery roads and more hours of darkness.

The council suggests four safety measures for Christmas pleasures:

1. Start automobile trips early and take it easy. Be extremely cautious in bad weather and darkness. Watch out for pedestrians.
2. Keep Christmas trees in water and away from fire. Be sure lights and electrical connections are in good condition.
3. Watch out for falls, at home and away from home. Be wary of icy sidewalks. Falls are second only to traffic as accident killers.
4. Be moderate in drinking, and don't drive if you have been drinking. Tippy pedestrians and drinking drivers are most common during the holidays.

There are 131 varieties of trees in the Great Smoky Mountains of North Carolina of which 25 attain larger size there than anywhere else.

Highway Patrol Adds New Devices

RALEIGH — The State Highway Patrol added to its store of electronic speed recording equipment last week as ten new "Speedwatch" devices went into service.

The new instruments make a total of 25 pieces of equipment which the patrol will use to curb flagrant speeders and influence slow pokes to drive more normally.

Col. James R. Smith, patrol commander said the speed recorders, including five mobile radar units, are distributed throughout the state as follows: Troop A, Greenville, 5; Troop B, Fayetteville, 7; Troop C, Greensboro, 5; Troop D, Salisbury, 5; and Troop E, Asheville, 3.

The devices cost approximately \$400 each.

Sanders Rites Held Saturday

Funeral services for Simon James Sanders, 56, who died Wednesday, November 25 at 6 p. m. at his home on Church street following an illness of three years, were held from the home Saturday afternoon at 3 o'clock.

The Rev. H. E. Simpson officiated and interment was in Mountain Rest cemetery.

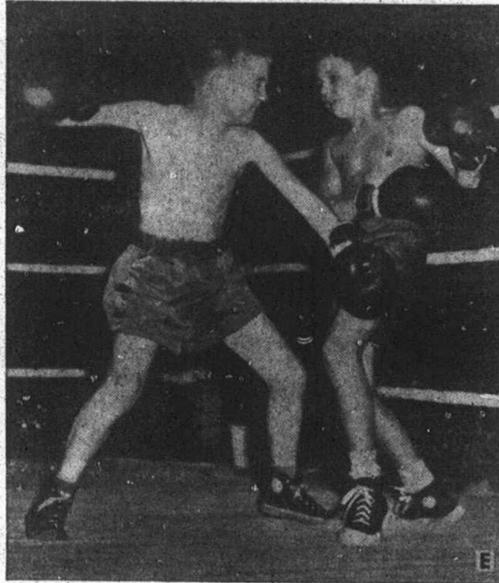
He was a native of Cleveland county and son of the late Mr. and Mrs. William Sanders. He was formerly employed by the Ducourt Mills as a loom fixer. He was a member of Grace Methodist church.

He is survived by his wife, Mrs. Effie Peterson Sanders; three sons, Boyce, Earl, and Billy Sanders, all of Kings Mountain; four daughters, Mrs. Clarence Philbeck of Gastonia, Mrs. Clyde McDaniel of Blacksburg, S. C., Mrs. Creighton Bolinger and Mrs. George Peterson, both of Kings Mountain.

Two brothers, John and Enoch Sanders, both of Kings Mountain; four sisters, Mrs. Thomas Crowder, Mrs. Cecil Champion, Mrs. Hershel Greene, all of Kings Mountain, and Mrs. Fred Myers, of Great Falls, S. C.

The motor transport industry employs one out of every 10 persons among America's 60,000,000 employed. Only agriculture hires more.

Big Prizes for High School Snapshooters National High School Photographic Awards Offers Many Opportunities to Win



This picture won a top prize in the 1952 National High School Photographic Awards and is a good example for this year's sports class.

Picture taking has a special meaning for high school students at this time of year because the National High School Photographic Awards competition is in full swing. This year's is the ninth annual contest, but it really deserves the familiar description of "bigger and better than ever" because there are more picture classes, monthly prizes and more money involved.

Sponsored by the National Scholastic Press Association, the contest is open to all students in grades 9 through 12. Detailed rules of the contest may be obtained by writing the National Scholastic Press Association, 18 Journalism Building, University of Minnesota, Minneapolis, Minnesota. The contest got underway October 15 and will continue until March 15. Monthly prizes will be awarded as entries are received in the periods ending on the 15th of November, December, January and February. Three monthly prizes of \$15, \$10, and \$5 each will be awarded for the best entries in each of five classes.

National Forests in North Carolina cover 1,118,063 acres, the largest amount of land in the State under single administration, as the Pisgah-Croatan and Nantahala forests have been combined into a single group designated as the North Carolina National Forests.

North Carolina, bounded by four states and the Atlantic Ocean, has a 1,296 mile border — along Virginia 322.5 miles, Tennessee 255 miles, Georgia 68.5 miles, South Carolina 32.5 miles, and the Atlantic Ocean, also 325 miles.

Cotton Farmers Vote in December

RALEIGH — The decision cotton farmers make when they vote in the special marketing quota referendum December 15 may mean the difference between 34-cent and 17-cent cotton next year, according to M. G. Mann, general manager of the N. C. Cotton Growers Association.

The outcome of the balloting will determine the level of price support for cotton produced in 1954, he explained. If two-thirds or more of those voting in the referendum favor marketing quotas, supports will remain at 90 per cent of parity next year.

If more than one-third of those voting cast ballots against quotas, the support price will drop to 50 per cent of parity for those who plant within their acreage allotments and no support for those who overplant.

"The Secretary of Agriculture has already proclaimed acreage allotments on the 1954 crop," Mann explained. "Therefore, regardless of the outcome of the referendum, acreage allotments will be in effect."

"This means," the farm leader continued, "that the choice before cotton growers on December 15 essentially is whether they want a reduced acreage and 90 per cent of parity or only 50 per cent of parity for those who cooperate."

"As I see it," Mann went on, "the decision farmers of North Carolina and other cotton-growing states make that day will have a far-reaching effect on our economy. I hope that every cotton producer will see the great importance of the question and cast a ballot in favor of marketing quotas on December 15."

Short Docket Heard In Recorder's Court

A short session of City Recorder's court was heard Monday afternoon with Judge Jack White presiding.

A case against Wilson Hart, Charlotte, charged with reckless driving was continued until Tuesday.

Nolle prosee was taken by the state in a case charging Wesley Sanders with driving without a license.

Two defendants were found guilty of public drunkenness and one was given a 30 day road sentence. The other defendant was given a suspended sentence on payment of \$5 fine and costs of court. Capias was issued in two similar cases.

SPECIAL SALE AT STERCHI'S!

The New Improved Electric **Dormeyer** Mixer-Grinder-Juicer

You Get Both Mixer & Glass Set \$39.95

Free! Book of New Appetizing Recipes

PLUS 16 Piece Green Glass Luncheon Service

4 Serving Plates
4 Dessert Dishes
4 Cups
4 Saucers

Top Stove Mixer!
Grinder!
Juicer!

During this brand-winning sale you get a 16 Piece Green Glass Crystal-Clear Luncheon Set as an extra measure of value. No other store can make you this double value sale offer.

Full-Size - Full Power Heavy Duty ACDC Induced Motor
With special built-in power unit for attachment
A light weight, "3-in-1" motor for easy portable mixing
Change from Mixer to Juicer to Grinder with a Turn of a Knob
Shining white enamel motor, arm and stand
Dual Multi-speed control for better grinding, mixing or juicing
A 4-foot rubber covered cord

Now, "Click-It" Arm. Reverses in seconds!
Easy-to-Change Grinders, attaches in seconds!
New Improved Motor and Blades. Gets more juice!
2 Hand holding boards and two metal screens for straining
Underwriters' Laboratory Approved
One Year Guarantee
Includes 16 Piece Green Glass Crystal-Clear Luncheon Set
A 4-foot rubber covered cord

IT COSTS LESS AT —

PHONE 348 **Sterchi's** PHONE 348

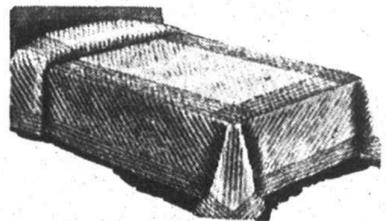
THE SOUTH'S LARGEST HOME FURNISHERS

OPEN EVENINGS BY APPOINTMENT

—USE HERALD CLASSIFIEDS—

Pre-Christmas Bedspread Sale Continues!

Styles, Colors, Sizes, and PRICES To Suit One And ALL . . .



A. A popular spread at a popular price to add beauty to your bedroom. Well-made, long-wearing, each only \$2.77. Plenty of color choice.

2 for \$5

B. Our Floral PATTERN SPREAD and tip-top value! A beautifully-designed spread with floral center pattern and beautiful floral medallions. Full double-bed size, regularly sells at \$11.95.

Special For This Week \$5.95

C. A conventional design chenille with good quality woven throughout, nice color selection, and suitable to use at home, or to buy for any lady on the gift list.

Double Size \$3.95
Single Size \$2.99



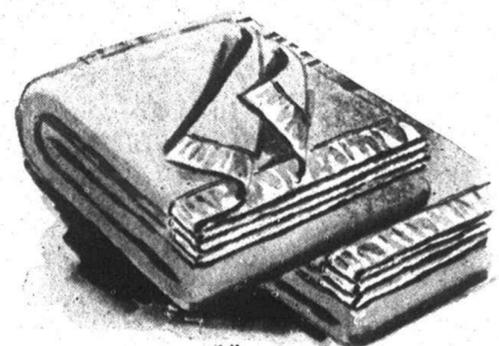
APPRECIATION DAY Merchant

D. Single Bed Chenille, conforming in quality and style to item B. above, except in style. It sells for \$11.95. Big choice in colors. Size 72 by 105. Buy several of 'em.

Special For This Week \$3.98

JACQUARD BEDSPREADS
DOUBLE BED SIZE AT AN UNBELIEVABLE \$2.77
OR
2 for \$5

BLANKETS for CHRISTMAS



CHATHAM "BRANDON"	CHATHAM "PURREY"
50% Wool, size 72x84. Blue, rose, cedar, green.	White, blue, pink, yellow, green, rose.
\$7.95	72 x 90 \$9.95 80 x 90 \$11.95

No Charges
At These Prices
All Sales Cash
OR
LAYAWAY
Small Deposit Reserves
Your Purchase

For Your CHRISTMAS SHOPPING Come To KEETER'S

