



Miriam Alvarez and Sally Leesch, employees of the New York Telephone Company, are surrounded by the dolls the workers distributed last year to 95 of New York's charitable institutions. It was one of the largest collections in the annual affair's 35 year history.

You and SOCIAL SECURITY

By Leola M. Byerly, Field Rep. Gastonia Social Security Office

Christmas time is a time when people think a great deal of the welfare of others, especially those in their own families. It would be a good idea for all of you to give considerable thought to your social security account because the welfare of your family may depend largely, or in part, upon that account.

The Social Security Administration is doing its best to take care of your social security account. The law governing social security is set up to protect you and your family and to provide security for old age or in case of death. The Social Security Administration keeps a record of your account for your entire life, but that record cannot be complete or accurate unless your employer does his part by making complete and accurate tax returns. Your employer keeps a record of your earnings under social security and he makes a report once each quarter. But that report cannot be complete or accurate unless you do your part.

You can do your part by making sure that you have a social security card to show to your employer and seeing that it is copied correctly. "Use it—don't lose it" is the advice we repeat over and over about your social security card.

You can also do your part for the protection of your family by checking on your social security record. Your social security office in Gastonia has a simple post card form that you can use in order to check your social security record. If you wish to obtain a duplicate social security card, or check on your account, contact the Gastonia Field Office located at 212 W. Second Ave.

The welfare of your family depends on you, your employer, and the Government—everyone doing his part in the social security system.

Rites Conducted For Mrs. Wilson

Funeral services for Mrs. L. C. Wilson were held Tuesday, December 8, at 3 p. m. from Long Creek Presbyterian church.

Rev. J. S. Johnson, pastor of Long Creek Presbyterian church, and Rev. Mr. Blanchard, pastor of Concord Methodist church, officiated and burial was in the church cemetery.

Survivors include her husband, L. C. Wilson; four sons, Nelson D. Wilson, Bessemer City, G. O. Wilson, Chester, S. C., Harley Wilson, Bessemer City, and Bill Wilson, of Kings Mountain; six daughters, Mrs. Gladys Absher, Mrs. Viola Berry, and Ivy Wilson of Kings Mountain, Mrs. Edith Horton, Stanley, Mrs. Annie Bridges, Bessemer City, and Mrs. Eva Guffy, McAdenville; a sister, Mrs. Mattie Langley, Kings Mountain; 31 grandchildren, and 6 great-grandchildren.

Birth of the Savior Was Greatest Event In World's History

Pleasant as it is to dream of a "White Christmas" with its carols and gifts, feasting and merry-making, the sparkling eyes of children delighting in Santa Claus and the wonderful Christmas trees, these things never can symbolize the tremendous significance of the day.

The birth of the Saviour was the greatest event in the history of the world. In spite of all the backslidings, Christian peoples have pressed forward steadily.

However vicious and corrupt, the world today is far better than the world of pagan times; familiarity with the cross and crucifixion has abolished legal tortures and much cruelty—and, if given a chance, might shame us into banishing the curse of international viciousness for the sake of Him who became the Saviour of Mankind.

Highway Patrol Opens Project To Reduce Death

RALEIGH — The State Highway Patrol opened a "holiday traffic control plan" yesterday in an effort to reduce motor deaths and injuries over the forthcoming Christmas holidays.

The project went into effect unannounced but Motor Vehicles Commissioner Edward Scheidt outlined it in a news conference with reporters today.

The Commissioner said the project will make extensive use of electronic speed recorders and daily "saturation" patrolling. "From now until the end of the year we intend to keep our radar and electronic speed recorders in constant use throughout the state," Scheidt said. "This plus day and night saturation patrols may help to cut down holiday fatalities."

Under the saturation plan, heretofore mainly a week-end project, patrolmen will rove assigned stretches of ten miles or so along an unspecified number of roads daily.

Scheidt also said all the Highway Patrol's speed recording equipment would be pressed into service, plus other units to be in use by local enforcement agencies. He hinted that delivery of ten more "Speedwatch" devices might come at any moment.

The "Speedwatch" instruments use twin cables stretched across the road and compute speed by a stopwatch. Scheidt warned holiday travelers that the devices are likely to be worked in tandem, that is two or more may be set up within a few miles of each other.

From Highway Patrol headquarters, Commander James R. Smith said a majority of his men had volunteered to work through the holiday, thus making "safety coverage" about as complete as possible.

He urged motorists to drive at reasonable speeds on holiday trips and to keep a close watch on pedestrians.

Scheidt said last year's official holiday period began at 6:00 p. m. December 24 and extended through midnight, December 28. Sixteen persons were killed and 255 injured during that period, the Commissioner said.

He estimated nearly a quarter of last year's holiday deaths were due to drinking. For celebrants the Commissioner endorsed these tips from the National Safety Council:

Stay alert. Don't become so preoccupied with holiday making that you go into a holiday daze. Keep your wits about you when ever you're in traffic—on foot or in a car.

Christmas Card Idea Originated By Englishman

Christmas cards are so much a part of the modern Yuletide that one seldom stops to wonder how the idea originated and by whom.

This simple idea of wishing your friends a Merry Christmas brought honor and knighthood to the originator, Henry Cole, a middleclass Englishman.

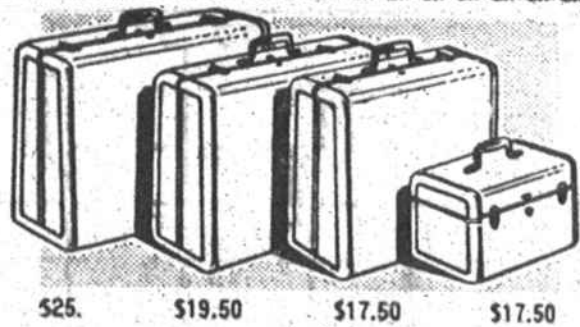
Cole mailed his cards on a December day in 1846. The cards depicted a Victorian family assembled at the festive board and the traditional Christmas custom of giving to the poor. They also bore the now-classic greeting: "A Merry Christmas and a Happy New Year to you."

He had a thousand of the cards struck off by a lithograph. They were such a success that plain Henry Cole subsequently became Sir Henry Cole.

The cards we send today, however, a far cry from those mailed by Cole. The cards you send and receive this year will be designed by famous names in contemporary art.

An American shopping for cards this year may select scenes painted by such famous people as Winston Churchill, Britain's prime minister and famed amateur artist, and Grandma Moses, one of America's most famous artists.

The demand for cards is so great that many companies spend their entire time in designing and producing them for the holiday season.



\$25. \$19.50 \$17.50 \$17.50
"Strong Enough to Stand On!"
Samsonite Luggage

A striking Christmas Gift that is as lovely as it is useful! Fashionwise with color, to match your wardrobe... Travel-wise with luxury linings, smooth hangers, pockets galore! Each piece a marvel of capacity. Brown, Green, Blue, Tan and Rawhide. O'Nite \$17.50. Pullman \$27.50.

\$17.50 for TRAIN CASE \$1. DOWN!



Only 24 in. Tall!

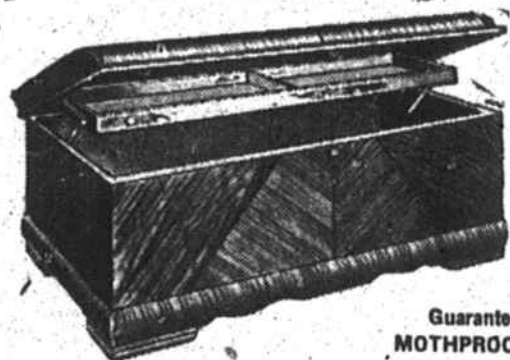
Child's Plastic Rocker JUST LIKE DAD'S

Tots love it 'cause it's a miniature, grown-up's rocker. Moms love its WASHABILITY!

\$6.95

45c DOWN!

The Gift That Gathers Gifts!

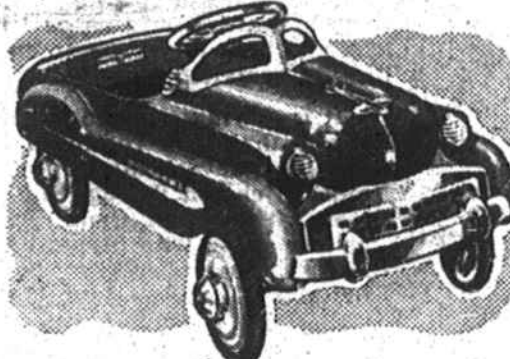


Lane Cedar Chest

The "Right" gift for Christmas! Choose from three models at this bargain price: a modern style in blonde oak veneer, Walnut waterfall style and Walnut "Plank Top" style. All are pressure-treated, aroma-light and made of 1/4" in. red cedar. Rubbed and polished finishes.

\$49.95

\$1. DOWN!

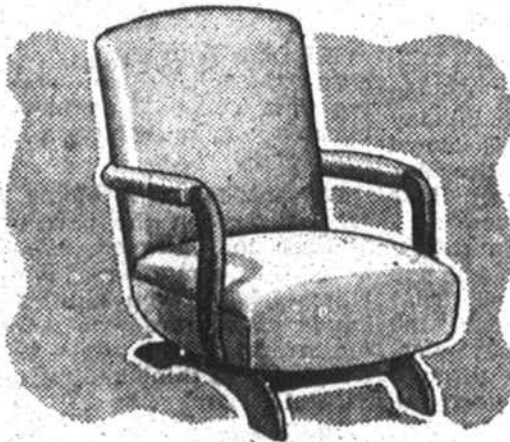


'54 Champion Auto

More than chrome added—BALL BEARINGS throughout! Has "Jet-Flow" drive... safe, easy steering and easy pedaling. Bright, enamel finishes. Big, soft, noiseless rubber tires. Built to give you more for your money!

\$14.95

\$1. DOWN!



In Washable Plastic

In what other item could you give so much real, deep-down comfort as in this big, plastic platform rocker? And look at the LOW price! Remember, it's in your choice of colors and it's WASHABLE! It boasts sturdy construction that will remind folks for years and years of Christmas 1953! Come in now.

\$18.95

\$1. DOWN!

Sterchi's GREATEST Christmas Jubilee!

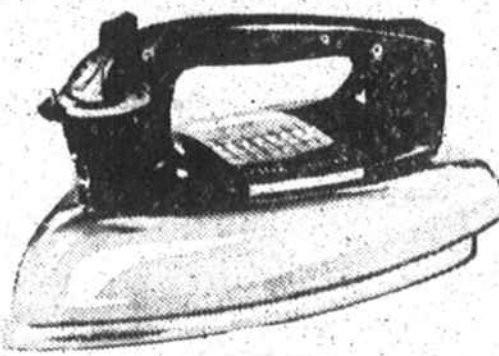
in 65 Years!

Nationally—Famous GENERAL ELECTRIC STEAM AND DRY IRON



\$16.95 \$1. DOWN!

Iron with ease or press like a tailor! You can do half your laundry without sprinkling; press woollens without damp presscloth! Steam in less than 2 minutes!



A SPARKLING, IMPRESSIVE GENERAL ELECTRIC Automatic TOASTER

\$22.95 \$1. DOWN!

Toast your toast the way you want your toast! The simplest, most dependable, automatic toasting mechanism ever developed. Six-position control of light to dark—extra-high toast lift—and snap-out, snap-in crumb tray.



Chrome on Aluminum for the ULTIMATE in LUXURY! Completely Automatic for the ULTIMATE in EASE!

8-cup Mirro-Matic Electric Percolator

\$19.95 \$1. DOWN!

Here, at Sterchi's is a percolator that is completely automatic, classically beautiful and that never needs polishing! It has a permanent, protective sheath of glistening chrome. It perks to perfection, changes to low heat and silently waits to serve, keeping the coffee drinking-hot 'til you pour. You can be sure of richly flavored, full-bodied coffee, steaming in every cup, every time. It's at Sterchi's

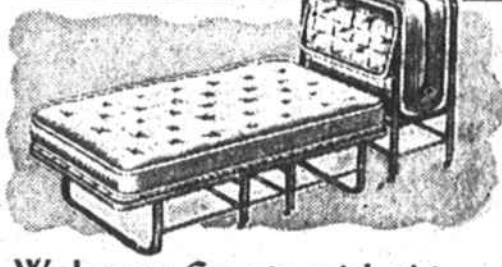


Famous SIMONS NEW YORKER Innerspring

Full or twin size. A reg. \$49.50 value. 312 coils, crush-proof pre-built border, heavy woven tick. Extra sag-resistant!

\$39.95

\$1. DOWN!



Welcome Guests with this "Roll-Away!"

A gift wanted and needed for your own home! Fine for guests and children! The very comfortable pad is included. See it now!

\$34.95

\$1. DOWN!



\$5. Delivers ANY BICYCLE!

Santa will tell anybody, anywhere that the best gift for an active child is a MURRAY-OHIO bicycle. Choose from boys' and girls' models at friendly Sterchi's NOW, there's one just right for every age and the ACCENT is on SAFETY!

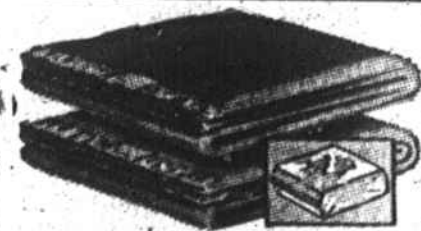
EASY TERMS

A Bargain in Warmth and Comfort! TWO BLANKETS in a Mothproof Plastic Bag!

An inexpensive, yet wanted and valuable gift! Use the comfy, cozy blankets all winter and store 'em safely in the bag for summer!

\$8.95

\$1. DOWN!



Mountain St. Sterchi's PHONE 848 87C THE SOUTH'S LARGEST HOME FURNISHERS



Dormeyer Mixer Grinder, 16-pc. Ruby Glass Luncheonware

A new, improved mixer, grinder, juicer with luncheonware and cook book included. Mixer has heavy duty motor that lifts off for portable mixing. Two opal mixing bowls and two nickel chrome beaters. One year factory guarantee and Underwriters' Labora- tory approved!

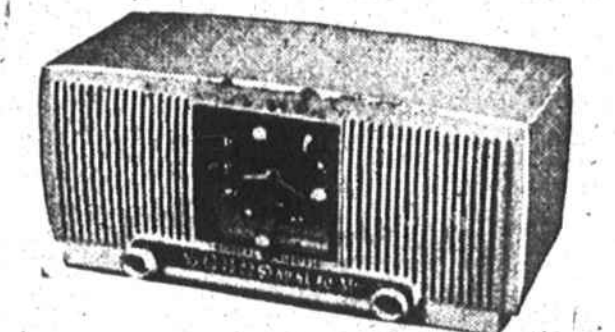
\$39.95 \$1. DOWN!



Symphonic All-Speed Record Player

Plays 33 1/3, 45 and 78 r.p.m. records in all sizes! Full range tone control, lightweight, pick-up arm with single, scientifically designed needle for ALL speeds. Lovely airplane type luggage carrying case in blue and gray or ginger and tan! It has EVERY-THING! Buy now!

\$29.95 \$1. DOWN!

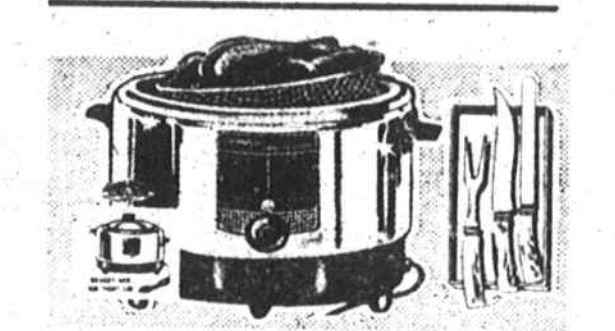


Wake Up To Music or Buzzer! G-E Clock Radio

Has AUDIO-MAGIC Switch. Plug in appliances—it turns 'em off and on! Plug in record player if you want to! Of course you can play radio without clock synchronization any time you desire! Powerful, built-in Beama-scope antenna, Dynapower speaker! Red, Ivory, Mahogany or White.

\$39.95

\$1. DOWN!



Dormeyer Deep Fry Cooker

Enjoy fried foods cooked to perfection with this famous fryer made by DORMEYER. Automatic control assures perfect results every time. INCLUDED—oil no extra cost to you—A \$7.95 STEEL CARVING SET! Don't delay... come in now for this perfect Christmas gift!

\$19.95

\$1. DOWN!



Exquisite Duncan Phyfe Cocktail Table

A Christmas gift that is as practical as it is beautiful! Mahogany finished plastic top that INSURES permanent lamination with hard use—it's alcohol-, cigaret-, stain-proof! Shaped and raised galley! Gracefully tapered legs! A seldom-seen value. Get it for Christmas!

\$14.88

\$1. DOWN!

EASY, EASY TERMS

LAST CALL FOR TOYS AT STERCHI'S DRASTIC PRE-CHRISTMAS REDUCTIONS!

From Each Of Us At STERCHI'S

To Each Of You, MERRY CHRISTMAS