

DISTAFF DEEDS

By JANICE CHRISTENSEN hands of Mrs. Ruffin Johnson of Smithfield.

Many obsolete items, including tobacco oil burners, are being turned into treasures at the maker found some discarded to-

bacco burners on a trash pile, took them home, sprayed them black and added her artistic touch to them.

She hand painted various designs on the side of one burner and added a large candle and some greenery, making an attractive Christmas decoration.

She accessorized the other burners with artificial fruit, vegetables and live plants so they can be used year round.

"Making obsolete items into a thing of beauty is Mrs. Johnson's way of recycling materials," said Mrs. Josephine Cawthorne, associate home economics extension agent.

JUNQUE TABLE

It takes talent to turn junk into beauty, but the Wayne County Extension Home-makers organization did just that.

In response to a request from the Wayne Beautification coordinating council to help finance rose bushes on the new 73rd pass, the group thought of ways to earn enough money so each of the 25 clubs could donate two rose bushes.

The Council added "Junque" table to their upcoming bazaar to "recycle" a no-longer needed item, explains Evelyn Baker, home economics extension agent.

Business was brisk and at the end of the day the club women had the money for the beautification project and a little more.

"It was the most fun table at the bazaar," commented Mrs. Alenora Gurlin. "It was certainly an easy, yet effective way to raise a little money at no overhead."

HORSE TO COW

Can a horse turn into a cow? For a Johnston county family, the David Stadlers, Zebulon, Rt. 1, the answer is "yes."

"The Stadlers planned to give their daughters a horse for Christmas," explains Mary Kay Cox, assistant home economics extension agent. "But due to rising food prices, the family decided to buy a milk cow instead."

"The Stadlers love milk so they felt an old-fashioned milk cow would be a good pet and a good way to economize."

Feast Of Lights In Merrie England

Over 1,400 years ago, the Council of Tours decreed that the celebration of Christmas should continue on for 12 days through Epiphany, which falls on January 6th. This day, also known as The Feast of Lights, is still observed by many churches.

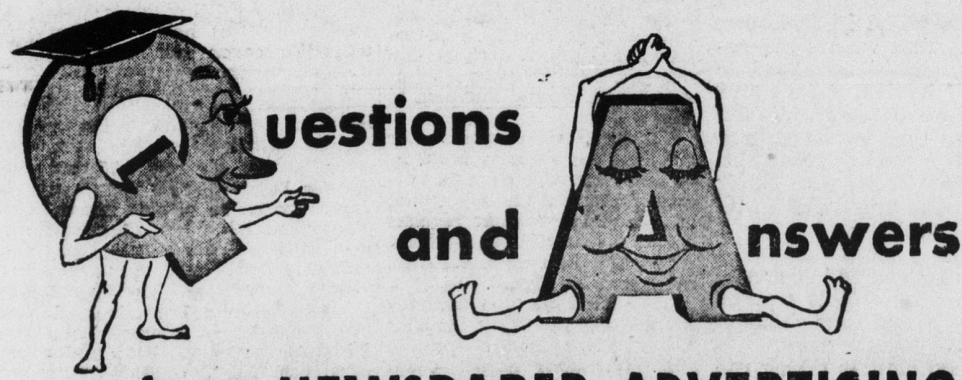
It became customary, through the centuries, for the reigning King of England to open Twelfth Night revels by throwing dice. In the 17th century, Charles II played for high stakes, winning 153 pounds one year and losing 100 pounds the next, both tremendous sums for that period.

Festivities included choosing a King and Queen of the feast. Slices of a plum cake containing a pea were served and the man who got the bean and the woman who got the pea were crowned King and Queen. With toasts to the royal pair, the party got into full swing. Revels wound up with final kisses under the mistletoe. Before sunrise, all the Christmas greens had to be taken down because of the prevailing superstition that a goblin would appear for each leaf that was not removed in time.

MEMO TO ADVERTISERS



SANTA SAYS



Questions and answers about NEWSPAPER ADVERTISING

- Q. What are the 3 most important rules for profitable newspaper advertising?
 - A. 1. Your advertising message should be newsy, friendly, informative, easy to read. Give facts and news about your merchandise and service.
 - 2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.
 - 3. Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.
- Q. What does A.B.C. do for me?
 - A. At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.
- Q. What are the FACTS in A.B.C. reports?
 - A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.
- Q. Are all publications eligible for A.B.C. membership?
 - A. No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.
- Q. Is this newspaper a member of the Audit Bureau of Circulations?
 - A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.
- Q. What is the A.B.C.?
 - A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.



A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

KINGS MOUNTAIN HERALD

DICTIONARIES
WEBSTER

Library size 1973 edition, brand new, still in box.

Cost New \$45.00
Will Sell for \$15

Deduct 10% on orders of 6 or more

Make Checks Payable to
DICTIONARY LIQUIDATION

and mail to
HERALD PUBLISHING HOUSE
Box 752
Kings Mountain, N. C. 28086

C.O.D. orders enclose \$1.00 good will deposit. Pay balance plus C.O.D. shipping on delivery. Be satisfied on inspection or return within 10 days for full refund. No dealers, each volume specifically stamped not for resale. Please add \$1.25 postage and handling.
11:15-12:24

One HOUR
"MARTINIZING"
THE MOST IN DRY CLEANING

'FREE' STORAGE AND MOTH PROOFING

MON., TUES. & WED. SPECIALS
MEN'S OR LADIES 2-PIECE
2 SUITS \$2.59

LADIES 1-PIECE
2 DRESSES \$2.59

MON. - TUES. - WED.

Shirts Laundered Crisp-Bright Folded or On Hangers EACH **5 for \$1.39**

MON., TUES. & WED. "SPECIAL"

TROUSERS PLAIN 3 MIX OR MATCH 1.79

SKIRTS OR SWEATERS

OPEN EVERY DAY 7:30 TILL 6 p.m. EXCEPT SUNDAY

ANNOUNCING

Kings Mountain Savings & Loan Association

300 WEST MOUNTAIN STREET
KINGS MOUNTAIN, NORTH CAROLINA

Message Center

THIS ELECTRONIC DEVICE JUST INSTALLED BY AMERICAN SIGN AND INDICATOR IS AVAILABLE FOR USE AT ANY TIME FOR ...

- Community Fund Campaigns
- Civic Projects
- Service Projects
- Community Messages

GIVE US YOUR DATA