

A girl can dream, can't she?

America is the place that is made out of dreams. And, U.S. Savings Bonds have been helping to make happy dreams come true for years. Now, Bonds mature in less than six years. That means your dreams can come true faster than ever before. You can buy shares in your particular dream by joining the Payroll Savings Plan where you work, or the Bond-a-Month plan where you bank. Before you know it, your American dream will be a reality.



Now U.S. Bonds pay 5 1/2% interest when held to maturity of 5 years, 10 months 4% the first year. Bonds are replaced if lost, stolen, or destroyed. When needed they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.

Take stock in America.
Now Bonds mature in less than six years

K. M. Citizens

close of the second shift on Friday, returning to work January 2. Gifts will be distributed to employees. Members of the office staff and supervisors were entertained at a Christmas dinner-dance Friday night at the Community Center.

Dependable Knits will close after the second shift on December 21, reopening on December 27th.

Double Knits employees will enjoy a four-day holiday, closing on Saturday, Sunday, Monday and Christmas Day.

Employees of Gay Hosiery, Can-Do Hosiery, LynnTex, Ideal Hosiery, Cleveland Hosiery and L & L Hosiery will close at 11 p.m. December 11, returning to work at 11 p.m. December 30th. Christmas bonuses and gift certificates will be presented all employees.

Kings Mill will suspend operations at 11 p.m. December 21, reopening at 11 p.m. December 30th. Bonuses and gift certificates will be presented.

Park Yarn Mills will close after the second shift on Saturday night, reopening on Wednesday, December 28th. Bonuses will be distributed to employees based on length of service.

Presbyterian Choir

Tenor: Darrell Austin, Darrell Austin Jr., David Barrett, William Grissom and Mark Sanders.

Bass: W. P. Fulton, Manley Hayes, Andy Neisler, and Vic Smith.

Croker

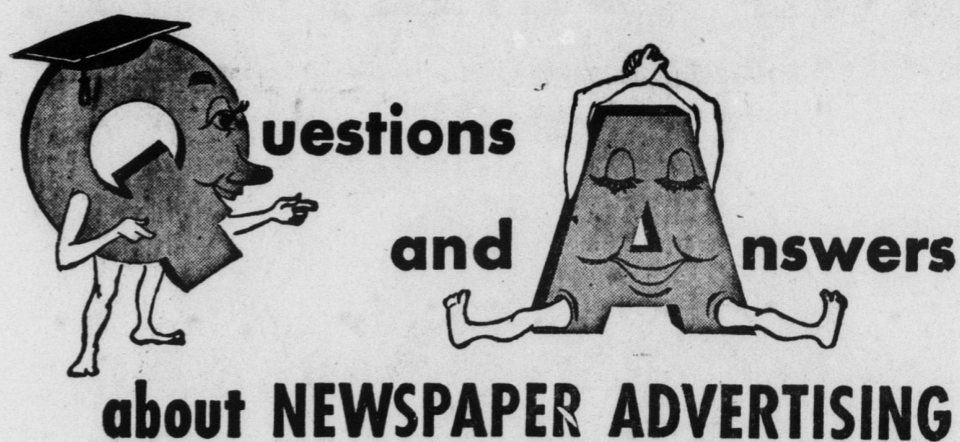
Rev. P. H. Waugh officiated at the final rites. Rev. J. W. Stiles of Cherryville sang "O Holy Night" and Mrs. J. N. McClure, organist, played Christmas favorites of Mr. Croker's. Naval personnel served as pallbearers and conducted full military rites at Mountain Rest cemetery.

Gidney

Prior to his position at the Fallston branch, Hendrick, 32, had been manager of the South DeKalb street branch of Union Trust in Shelby.

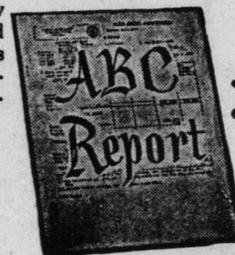


SANTA SAYS



about NEWSPAPER ADVERTISING

- Q. What are the 3 most important rules for profitable newspaper advertising?**
A. 1. Your advertising message should be new, 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. 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. 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. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?**
A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.
- 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.
- 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.



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

KINGS MOUNTAIN HERALD



Give Him Knit Shirts From P L O N K ' S

CHOOSE FROM WIN-TUK ORLONS
POLYESTERS - POLYESTER BLENDS -

BAN-LONS By
"MANHATTAN" - "HERITAGE"
"JANTZEN"

Many Solid Colors and Patterns
In A Wide Range of Colors
Sizes S-M-L-XL

\$6.00 to \$17.00

USE YOUR BANK CHARGE CARD
FREE GIFT WRAPPING

P L O N K ' S