Thursday, December 22, 1960

Briefs About **People You Know** Items of Interest Concerning Local Residents

Mrs. Francis Blalock of the | Mr. and Mrs. C. T. Thomason local South Carolina Employ- leave tomorrow from Greenville lands Division for the employees. ment Service office, was in by plane for a week's visit with While there they also visited Greenville several days last week their son-in-law and daughter, friends. to attend a training program. Mr. and Mrs. Donald Winslow in

Misses Jackie Pitts, who at- Indianapolis, Ind. tends Stetson University, De-WATKINS OUT land, Fla., and Sara Pitts, of Friends of Howard Watkins

Winthrop College, Rock Hill, are will be interested to know he spending the Christmas season has returned home from the Vetwith their mother, Mrs. James erans hospital, Columbia, follow-M. Pitts. The former has as her ing an operation illness and is versity, Greenville, to take him elberger, for the holidays. Acguest a classmate at Stetson, able to be out. Miss Nancy Plapp of Stuttgart, Mr. and Mrs. E. L. Hansen of

Germany: Atlanta, Ga., were week-end **OBSERVE ANNIVERSARY** guests of Mr. and Mrs. W. O.

On December 27, Mr. and Mrs. Holland and Charles Holland. W. H. Shands, formerly of this Mr. and Mrs. G. C. Wilder, city, now residents of Cayce, will Sara Louise, of McCormick, observe their 67th wedding anni- spent Sunday with the former's versary, Friends will be interest- mother, Mrs. J. B. Wilder, On ed to know that Mr. and Mrs. A. Sunday afternoon Mr. and Mrs. O'Daniel were members of their J. A. Maher, Mrs. Ada Campbell wedding party. and son, Tommy, of Spartan-

Mr. and Mrs. John B. Jordan burg, were also guests of Mrs. and three children of Kinston, N. Wilder. C., will arrive on December 26

for a visit with Mrs. Jordan's mother, Mrs. Robert E. Wysor, Hampden-DuBose Academy, Zell- Hampton, Va., will arrive tomor-Mr. Jordan will return to Kinston wood, Fla., is at home with his row to spend Christmas with her in several days, while Mrs. Jor- parents, Mr. and Mrs. Marvin S. parents, Mr. and Mrs. V. P. dan and children will remain for Turner, for the Christmas sea- Adair. On the 26th they will leave a longer stay. Also guests of Mrs. son. Mr. Turner, who is now lo- for Alachua, Fla., where they Wysor and Miss Margaret Bell cated in New York, is here for will be guests for a few days of on Monday will be Mr. and Mrs. the holidays. John Ricketts and Mrs. J. M.

Barksdale of Greenville. Mrs. J. B. Speake and Miss son of Greenville, are at home

Portsmouth, Va., where they will Lowery M. Wilson, for the holi- len and children moved Monday spend Christmas with their dau- days. ghter and sister, Mrs. R. P. Skenes, and Mr. Skenes.

IN CAMDEN day to be with her daughter, Mrs. Mr. and Mrs. W. G. Roseboro. Lollis M. Hardy, Dr. Hardy and Jim Gasque, who attends Lees- Christmas season. family in Camden for the holi- McRae College Banner Elk, N. days.

Mrs. guests on Sunday Mr. and Mrs. Christmas season. DuPre and daughters, Anne and D. Nance, and other relatives. Mary Jo. of Abbeville; also Mr. and Mrs. John M. Roseboro of Rhett P. Adair were Mr. and Mr. and Mrs. L. W. Alexander this city

bia, is spending the Christmas of Evanston, Ill. season with her mother, Mrs. Wilson Harris.

Guests of Mr. and Mrs. H. C. Mrs. W. D. Cauthen of Green- McMaster and family. ville; Mr. and Mrs. G. C. Suber of Laurens; Mr. and Mrs. A. C. University of the South, Sewanee, Brunson Asbill. Workman, Jr., and sons.

Miss Kay Thomas, first year

holidays. TO SAVANNAH Mr. and Mrs. Paul Muller and

J. W. Coggins, Jr., were in Savannah, Ga., during the week-

end to attend the party given by Continental Can Company Wood-Mr. and Mrs. C. G. Farrell of

Aberdeen, N. C., visited their Clemson.

daughter, Mrs. C. W. Hogan, and Mr. Hogan here on Thursday of the past week They came especially to get their son, Graham, N. C., is at home with her parwho is a student at Furman Unihome for the holidays.

E. G. McMeekin, and Mr. Mc-

Meekin in Great Falls.

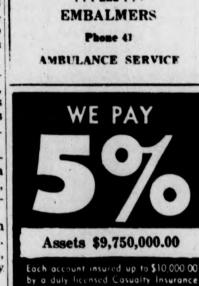
enbrough and daughter of Atlan- Beth Grady of Caracas, Venezuta, Ga., are here to spend Christ. ela. Miss Grady left yesterday to mas with their parents, Mr. and spend Christmas in Washington Mrs. George H. Brockenbrough, with her grandparents.

Mr. and Mrs. Thornwell Dunlap. Here for the two weeks Christ-Also with the Brockenbroughs mas holidays with his parents, for the holidays will be their Mr. and Mrs. Jack Holland, is niece, Miss Lee Burnett, of Co- George Holland, who attends Crossnore School, Crossnore, N. Miss Becky Speake was the

week-end guest of her sister, Mrs. CPL. Ray Jackson of Fort Belvoir, Va., arrvied Tuesday for a ten-day stay with his parents, Mr. and Mrs. Weldon T. Jack-Miss Vivian Parks Adair of son

Mr. and Mrs. C. E. Chapman of Mountville, have gone to Mt. Pleasant to be guests of their son. Quinton Chapman, and family for the holidays.

Mr. and Mrs. John Cerny of Mr. and Mrs. Mell Wilson of Leake, and also Mr. and Mrs. E. Decatur, Ga., will arrive today to spend Chirstmas with her parents, Mr. and Mrs. W. B. Tribble. Dr. and Mrs. David Tribble sons of Winston-Salem, N. and C., who are here for the holidays, will also visit the latter's parents, Dr. and Mrs. J. D. Green at Av-



Each amployed Only available to Bona Fide Residents of South Carolina Minimum amount accepted \$500.00 Winchester Graham Diversified Financing

Columbia S' C

ing the week-end. **ASSIST AT GIFT SHOP** Members of the Legion Auxil-

Mrs. J. P. Prather, Mr. and assist in the gift shop were: Mrs. | and Mrs. Hubert Pitts. Tom Baldwin, Mrs. Louie Thorn- Abbeville with her brother. Joe J. B. Speake, and were accomley, Mrs. G. W. Copeland, Mrs. Little, and niece, Mrs. Bill Du- panied home by his father, R. B. Platt Prather, Mrs. A. M. Young, Pre, and family.

Mr. and Mrs. J. B. Simmons, for a visit.

860 100.5 WLBG AM FM **Holiday Programs** SUNDAY, DECEMBER 25th 10:45-Jo Stafford-Lydia-Clinton Cotton Mills

11:00-Arthur Godfrey-Pet Dairies

11:15-Three Suns-Citizen Federal

11:30-Joni James-D. E. Tribble Co.

2:45-Ames Bros.-Citizens Federal

3:00-Frank Sinatra-Lydia-Clinton Cotton Mills

6:30-Special Christmas Music-Palmetto Bank

- 7:00-Special Christmas Music-Mrs. J. C. Pearson, Nationwide Agent
- 7:30-Handel's Complete Three Hour Messiah-**Presented by Laurens Coca Cola Bottling** Company

ANNOUNCING PAYMENTS TO RAMBLER BUYERS AS RAMBLER'S SALES VOLUME INCREASES Why You Should Join Rambler's New **Crusade For Adequate Progress Sharing With Customers**

Mrs. Adair's sister, Miss Sue Clemson, and Miss Martha Wil- S. Traxler. IN NEW HOME Louise Speake left Tuesday for with their parents, Mr. and Mrs. Mr. and Mrs. James Von Hol-

TURNERS HOME

Steve Turner, student at

into their recently completed new Mr. and Mrs. John M. Rose- home on Elm street.

lumbia.

boro spent a few days last week Chuck Giles, who attends Camin Hamlet, N. C., with the for- den Military Academy, Camden, Mrs. Frank E. Miller left Tues- mer's brother and sister-in-law, is with his parents, Mr. and Mrs. Thurston Giles, for the

Miss Maude Sumerel is spend-C., and Dick Gasque, student at ing Christmas in Ruby with her Morgan Todd had as Clemson, are at home for the sister, Mrs. J. S. McGregory, and family

E. C. Carson and sons, Rhett and George Mason of Charlotte, N. Mrs. J. P. Johnston of the John Little, of Gastonia, N. C.; C., will arrive today to spend the Thornwell Schools faculty, left Joe Little, Mr. and Mrs. Bill holidays with his sister, Mrs. C. Friday for Richmond, Va., where she will spend the holidays at her Recent guests of Mr. and Mrs. home

Mrs. H. F. Boland of Orlando, and family of Newton, N. C., vis-Miss Cornelia Harris of Colum- Fla., Dr. and Mrs. A. R. Thiele ited the former's mother, Mrs. W. L. Inskeep, his sister, Mrs Mrs. Hugh Simpson will go to Weldon, T. Jackson, and Mr.

Winnsboro to spend the Christ- Jackson during the week-end. mas season with her daughter. Miss Carolyn Asbill, who at-Suber on Sunday were Mr. and Mrs. K. R. McMaster, Jr., Mr. tends Anderson College, Anderson, is spending the holidays Richard Rhame, student at the with her parents, Mr. and Mrs.

Tenn., is at home for the holi- Mrs. B. M. Anderson, Sr., and

PFC Jimmy Chaney, of Cherstudent at Anderson College, An- ry Point, N. C., is spending the Mrs. Wallace Franks visited J. W. G. King, Sr., Mrs. Paul Mul- Mrs. Morgan Todd leaves to- of Macon, Ga., spent the weekderson, is with her parents, Mr. Christmas season with his par- P. Prather at the Veterans hos-ler, Mrs. Howard Watkins, Mrs. morrow to spend Christmas in end with the former's sister, Mrs. and Mrs. J. C. Thomas, for the ents, Mr. and Mrs. S. Carl Chan- pital in Columbia Sunday.

THE CLINTON CHRONICLE

ey. Also joining the family here Mr. and Mrs. James R. White will be the Chaney's daughter, and children of Aiken, visited the Mrs. Tom Childress, Mr. Chil- former's mother, Mrs. O. B.

dress and daughter, Laurie Gene. King, Mr. King and his grand-Lt. and Mrs. Richard Lukstat mother, Mrs. R. C. Stewart, durand daughter, Nancy Bee, of El Paso, Texas, are here with her parents, Mr. and Mrs. Horace D.

Payne, for Christmas. Also iary going to the Veterans hosspending the holidays at home pital, Columbia, on the 13th to is Horace Payne, Jr., student at

HAS VISITOR

Miss Barbara Eichelberger. student at St. Mary's in Raleigh, ents, Mr. and Mrs. H. L. Eich-

companying her home on Satur-Mr. and Mrs. George B. Brock- day was her roommate, Miss

ondale Estates, Ga.

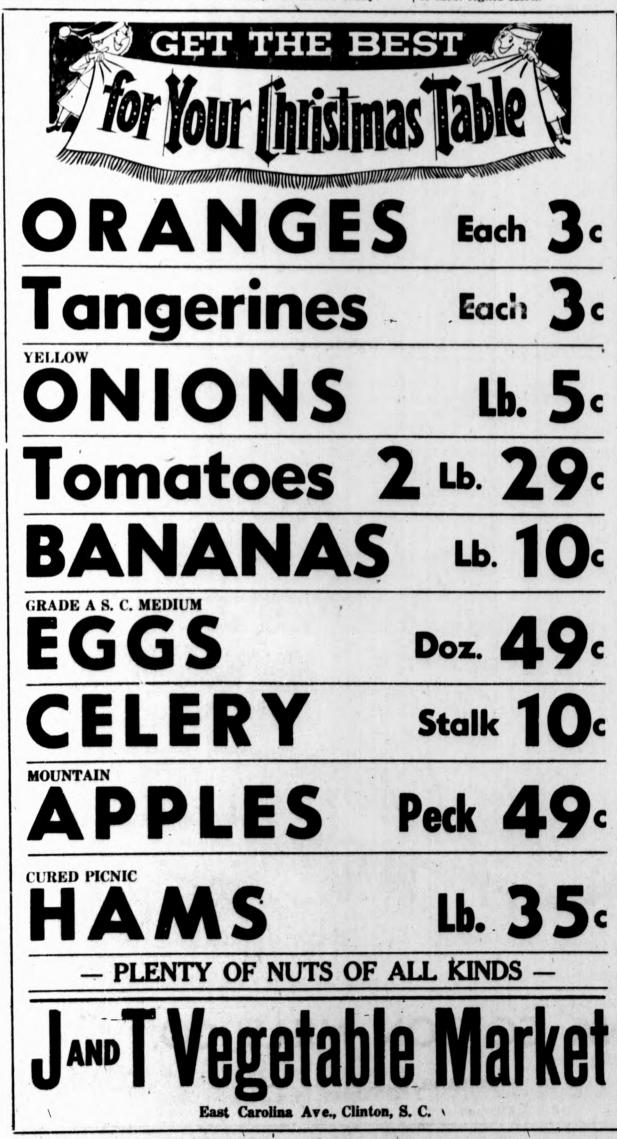


FUNERAL DIRECTOR-





Friends of Miss Vivian Sheely days. Don Rhame, who attends Miss Kathryn Anderson of Simpwill regret to know she is ill at the Medical College of South sonville, were guests last week her home on East Ferguson St. | Carolina, will arrive today. of Mrs. Agnes Kern





GEORGE ROMNEY President, American Motors Corporation

Rambler's rise to a top position has put us in position to undertake a new crusade. This program, which could provide greater individual and national benefits than any we've yet undertaken, calls for customer progress sharing.

As volume goes up, costs come down. So, sharing economies that would result from a 50% Rambler sales gain over last year for the period December through March could provide payments to customers of \$18,698,062.

But, before presenting our new Rambler crusade, let me review some highlights of the first one.

When we forged our basic Rambler concepts, U.S. cars were in a size, horsepower and styling-change race that cost the car buyer money. So, we developed the compact, economical, modernly engineered Rambler.

CONSUMER BENEFITS FROM LOWER PRICES

Because of low volume, we had to price our first Rambler Americans about equal with Chevrolet and Ford. traditionally "lowest priced."

As our output and economies increased, we shared the resulting economic advantages with Rambler customers. Despite inflation, we kept prices low. We also concentrated on durability and quality. That is why Rambler excels in trouble-free operation, as shown by trade surveys made by others.

What has this done? It has increased our sales-made us a vigorous new competitive factor, compelling all competitors to introduce compact cars. Their compact cars unquestionably are better buys than their big cars, be-cause their big cars don't have the compacts' advanced engineering.

Despite these moves to meet Rambler competition, Rambler American models are now priced not only below competitive big cars but below their economy compacts as well.

In addition, Ramblers provide customers several exclusive trouble-free

"I believe participation by all consumers in economic progress is absolutely necessary in meeting the nation's economic needs."

engineering advances such as the acidproof, rustproof Ceramic-Armored muffler and tailpipe.

The Rambler line includes three basic sizes of compact cars-Rambler American, Rambler Classic and Ambassador, the latter two developed after the original American series.

RAMBLER SALES SOAR

In two years, Rambler's per cent of market has more than doubled. For the last 38 straight months, Rambler sales have established a new record for that month. We want to continue this growth by serving you even better.

THE NEW RAMBLER CRUSADE

Our new Rambler crusade, like our compact crusade, is based on sharing Rambler progress with car buyers.

We believe the new Rambler crusade has timely significance. Our country currently is experiencing a mild economic slowdown-with rising foreign competition and weakness of the dollar. Our larger competitors are considering partial manufacture and importation of cars for the U.S. market from abroad. There is a general profit squeeze.

We believe the greatest single economic cause is that relatively too much of the fruit of industrial effort has been going to a few well organized economic groups, not to the consumer.

CUSTOMERS TO SHARE RAMBLER PROGRESS

We decided there was something we could do. We decided to share future progress with ALL customers who take



Monkeys are caught by filling a coconut shell with chopped coconut meat. The monkeys grasp a fistful and, unwilling to let any go, cannot withdraw their paws. So, they are easy victims. The U.S. consumer is not yet as scrawny as shown, but unless there is a more equitable division of the productivity increases, he will get that way. One of the three American groups must let go and set an example-or all will be captured and, along with the consumer, all will suffer.

	MERICAI	BUYERS RECEIVE			S SHARING I	
	IF SALES ARE UP over last year	U.S. SAVINGS BONDS (Maturity Value)	DECEMBER (Dec. sales)	JANUARY (Dec. Jan. total)	FEBRUARY (Dec. Jan. Feb. total)	MARCH (4-month total)
	50%	\$125	45,247	97,671	140,139	195,946
	40%	\$100	42,231	91,159	130,796	182,883
	30%	\$ 75	39,214	84,648	121,453	169,820
	20%	\$ 50	36,198	78,136	112,111	156,757
	10%	\$ 25	33,181	71,625	102,768	143,694
ALES FOR SAME PERIOD LAST YEAR			30,165	65,114	93,426	130,631

In all cases, "BUYER(S)" means a person who actually takes delivery, not places an ord

WHY IT WILL PAY YOU TO BUY NOW. This unique program is cumulative and retroactive. Early buyers can get more, but never less bonds, than buyers in succeeding months. Your Rambler dealer will be happy to give you the complete details of the plan but here is a quick example of how it works and keeps on working for you:

If December Rambler deliveries increase 20% over last December, December buyers of new Ramblers or Metropolitans will receive \$50 bonds. As the four-month period progresses, additional bonds will be mailed to the December buyers each time the aulative sales reach a higher bond payment sales level.

Also, if sales increase for the four-month period exceeds 50%, proportionate additional payments will be made to all buyers during any of the four-months.

delivery of a new Rambler or new Metropolitan between December 1, 1960, and March 31, 1961, from an authorized Rambler dealer (excluding governmental sales), giving them most of the benefit of additional cost reduction resulting from further increases in Rambler sales volume.

This can mean a sharing with Rambier buyers during the 4-month period of government savings bonds (Series E) with a maturity value from \$3,679,850 (10% sales increase), to \$24,930,750 (50% increase). See chart for details.



You have everything to gain and nothing to lose by joining this crusade. The same is true for us.

You can't lose because Ramblers are better than big cars and the best of the compacts. Ramblers are more troublefree, more useful, lower priced.

You make your regular deal in the regular way for a new Rambler. You then may share proportionately in the economies and profits of higher Rambler volume in December, 1960, and the first three months of 1961.

We gain by acquiring more Rambler owners, which will make our growing market even larger in the future. That's because Rambler owners become Rambler salesmen and are the most loyal "repeat buyers" of any make.

Ask your neighbor all about his Rambler, then join the Rambler crusade. Join us in focusing the nation's attention on the essentiality of equitably sharing economic progress with ALL consumers if the WHOLE NATION

P.S. Some may say one company can't do much about national problems as big and complex as those cited above. Well, that's what skeptics said about Rambler's first crusade. Let's remember, every great thing is born small. If this new Rambler crusade is right, it can succeed and spread, just as the compact car concept did.

Mr. Romney's recent New York Press Conference on "Customer Sharing and the Na-tion's Economy" attracted nationwide notice. For complete text of his statements, write American Motors, Box 29, Detroit 32, Mich.