

Holidays A Noisy, Joyous Time At Sea Shell

This time of year can get pretty busy around the Sea Shell Pet Shop in Mooresville, but co-owner Ruth Goodrum said it's nothing like it will be in just a few weeks.

"By Christmas Eve, it's usually pretty wild around here," Goodrum said Monday afternoon above the background noises of chirping birds and yapping puppies. "Everyone wants us to hold their pet until the last minute so by Christmas Eve, we're really got a full house."

But the Christmas season isn't the only time the Sea Shell Pet Shop hums with animal-generated enthusiasm. Throughout the year, the shop at 114 Institute Avenue, which also has an entrance off North Main Street, stays busy providing all kinds of pets and all the accessories to customers.

And the shop has been providing those services for years. Ruth and husband Freddie have been the co-owners and operators of the pet shop for 13 years. For Ruth, operating the pet shop was a way to stay active in the family business. For Freddie, it began as a sort of hobby but quickly turned into a full-time job.

"My mother ran a pet shop for about six years and I got used to working with and learning about all the animals," Ruth Goodrum said. "She sold the shop and someone else ran it for a while, but when it was put up for sale again, I wanted to get back in the business."

She and Freddie bought the business, but Ruth managed it on her own. Freddie kept his regular job.

"Freddie didn't think a pet shop would make it in Mooresville," Goodrum said, "but before long, he quit his other job because I needed

Community Business Spotlight



Co-Owner Goodrum Displays Lhasa Apso Pup, Custom-Designed Aquarium

him her full-time."

Now Freddie stays on the road most of the time, performing maintenance checks on the aquariums Sea Shell Pet Shop has created and installed throughout the Piedmont region of the state.

"We've got tanks all over and Freddie stays pretty busy with his maintenance rounds," Goodrum said. "Many of the aquariums on the

service list are custom-designed models the Goodrums created. "One of our most popular items now is the custom aquarium," Goodrum said. "We go to the customer's house, get an idea about what they want and then start putting together the plans."

The customized tanks can come in all shapes and sizes, depending on what the customer wants, Goodrum said. She said Sea Shell's creations now in service include bubble-tanks

mounted inside walls, 300-gallon models in restaurant and office entrances and uniquely-shaped tanks for homes and businesses.

The Goodrums create the design and iron out the engineering problems for each custom aquarium and then get local cabinet shops to perform the woodwork.

"The entire tank is made to the customer's specifications, right down to the type of wood used in the frame," Goodrum said. "It has become a popular item and it really is an attractive display piece."

In addition to the custom tanks, Sea Shell Pet Shop also carries a large selection of standard aquariums in all sizes.

"The customized tanks are popular, but we also have the starter

tanks and all the standard size aquariums," Goodrum said. Sea Shell also has an impressive selection of merchandise to go in the tanks. Fish of all sizes, shapes and colors and those requiring fresh or saltwater homes are displayed at the shop.

"Saltwater fish are really catching on," Goodrum said, "and we've been told that we have one of the largest selections of saltwater fish in the Southeast."

She said the saltwater tanks—and the saltwater fish—are more colorful and create a more exotic atmosphere.

But there's more, much more, to Sea Shell Pet Shop than just fish. All the animals you'd expect to find in a pet shop are on display and all the accessories needed to keep and care for pets are also offered.

The "Puppy Palace" room in the shop is home for an assortment of healthy, veterinarian-approved puppies all looking for new homes during the holidays. Cats, birds, hamsters and gerbils also have their own display areas in the shop.

Goodrum said the shop's main objective is to match the customer with the type of pet they are looking for.

"We have a good selection of pets here, but if there is something else we want, we'll do anything we can to get it," she said. "We have contacts all over and usually we can find what the customer wants."

Most of the time, what the customer wants is a friend, and Goodrum tells them that's what they can find.

"Pets are something that will give and take love throughout the year no matter what," Goodrum said. "That is why getting a pet is a good choice not only at Christmas, but throughout the year."

The Sea Shell Pet Shop is open from 9 a.m. to 5:30 p.m. Monday through Friday and from 9 a.m. to 5 p.m. on Saturday. The phone number at the shop is 663-5150.

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'Tis The Season For Pesty Guests

Autumn is the time of year when several varieties of insects seek warmer places in which to survive the winter, and state health officials are reminding homeowners to check their dwellings for openings where these pests may enter.

"Most of these insects get into homes through areas which may be poorly caulked such as around trim, windows, cable or pipe openings and poorly screened ventilation openings in the foundation and attic," said Dr. Nolan Newton, an entomologist and head of the Vector Control Branch for the N.C. Department of Human Resources' Division of Health Services.

"Basically, these insects are nothing more than nuisances. They don't generally bite humans or cause any health hazards," he continued.

The main varieties that invade homes during the cooler months include:

"Boxelder bug" — this variety is about one-half inch long and flat in appearance. The adult is black with brilliant red stripes. In the summer, this insect feeds on seeds of boxelder trees, but in the cooler months seeks warmer sites under the host trees. The boxelder bug should be swept up or vacuumed rather than crushed because it will stain and produce a foul odor.

"Elm leaf beetle" — this variety is approximately one-fourth inch long and is light yellow to green with two black stripes down the back. The insect feeds on elm leaves in the warmer months, but seeks a warmer environment in the fall and winter. The beetle should also be vacuumed or swept up because it leaves a stain when crushed.

"Cluster fly" — this dark gray fly with golden-colored hairs is about one-third inch long. The cluster fly leaves a greasy spot when crushed, so a household spray for flying insects should be used instead.

According to Newton, most of these insects like to spend the winter in wall voids and attics, but he strongly advised citizens not to treat wall voids in the winter because the dead insects may cause an odor as well as attract other pests that feed on dead bugs.

"It's best to spray, vacuum or sweep them out in the cooler months and wait until warmer weather to treat the source of the problem," he explained. "In the warmer months, they'll leave your home, and you can caulk or repair openings to keep them from returning again when the weather becomes cool."

He suggested that citizens check the exterior of their homes for openings that need to be caulked or screened to keep out bugs. Homes may also be chemically treated on the outside to prevent the entrance of insects, but county agricultural extension agents or a pest control firm should be consulted.

Newton also noted that beetles and weevils which live in tree bark may also be carried into homes on firewood, especially fresh firewood. These bugs are not aggressive or poisonous nor do they attack furniture or wood in homes.

"The best way to keep these pests out of your home is to bring the firewood in only when you're ready to burn it," Newton said. "If they do get into the house, sweep them up and dispose of them. Chemical control is seldom required."

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Sloop's Firm Receives Award

Larry Sloop, center, is a native of Mooresville and president of Admark International in Charlotte. He and Chris Blalock, right, the firm's vice president in charge of manufacturing, represented Admark recently in St. Louis at the annual graphic show sponsored by the Screen Printing Association International. Admark was one of the competitors in this year's SPAI competition. The company's entry was the fleet graphic design created for Harris-Teeter Supermarket's trucks. Competing against entries from around the world, Admark's design won the silver award for excellence. During the graphic show ceremonies, Sloop and Blalock accept the award from Kent Yunker, chairman of SPAI's awards committee. Sloop began Admark, a marketing and screen printing company at 2832 Griffith St. in Charlotte, six years ago after working more than 10 years with several major firms in the screen printing industry.

Chicken Barbecue Scheduled

Sponsored by Boy Scout Troop 166, a chicken barbecue will be held in the dining hall of the fellowship building of Mooresville's First Presbyterian Church on Saturday, Dec. 12.

Serving, which will get underway at 10 a.m., will continue in full swing until all the food has been sold.

The menu will consist of 1/2 chicken, applesauce, cole slaw, bread, dessert and tea.

The price will be \$5 for adults and \$2.50 for children 12 and under. The patronage of the public will be greatly appreciated.

There will be a drawing for a framed and signed Cotton Ketchie print at 4:30 p.m. You do not have to present to win.

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Cornelius Legion Barbecue Dec. 5

Hear ye, hear ye: barbecue at the American Legion building in Cornelius Dec. 5.

Mecklenburg Masonic Lodge 176 at Davidson is sponsoring the fund-raising feed that begins at 11 a.m. and continues into the evening. Price of a plate or three sandwiches is \$5.

The Legion hut is on Legion Street, appropriately enough. Traffic southbound on N.C. 115 should turn right in front of Ace Hardware.

Tribune Classifieds Bring Quick Results

Dr. Lewis F. Brinton

wishes to thank everyone for their cards, calls, and prayers during his hospitalization.

He is now back in his office and will be seeing patients from 8:30 a.m. to 5:30 p.m. Monday through Friday.

Call Brinton Surgical at 664-1414 for an appointment.

Donaldson Wins Sleigh Of Hallmark Products

Sue Donaldson of Mount Mourne won a sleigh packed with \$500 worth of Hallmark products at a Christmas Open House drawing at Jean's Hallmark in the Port City Shopping Center on Sunday, Nov. 22.

The sleigh was the grand prize at the open house celebration. Drawings and refreshments at Jean's Hallmark's open house announced the host of new Hallmark ideas for Christmas.

Theme for the celebration was "Home For The Holidays," and Jean's Hallmark hosted area shoppers previewing Christmas decorations and ornaments, greeting cards, party items, gift wraps and gift ideas by Hallmark to enhance the home for the holidays and to share.

Kiwanians For Fire Safety

Mooresville Fire Chief Howard Pender, left, accepts a \$50 check from Carroll Teeter, who chairs the youth services committee of the Mooresville Kiwanis Club. Pender forwarded the gift to the National Safety Council, which, in turn, will invest a portion of it in this community through literature and other assistance it provides the fire department for the fire-safety program it conducts in local schools.



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