

Two Projects To Make Your Season Brighter

Mooreville's traditional Christmas parade is behind us, the Christmas season is upon us. We would like to mention two developments in connection with the upcoming Yule. They may be correctly described as having commercial aspects, but they are inseparable elements of the Christmas observance as we know it. They are shopping and decorating.

A word about decorating: Last week, the Mooreville Garden Council announced it is sponsoring a Christmas decorating contest throughout the residential area. The primary purpose of the contest is to encourage citizens to take collective pride in tasteful seasonal decorations.

Ladies in the Mooreville Garden Club and the Petal Pushers Garden Club, organizers of the Garden Council, know full well that practically all residents decorate their homes at Christmas. They know, too, that just about everybody takes pride in his home and how it looks. The council simply wants to promote extra originality and ingenuity in these decorations by making it known that each and every area home can be a part of a unified community effort to spread the spirit of Christmas by means of decorations.

Homes are not automatically in the

contest. You must submit an entry blank if you are to be considered for the assortment of prizes that will go to the winners. You have until December 18 to enter, however, and in the meantime you can begin planning your decorating theme. The Garden Council decorating project provides an opportunity for friendly competition, but its purpose is a more beautiful Mooreville area this Christmas. Why don't you join your friends and neighbors in the event?

Now, about shopping: This week, we present our Christmas shoppers' guide. As in years past, Mooreville merchants have made every effort to provide area citizens with gift ideas and selections. This special edition was prepared as a service to area shoppers, and we were pleased to cooperate with our advertisers in bringing this guide to holiday buyers by you.

In going through the paper, you can find that Mooreville has whatever you need. So, when you go downtown in search of Santa's toy bag or granddad's favorite brand of smoking tobacco keep our advertisers in mind. And, one final note, we would be not the least reluctant to provide gift subscriptions at our very special, regular price of \$4 a year.

Newspaper Readership Has Many Faces

Newspapers always have recognized the importance of their readers. They know all too well they cannot do without them. They are every trying to lure more and more readers.

Also, newspaper like to think they render an indispensable service to their readers. This may or may not be true, but the papers like to think so. Because newspapers so want to feel important in the readers' eyes, few of them dare turn a deaf ear to whatever public accolades or harsh criticisms are offered.

However, it was left to the Institute of Motivational Research to point out another interesting phenomenon. A study of the results of the New York newspaper strikes last winter has revealed that newspapers have a hitherto unknown effect on readers. "A newspaper convinces the reader that he is important," says the report.

Interviews with New Yorkers forced to do without their newspapers disclosed widespread feelings of neglect. Readers felt that their lives lost meaning when they had to forego reports of the incidental happenings which involve "the little man."

They want to see accounts of fires, deaths, accidents and the like in print.

Women readers especially seemed to lose their sense of involvement with the outside world. The absence of newspaper ads made some feel that they were "no longer a part of the city."

The study concludes that the newspaper is an important emotional prop for the average city dweller. And when newspaper service was abruptly interrupted by the strike television and radio were not an acceptable substitute. In spite of all the efforts to furnish the news by other means readers grew increasingly impatient until the strike was ended.

So much for the Institute of Motivational Research. Let their egos get out of hand, the New York papers admit their non-reading readers complained like crazy, sure enough, but a great many of them complained because they were without garbage wrappers, floor protectors to go under the dog's bowl and under the room-painting husband—things like that.

All Our Winter Clothes Have Shrunk

After stuffing ourselves sinfully on Thanksgiving, our thoughts turned to exercise. What with winter coming on, our usual ritual of lifting and carrying the garbage from kitchen to outdoor can will become more of a survival test and less our excuse for daily exercise. Worse, or better depending on your point of view, the cold weather will drive the family inside and closer together. It will be less a workout rounding up the kids for meals.

Spurred by the wife's remark that we are becoming more like the mighty oak—stationary—every year, we kicked around the notion that, sure enough, something ought to be done about the gathering flab. Not long ago, we saw in one of the state papers some pertinent comments on the subject. That disgruntled editorialist, we recall, made the point that homes today are not unlike gymnasia.

If a man's shirt bulges at the middle, no matter if the reason is plain sloppi-

ness and not fat, the wife says he will have a heart attack sure if he doesn't start exercising regularly.

So where we live is a gym more and more, and a reading room less and less. Now, a man can't just loaf and exercise. He has to do something that comes complete with official instructions. Even in season, raking leaves, chopping wood, cleaning gutters don't count because there is no manual on them. They have no status. They are not money. We must work with barbells or medicine balls, attend a conditioning course complete with expensive instructor or, at the very least, work out a regular routine of calisthenics.

We haven't raked any leaves, chopped wood and cleaned any gutters, so we are seriously considering something more in keeping with the national physical fitness program. We came to this rash decision after trying to get into our winter clothes.

The manufacturers don't really care how Sentry looks or tastes, since it is made for people who don't want to smoke any way. Sentry is for "smokers who are clearly demonstrating their fears by virtue of actual repeated purchase of health cigarettes which clearly are deficient or different or strange in taste."

Regardless of that innocent disclaimer, the threat to Tobaccoland is clear and present, and North Carolina should retaliate forthwith. As a starter, Tar Heel farmers might start producing a new orange juice made of tobacco squeezings for those who can't stomach acid but still can't kick the habit.

A nice name for the new orange juice would be Gag. It might not put as big a claim in Florida's orange industry as a hard freeze, but Gag consumers would never again be able to look at an orange with anything but distaste and the dry heaves. It would also make it reasonably clear to the Sunshine State how we feel about lettuce cigarettes.

Parson Jones' Pulpit

DEAR MR. PUBLISHER:

I been so busy this week I ain't had much time to think. I feel like one a them merry-go-rounds I been doing 't I'm moving, but I ain't covered much ground. I did take a little time this morning to read the Good Book though. Course I hid when I did it cause most a my folks think you're wasting your time when you're not on the move.

I read in the Bible where Jesus was so busy he didn't even have time to eat. After a while he sneaked away from all these people and found him a good lonesome spot. Then you know what He done? Why, He just set there and thought and prayed. You know you gotta think when you pray. Course you can't do too much running around when you're doing it. I reckon folks now-a-days would call him lazy. From what I can see though, he got more done than anybody I know.

I was talking to Hezekiah about this other day and he said, "Shucks, times has changed—folks is too busy for that kinda thing now-a-days." He allowed that by the time he got all his necessities done he didn't have much time for just sitting around doing nothing.

First thing he does when he gets up is to stop the hogs. Next, he puts his clothes on. (He feeds his hogs in his long underwear. The pigs don't seem to mind.) He mixes a whole mess of items with his breakfast. He looks at the newspaper, listens to the radio and argues with his wife while he's eating. This is making full use of your time. He finishes up the funny papers in the bathroom.

Farming takes up the rest of his time 'til dinner—then he puts in a few hours down at the four m. He comes home, eats supper, grumbles with the children a little, then heads out for the garage meeting. When the garage ain't meeting, they're having a party some kind. Like this time they're trying to get a mental health clinic started. Hezekiah says what little time he's got left is spent in the doctor's office, and taking his nerve medicine. Yes sir, ole Hezekiah may not think much of pray much, but he shore does a site a moving around.

Mr. Publisher, the Church is getting in the same dither. We're so busy putting on "shindigs" at Christmas time, that, by the time Santa comes we're in a frazzle. My ole folks always says she'll be glad when Christmas is over, cause it don't do nothing but tear up her nerves. I wonder what would happen if we all just set down at Christmas and thought—and prayed?

Mr. Publisher, I don't look for that to happen. It looks to me like we're just gonna have to come up with a new baptism for our time: "Blessed are they who go around in circles, for they shall be known as wheels."

If you free this week why don't you roll in and see me?

Yours Truly,

Parson Jones

OUR COMMUNITY

1913

50 YEARS AGO

IN OTHER YEARS

PASSENGER TRAIN SCHEDULE	
No. 16 for Statesville	9:00 a. m.
No. 26 for W. Salem	9:05 a. m.
No. 23 for Charlotte	11:38 a. m.
No. 28 for W. Salem	1:07 p. m.
No. 27 for Charlotte	8:37 a. m.
No. 25 for W. Salem	7:20 p. m.
No. 15 for Charlotte	7:25 p. m.
No. 24 for Statesville	7:47 p. m.

Gold dollars are always in demand. So is the Charlotte Semi-Weekly Observer, published Tuesdays and Fridays. The best semi-weekly newspaper in the Carolinas. And the Mooreville Enterprise has just closed a clubbing offer with The Charlotte Semi-Weekly Observer so that our readers can get both papers at a very low rate. Here is the price:

The Semi-Weekly Observer	\$1.00
The Enterprise	\$1.00
Subscription price of both	\$2.00
Special rate for both papers	\$1.50

This offer is good only for New Subscriptions to The Semi-Weekly Observer, but our subscribers can renew to this paper and get the benefit of the Special rate.

Now is the time to pay up your subscription and subscribe for The Semi-Weekly Observer.

Address all orders to The Enterprise, Mooreville, N. C.

(Editor's Note: This is the forerunner of today's Charlotte Observer.)

At a meeting of the graded school board held Saturday afternoon, Mr. W. C. Atrial, of Greenwood, S. C., was elected as superintendent of the city schools. Mr. E. O. Randolph, for two years past superintendent of our schools, Mr. Randolph asked that his name be not presented for re-election having decided to take a post graduate course at the University of North Carolina, and also having secured work there as assistant teacher in the department of geology. The board also decided to add another grade building eleven in all, taking in all the high school department. The matter of electing a principal has been left open until the matter of a superintendent has been definitely decided. Teachers were elected as follows: Misses Bessie Gray, Hattie Williams, Winona Hathorn, Lucille Morrow, Hester Steele, Mamie Gray, Neely Smoot, Beulah Johnston, Maude Leitz, Leona Robinson, Mrs. Lula P. Rodgers and Mrs. M. McKnight. Other teachers will be selected later. Mr. and Mrs. Randolph will probably leave about the first of June.

A telegram received today from Mr. Atrial states that he will accept the position of superintendent of schools.

Monday afternoon Mrs. Mowrer of Newton met with a serious accident as she in company with her husband and child were driving from Cornelius to Mooreville to visit relatives. As they were approaching the Iredell line just north of Davidson, the horse became frightened by an approaching freight train and darted down the side of the embankment, overturning the buggy and throwing the occupants out with such violence that Mrs. Mowrer sustained a fracture of the collar bone.

Mrs. H. E. Shoaf attended the commencement exercises at the Statesville Female College this week, Miss Mary Shoaf is a member of the graduating class.

Mrs. J. O. Houston, of Hendersonville, and Mrs. Harry Brown, of Mount Ulla, spent several days here this week with Mr. S. A. Lowrance, and Mrs. Harriet Goodman.

Mr. A. M. Henderson and family of Gaston county, spent the week end here with Mr. Henderson's sister, Mrs. G. C. Henderson. Mrs. Ebert Gilliland, of Lowersville, was the guest of Mrs. Love last week.

Mrs. John R. Neal, of Charlotte, is spending several weeks with her sister, Mrs. P. Bruce McNeely.

Master John Presley Cavin is spending a few days with his aunt, Mrs. Lon Cavin, at Taylorville.

Mr. L. S. Henderson, and daughter, Mrs. J. H. Frazier, will return this week from a visit to Atlanta.

Misses Margaret and Elizabeth Rankin arrived at home yesterday from Elizabeth College, where they attended school during the term just closed.

Mr. James Orr Rodgers, who has been principal of the High School at Cornelius for two years, came home today, his school having closed Tuesday. Dr. Walter Lingle, of Davidson College, delivered the address.

IN NORTH CAROLINA BY 1980

Population Will Exceed 5.6 Million

North Carolina's population will exceed five and one-half million by 1980 if present trends continue. Approximately two-thirds of the predicted gain of 901,764 by 1980 in population over the official census of 4,558,155 in 1960 will occur in four counties—Mecklenburg, Guilford, Forsyth and Wake.

Net gains in population by 1980 are predicted for 52 of the State's 100 counties, with losses indicated for the remaining 48.

Most of the increase of almost a million persons by 1980 is indicated in the urban Piedmont counties. Heavy population losses are predicted for some rural eastern and mountain counties, with Warren County suffering a 37 per cent loss. Madison, Yancey and Hyde are also predicted to sustain heavy losses in population by 1980 as compared with that of 1960.

These figures and predictions are taken from a major study recently completed by demographers Joseph (co) Perry, formerly with the Division of Community Planning of the State Department of Conservation and Development, and Dr. C. Horace Hamilton, a member of the faculty of North Carolina State, the University of North Carolina at Raleigh.

Known as "1980 Population Projections for North Carolina Counties," the study contains a detailed projection for each county by age, race and sex for 1970 and 1980 as well as the official 1960 census.

Commenting on the report, Director Robert L. Starnes, Jr., of the Department of Conservation and Development said:

"Calculations in this study are based on present known trends which can be favorably changed and are being favorably changed. The 'baby boom' which followed World War II, has already

leveled off, the authors point out, adding the number of children under 15 will scarcely increase until after 1970.

Dr. Hamilton and Perry said the continued effects of out-migration of young adults from the State are apparent in projections of absolute losses in adults, ages 18-49, particularly among nonwhites and in predominantly rural areas. By race, the projected 1980-1960 State rate of population increase for whites of 35 per cent is more than double the 12 per cent predicted for nonwhites.

George J. Monaghan, administrator of the Division of Community Planning, said the age projections in the Hamilton-Perry study are particularly important in planning school and college facilities, recreational and social services, public welfare and health services, in estimating the potential labor supply for new industries and business, and in evaluating the future market potential for products whose need varies by the age of the consumer.

With regard to the accuracy of the projections made by Dr. Hamilton and Perry, Monaghan said the computer method they developed independently is within one-hundredth of a percent of the U. S. Bureau of the Census' 1970 and 1980 projections. The computational statistics in the report were calculated by the IBM 650 and 1410 computers at N. C. State.

The report also contains tables showing population projections by age, from 1950 to 1980, and by race, age and sex for 1970 and 1980 for the United States, North Carolina, the State's metropolitan counties, 11 designated economic areas within North Carolina, and for each of its 100 counties.



KIWANIAN OF THE YEAR — Dr. Norman Sholar, right, Mooreville dentist, has been selected as Kiwanian Of The Year by vote of the entire membership of the Mooreville Kiwanis Club. In this picture, W. W. Rader, left, a member of the club's public relations committee, presented the coveted award—an engraved plaque — to Dr. Sholar as Homer A. Hampe, president of the local club, looks on. Dr. Sholar was selected to receive the award not only as a result of his outstanding work as a member of the Kiwanis Club but for his work in the community and his church. The presentation was a feature of the club's annual Ladies' Night program which was held Tuesday evening of last week at the War Memorial Building.

HOW THEY FLY...

Six New Years — count them! Six safe and sound resolutions — remember them! And now another year coming up... all too quickly... how they seem to rush by!

As always, the beginning of another year is a good time to consider how much happier and better life is when God is in it. And just as important is the resolution to share this knowledge with others.

True, any Sunday can be a new beginning. But strengthened by past experience, make this year a truly memorable one. Start taking your family to church regularly. Claim your birthright of peace and forgiveness in sincere worship.

THE CHURCH FOR ALL... ALL FOR THE CHURCH

"The Church is the greatest factor on earth for the building of character and good citizenship. It is the storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily."

Copyright 1958
Kaiser Advertising Service, Inc., Birmingham, Va.

Sunday Ecclesiastes 12:1-14	Monday Romans 6:1-11	Tuesday Ephesians 3:1-10	Wednesday Colossians 4:2-32	Thursday Hebrews 3:1-11	Friday Hebrews 8:10-13	Saturday 1 Peter 1:13-25
-----------------------------------	----------------------------	--------------------------------	-----------------------------------	-------------------------------	------------------------------	--------------------------------

THIS SERIES OF ADVERTISEMENTS IS PUBLISHED UNDER THE AUSPICES OF THE MOORESVILLE MINISTERIAL ASSOCIATION AND SPONSORED BY THE FOLLOWING INDIVIDUALS AND BUSINESS CONCERNS:

De Luxe Ice Cream	MOORESVILLE MILLS
BARGER BROS., Inc. RETAIL BUILDING MATERIALS	LOWERY CONCRETE CO. STONE, COAL AND SAND STATESVILLE HIGHWAY
FIRST NATIONAL BANK 1900 - 1963	ENTERPRISE PRINTING CO.
CASCADE WEAVING CO.	MOORESVILLE IRON WORKS PHONE 663-4711
MOORESVILLE TRIBUNE	MOORESVILLE ROOFING & HEATING CO. L. W. AND GRAHAM WESTMORELAND PHONE 663-1201

Sketches Of Renovations Are Released

The county commissioners have received for study sketches of three possible ways in which the county office and parking space could be secured on property which the county owns around the county courthouse in Statesville. The sketches were prepared by a Statesville architectural firm, Adams and Pegram.

One of the sketches proposed a three-story building at the present location of the building where the civil defense and farm agent's offices are located. All of the present buildings, except the county jail and county courthouse, would be torn away, according to this sketch.

Another of the sketches proposed that a building be constructed between the courthouse and the building where the school offices are located. The building would contain one and a half floors and would be connected to the courthouse by an enclosed walkway. The plan included a separate building for the sheriff's department.

The third plan showed that the present building where county school offices are located would be renovated and enlarged. Another building would be constructed near the jail for the Sheriff's department.

Each of the plans included a drive-up window for the tax collector's office. The sketches were left with the commissioners for consideration but the second plan seemed to be most favored. In each plan parking facilities would be increased by 15 to 20 spaces.

Union Beaten At Burlington's Vinton Plant

Employees of Vinton Weaving Company at Vinton, Va., a unit of Burlington Industries, defeated the Textile Workers Union of America by a vote of 272 to 187 in a representation election held Tuesday, November 28.

It was the third defeat of the union at the Vinton plant since 1951. The union had also called for an election in 1957, but withdrew before it could be held. Last year the TWUA lost by a 226 to 182 vote, but the results were set aside after protest by the union. Tuesday's election was a re-run.

E. P. Arnold, Vinton plant manager, termed the union defeat "a decisive vote of confidence in company management which we deeply appreciate."

Iredell Exceeds Bond Sale Goal

Paul M. Barger of Statesville, Iredell county volunteer Savings Bonds chairman, has announced that bond sales in Iredell in October amounted to \$51,394.

Barger said that sales for the year have totaled \$697,788, which is 104 per cent of the county's quota for this year. Iredell is one of 12 counties in the state which have achieved 100 per cent of their goal for the year.

Cumulative sales in the State for the first 10 months of this year amounted to \$4,863,942, which is 84.3 per cent of the state's annual quota of \$5,800,000. This is \$1.9 million ahead of the January-October sales last year.

Before marriage, a man spends most of his time spooning around; after marriage, it's forking over.

IN NORTH CAROLINA

Education Called Answer To Unemployment

Regular men in working clothes stand on a street corner, talking. They are at a labor "pickup station." From time to time during the morning a few are hired for short jobs. The others drift away. These are some of North Carolina's 80,000 unemployed — 4.5 per cent of the state's labor force.

Some farm workers have finished 13 weeks of picking and preparing tobacco for market. Thirty-nine weeks of odd jobs and idleness lie ahead. A father, mother and several grown children struggle to survive on the income from a 40-acre farm that could be worked by one or two of them. These are the basis of an ad in the newspaper. For the tenant farmer, the unemployed youth the personal touch will help.

A fast statewide, or nationwide, job reporting service is needed. An enlarged federal training assistance program is in order. With a fourth of the United States population moving each year, the labor market is interstate. States can be expected to train only for jobs within their borders which would amount to an unrealistic national program.

We must admit that there will be more Tar Heel workers than there will be jobs for quite a while. Many will have to leave.

The proportion of non-farm laborers, those men standing on the street corners, dropped only a little. If our situation isn't as good as it should be, what should we do to improve it?

Insist that a good school be available to everyone and that everyone finish high school. Anyone with less preparation won't have a decent chance in life any more.

Offer a wide range of post-high school technical training. The community college program enacted by the 1963 legislature will do this if carried out.

Give some industrial and trade preparation in high school to those who want it, but keep the emphasis on reading, writing and arithmetic. Those skills, with the ability to think, will be essential for economic survival.

We must reach the hard-to-reach people with our state employment services and training recruitment. As an example, "Operation Second Chance," a North Carolina training program for school dropouts, beats the bushes for recruits, and they come when it's explained. The uneducated and the unconfident won't march in to take training on the basis of an ad in the newspaper. For the tenant farmer, for the unemployed youth the personal touch will help.

Above all, more rapidly expanding economies in North Carolina and the nation are needed to create enough jobs. We should back accelerated program of private and public investment in plants, basic public facilities and in people, through education and training.

Handy Helpers

for Christmas giving

From Mooreville's

Oldest Complete Hardware Store

- ☆ Wagons
- ☆ Tricycles
- ☆ Tractors
- ☆ Guns, All Kinds
- ☆ Pocket Knives
- ☆ Steak Knives
- ☆ Electric Presto Fryers
- ☆ Electric Presto Cookers
- ☆ Electric Mixers, All Kinds
- ☆ Electric Percolators
- ☆ 26-Piece Stainless Steel Tableware (Needs No Polishing)
- ☆ Electric Irons, All Kinds
- ☆ Pyrex Ware
- ☆ Revere Copper Ware
- ☆ Swing Away & Daisy Can Cutters
- ☆ Monogram Oil Heaters
- ☆ Ashley Automatic Wood Heaters
- ☆ Electric Heating Pads

D. E. Turner & Co.

115 N. Main Mooreville, N. C. Phone 663-1171

Start The Day Right—Wake Up To Gag

(From The Chapel Hill Weekly)

The latest assault on North Carolina's economy was launched recently in Florida, where a lettuce cigarette went on sale. That's right, lettuce.

The new cigarette is called Sentry and is made from black-seed Simpson lettuce electronically cured, scientifically processed, carefully washed and rolled.

The Sentry, also known as "rabbit reefer," looks kind of green and tastes like burned lettuce.

Mooreville Tribune

ESTABLISHED 1932

THOMAS H. MCKNIGHT
PUBLISHER

LEONARD BULLIVANT	EDITOR
J. D. CHAMBERLAIN	PRODUCTION DIRECTOR
MARK WERTZ	BUSINESS MANAGER
J. W. HANER	ADVERTISING DIRECTOR
MYRTLE JONES	CITY EDITOR
JUANITA DAVIS	SOCIETY EDITOR

MEMBER NORTH CAROLINA PRESS ASSOCIATION

Start The Day Right—Wake Up To Gag

The manufacturers don't really care how Sentry looks or tastes, since it is made for people who don't want to smoke any way. Sentry is for "smokers who are clearly demonstrating their fears by virtue of actual repeated purchase of health cigarettes which clearly are deficient or different or strange in taste."

Regardless of that innocent disclaimer, the threat to Tobaccoland is clear and present, and North Carolina should retaliate forthwith. As a starter, Tar Heel farmers might start producing a new orange juice made of tobacco squeezings for those who can't stomach acid but still can't kick the habit.

A nice name for the new orange juice would be Gag. It might not put as big a claim in Florida's orange industry as a hard freeze, but Gag consumers would never again be able to look at an orange with anything but distaste and the dry heaves. It would also make it reasonably clear to the Sunshine State how we feel about lettuce cigarettes.

First National Bank

FOR:

LITTLE PEOPLE
BIG PEOPLE
SHORT PEOPLE
TALL PEOPLE
EVERYBODY

First National Bank

MEMBER FEDERAL RESERVE SYSTEM

Your Local Bank Since 1900

Western Auto

ASSOCIATE STORE

SAVE on ALL your Christmas gifts at

YOU DON'T NEED CASH! BUY ON EASY TERMS!

R. VAN GIBSON, Owner

MOORESVILLE, N. C.

BOB BUSTLE, Manager