



U. S. CHOICE
HEAVY
WESTERN
BEEF

ROAST 39^c 59^c
BONE IN CHUCK ... LB.
BONED AND ROLLED CHUCK ... LB.

QUANTITY RIGHTS RESERVED
These Prices Guaranteed Thru Saturday, Dec. 28th.



Hi-C
ASSORTED
FLAVORS

DRINK 29^c 25^c
VERNE DALE THE ALL PURPOSE
46-Oz. Can
24-Oz. Btl.

DRIED BLACK EYE PEAS 29^c
RED MILL
BUSH'S COLLARD, TURNIP, MUSTARD OR MIXED
WATAUGA
303 Cans 10^c 10^c 29^c
JFG SPECIAL
KRAUT 2 29^c
KOBAY'S POTATO STICKS CAN 10^c

COFFEE 1-LB. BAG 49^c

BATH TOWELS EACH 69^c
CANNON FIRST QUALITY
HERRINGBONE OR TERRY PATTERN
4 FOR \$1.00
KAPOK 18 INCHES BY 25 INCHES SOFT NON-ALLERGENIC
BED PILLOWS EACH 88^c

POTATO CHIPS 39^c
U. S. No. 1 MAINE RUSSET
TWIN PACK

POTATOES 10 Lb. Bag 49^c
LUCK'S BLACK EYE PEAS 2 303 CANS 35^c
FRESH FLORIDA GREEN CABBAGE Lb. 8^c
DULANY FROZEN BLACK EYE PEAS OR WHOLE OKRA 2 10-Oz. Pkgs. 39^c
DULANY FROZEN — TURNIP, COLLARD, KALE OR MUSTARD 2 10-Oz. Pkgs. 29^c
GREENS 2 10-Oz. Pkgs. 29^c
HAWAIIAN Real Fruit PUNCH 3 46-OZ. CANS \$1.00

FLOUR 10 LB. BAG 69^c 25 LB. BAG \$1.59
VERNE DALE • CHOCOLATE • VANILLA • STRAWBERRY
ICE MILK 39^c
VANILLA
1/2-GAL. CARTON

We Will Be
CLOSED
Wednesday,
January 1
For
New Year's

- | | | |
|---|------------------|-----------------|
| Liquid
AJAX | Large
Size | 39 ^c |
| Detergent
FAB | Large
Box | 34 ^c |
| Liquid
VEL | 12-Oz.
Size | 37 ^c |
| Cleanser
AJAX | 2 Reg.
Size | 31 ^c |
| Detergent
AD | Large
Box | 34 ^c |
| Bubble Bath
SOAKY | Only | 69 ^c |
| Large Size
VEL | Box | 34 ^c |
| Cashmere Bouquet
TOILET SOAP | Reg.
Bar | 11 ^c |
| Toilet Soap
PALMOLIVE | Reg.
Bar | 11 ^c |
| Colgate Deodorant
FLORIDANT | Large
Can | 59 ^c |
| Twin Pack
SUPER SUDS | 2 Large
Pkgs. | 49 ^c |
| Toilet Soap
PALMOLIVE | 2 Bath
Size | 31 ^c |
| Bleach
CLOROX | Quart
Bottle | 23 ^c |
| Swift's Jewel
OIL | Quart
Bottle | 49 ^c |
| Strielmann's First Lady
COOKIES | 14-Oz.
Bag | 49 ^c |
| Gerber's Strained
Fruits &
Vegetables
BABY
FOOD | 4 Jars | 43 ^c |

Mooresville Tribune

"Although I Disagree With Everything You Say I Will Defend Unto Death Your Right To Say It"

VOL. XXX, MOORESVILLE, N. C., THURSDAY, DECEMBER 26, 1963 No. 45



'I'M READY'—With spoon at the ready, two-year-old Gregory McEwen is all set for the cake-cutting. The son of Mr. and Mrs. George McEwen celebrated his birthday recently with a party at Mrs. H. C. Jarvis' nursery school.

SHUCKS and NUBBINS

A Note On Notes And Year-End Rituals

There is some kind of urge, instinct perhaps, that drives a man to try and start the year fresh with some semblance of order. To this end at the tail end of December, we always find ourselves washing the layers of paste off the top of the desk, struggling to put on a new typewriter ribbon, going through the 12-month collection of half-used note pads, reminders to ourselves and assorted correspondence we didn't know what to do with then, and we know less about now.

The typewriter ribbon is simpler; we yell for help. Aside from turning the floor into a quagmire, we get through the desk-clearing ritual as well as could be expected. It's the self-mail that throws us every year. We find laundry claim checks on laundries now out of business; we usually run across at least one bill we have never paid. But these we can handle. There are two problems we are incapable of solving—those notes to ourselves and—oh, Lord—those telephone numbers.

One sample we found on the back of a note pad. A few of the entries were "cannon 410," "hold the better blue one," "check with Cy Brooks on this," "separate the colored clothes" and "local angle on Emerald Inn." Now, the first two items give us no hint whatever to us. We fear the third one was a news story possibility that never materialized. The next one is easy. We were sent to the washerette and instructed to wash the white and colored clothes separately. The reason we remember is that we got fussed at because we didn't. The final sample item has to do with a feature story suggestion. We know this because in another drawer we found we had written "W. and Mary Overcash of Mooresville run Emerald Inn at Chimney Rock." Another classic that never saw the light of print. And on that same crumpled sheet we noted that a cousin (we had written brother, but it had been marked through) of K. K. Sherrill had been to Cuba. That date this document back when things really were warming up in Castroland and we had this notion to localize international events by interviewing somebody with some connection to Cuba. This didn't get done either.

There's Madness In A Maze Of Numbers

But these telephone numbers. On second thought, some of 'em probably are Social Security numbers. They might open a whole new world for us, if only we dared dial them. This particular phase of our annual put-the-house-in-order drive is completely hopeless, so we merely discard all note with numbers. We do the same with the reams of indecipherable notes.

Sanity, or some degree of it, is restored, though, by the vivid reminders of everyday life. We find assorted references to shoes—"pick up boys' shoes, Lynn's shoes, return Lou's shoes"—and all kinds of tips about clothes, haircuts. There is one about buying a kitchen clock. This brings back pleasant memories because we remembered to do it. We regain our composure, realizing that it was not for naught. The shoes and clothes got bigger as the year moved along, which means the boys grow and still are growing.

We vow to try and spend more time with the boys, and we make a note not to write so darn many ridiculous notes. One will be about as hard to abide by as the other.

Entries Stolen From The Public Forum

Dear Mooresville:
We were overwhelmed by your acceptance of our Christmas tree sale this year. Our original shipment of trees was exhausted immediately, and we sold two additional shipments. We are pleased that we were able to provide you with a variety of trees. Your patronage tells us you not only liked our trees, but that you support the work we hope to finance with earnings from the tree sale.

Sincerely yours,
Mooresville Optimists

Dear Mooresville:
What can we say but a sincere thank you. From the very beginning of the rejuvenated blood program in February through the fifth visit by the bloodmobile last week, you have illustrated in a most dramatic way that you believe in the blood program and the medical benefits it makes possible. Through your splendid cooperation, assistance and willingness to roll up your sleeve and give, you have shown once again that what you call "the spirit of Mooresville" is a vibrant movement of mutual concern and respect for one another. We salute you.

Gratefully yours,
The South Iredell Red Cross Chapter

How To Get Rich While Losing Weight

The gals here at the office have a New Year's resolution. At this writing, they are yet to clear it with Tom, but what they have in mind is a reducing plan (we aren't saying they need it, mind you) they noted in some industrial magazine. It seems some firm tried it and came up with a lighter, more efficient staff and something like a 15 per cent increase in production and sales.

What our ladies have in mind is this: As added incentive to lose weight, they propose their employer agree to pay them \$20 for the first 10 pounds they melt away, and \$50 for each pound they lose thereafter.

Nothing definite, we'll keep you posted.



For Over 70 Years
W. N. JOHNSTON Sons Co.
has supplied Mooresville
with complete heating comfort

It has been our special privilege to provide an adequate, dependable supply of Gulf Solar Heat®—the world's finest heating oil—to our friends and neighbors for many years. As a result, our customers look to us with confidence for all of their heating comfort requirements. We are taking this opportunity to thank each of you for your valued business. We promise to continue to supply you with the most modern and economical home heating service available in this area.

If you are not already enjoying the many extra advantages of using Gulf Solar Heat and our complete heating services, call us today.

GULF SOLAR HEAT
heating oil

W. N. JOHNSTON Sons Co.
OIL—COAL—MEATS—LOCKERS
110 N. Broad Phone 662-1611

Life and Casualty Insurance Co.

RECOMMENDS
HARRY A. MOORE
Route 4, P. O. Box 125
Mooresville, N. C.

'A Good Man To Know'
We recommend Harry Moore as a man well qualified to counsel with you in regard to your life insurance needs.

Telephone 663-1051
HARRY A. MOORE

Life and Casualty Insurance Co.
J. Kenneth Jones, 24 2nd Ave. N.E.
District Manager Hickory, N. C.

CLEARANCE AND MORE GIFTS GIFTS GIFTS

New SCHICK SUPER SPEED electric shaver
washes clean to shave clean because only Schick makes a shaving head of surgical stainless steel!

Fastest home hairdryer

SCHICK
the mark of quality

\$18.88

SCHICK
the mark of quality

\$23.88

SCHICK Petite Salon
You'll love this quick little Schick—makes it a breeze to do your hair at home. Fast and efficient as beauty salon dryers—yet so quiet you can talk on the phone. The pretty buffed hood fits right over your largest rollers. Gives smooth, even heat, with never a "hot spot". Get the Petite Salon—then relax and enjoy it.

Just like drying your hair in the fresh desert air!

NEW Ballerina by SCHICK
WASHABLE HEAD!

\$9.95

NEW SCHICK MAGNA POWER

The new Schick Le Salon professional hairdryer
especially designed for home use (the ultimate in speed and comfort!)

Le Salon dries your hair faster, better than any other dryer you've ever used. Its soft, zephyr-like air is so gentle you never need a net or ear pads, and it leaves your hair soft and easy to manage. And since Le Salon doesn't bake your hair with oven-like heat, it won't ever change the color of bleached or tinted hair. It's extra quiet, too, and the large adjustable hood accommodates any hair style. Selective temperature control offers you a choice of cool, medium, warm or hot. It rolls easily on nylon wheels for perfect portability and stores anywhere in the smallest space.

SCHICK
the mark of quality

\$69.95

Salon by Schick

Ask Your Doctor To Call Medical Centre or Goodman Drug for Your Prescription Needs. Reasonable Drug Prices. Call Pharmacist's Home At Nights.

MEDICAL CENTER PHARMACY
ACROSS FROM THE HOSPITAL • DIAL 2-2091

GOODMAN'S DRUG STORE
Phone 2-1101