



Prices Good Thru Saturday, Sept. 28th
IN OUR MOORESVILLE STORE
329 N. Main Street

CATE'S FANCY SWEET Midget Pickles	12-oz. Jar	45c
MILD AND GENTLE Palmolive Soap	2 Reg. Bars	21c
CLEANS DEEP DOWN Palmolive Soap	2 Bath Bars	31c
COMPLEXION CARE Cashmere Bouquet	2 Reg. Bars	21c
3 WAY BEAUTY CARE Cashmere Bouquet	2 Bath Bars	31c
NEW, BLUE Super Suds	Twin Pack	49c
MARVELOUS Vel Detergent	Large Box	34c
FOR DISHWASHING Vel Liquid	12-oz. Size	37c
HEAVY DUTY FORMULA Fab Detergent	Large Box	34c
FOR AUTOMATIC WASHERS Ad Detergent	Giant Pkg.	79c

ARROW Blue or White BREAD 2	1-lb. Family Loaves	25¢
DIXIE DARLING Black Pepper	Fisher 4-oz.	35¢

PACKERS LABEL TOMATOES	16-oz. Can	Mix or Match 'Em
SOUP Campbell's Vegetable	NO. 1 CAN...Kraut Floss 16-OZ. CAN	Silver
CORN Thrifty Maid	Cream or Whole Kernel 16-OZ. CAN	Of Your Choice
THRIFTY MAID APPLE SAUCE	16-oz. Can	

Crackin' Good Dixie PIES	3 Cans. of 12	99¢
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Frozen Crinkle-Cut Potatoes	3 2-lb. Bags	99c
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Coronet Bathroom TISSUE	6 Rolls	49¢
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HOT SHOT Bug Killer	Pint Size	59c
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Fresh Loin or Rib Pork CHOPS	First Cut Economy lb.	49¢
CENTER CUT	lb.	69¢
Half or Whole Pork Loin, pound		59c

Oscar Mayer All Beef FRANKS	lb. 59¢
Oscar Mayer Small Breakfast Link SAUSAGE	8-oz. pkg. 39¢

W-D Brand—Lean, 100% Pure GROUND BEEF	5 lb. Pkg.	\$1.99
W-D Brand—Boneless—TOP ROUND STEAK	lb.	89¢

Superbrand Cottage Cheese, 1-lb. cup	29c
Tender Cube Steak, lb.	99c
COFFEE ASTOR INSTANT	10-oz. Jar 99¢
KLEENEX	2 300 Ct. Boxes 39¢
GORDON'S	Potato Chips 10-oz. Twin Pk. 59¢

THRIFTY MAID Evap. MILK	16-oz. Can	66¢
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Taste - O - Sea Fish Sticks	3 8-oz. Pkg.s.	99¢	MORTON'S FRUIT PIES		FOR LA Oct
Taste - O - Sea Flounder Fillets or PERCH Pound		49¢	Frozen Apple, Peach or Coconut Custard	3 For 89¢	NEW S Aja
Juicy, Virginia Red Delicious					NEW H Liqu
APPLES		5 lb. Bag	49¢		AJAX Wal
Lettuce Crisp	2 Large	29¢	Grapefruit New Crop	3 Large	THE F Soa
				29¢	

Let's Eat POTATOES	10 59¢
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SARA LEE Frozen Cake Cinnamon Nut	12-oz. Size	79c
Bath'r'm Tissue	4-Roll Pkg.	27c

Get EXTRA Gifts WITHOUT EXTRA Spending... SAVE S&H GREEN STAMPS Redeem Them For FREE CHRISTMAS GIFTS!

You'll Be Pleasantly Surprised How Many Books You Can Fill Before Christmas When You Do All Your Shopping at WINN-DIXIE!



Of course, they always have a new approach to things in Georgia. Where else could a guy win \$3 million in a 1000 yard race? And last week a Judge down there not only took a guy's driver's license for two years, but had it put into the court record that he wasn't even allowed to ride in the front seat of a car for two years!

I am becoming alarmed over what the advertising profession is doing to language and thought in this country. It says here, for instance, that Bevilacqua is "cherished as one of the world's seven great fragrances." I can't get to sleep at night for wondering what the other six are.

And I note here where one company is making a "Guide-A-Matic" shoe. The inference, I reckon, is that with these shoes a guy doesn't need to know where he's going. Just let the shoes do the work.

And here's a night club ad in the entertainment section of the Atlanta Journal that intrigues me. It shows a gal with all the proper curves and bumps in some sort of dance pose. Under the photo are these two words: "Grecian Ecstasy." Well, I have to go to my super-duper dictionary to find this one, the dictionary that weighs 20 pounds and is stored up in the attic with Cathy's first bicycle. It says it comes from a Greek word meaning "to cast off outer garments." In other words, she puts on a strip act. Why the devil didn't they say so! "Grecian Ecstasy." Ugh!

The late Congressman Bob Doughton, for all his rough mountain exterior, was a statesman. Make no mistake about that! I was reading some microfilm in the University at Greensboro library last week and came across this one. It was from the N. Y. Times of July 31, 1944. "When the war ends," stated Congressman Doughton, chairman of the House Ways and Means Committee, "we must curtail the tax burdens on individuals and corporations. At the same time, we must pay something regularly on our public debt."

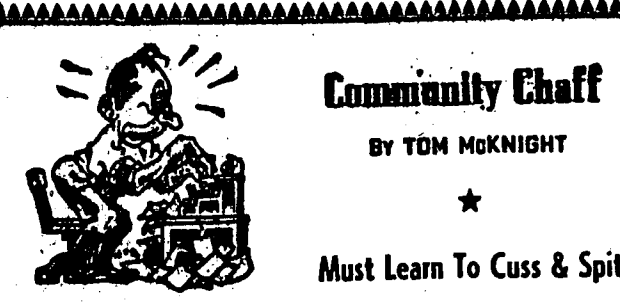
Uncle Bob has been dead for more than a decade now, but he's still probably turning over in his grave about how things have gone since 1944.

It says here they suspended a high school chemistry teacher in a Pasadena, Calif., school because he had grown a goatee beard over the summer. How stupid can we get?

It reminds me of the impractical rule they have in Mooresville, Stateville, Charlotte and all over that a small girl in the lower grades must wear a dress, not play clothes, during the hot September weeks. Up in the collar greens country of Troutman School, we use a little better judgment in these matters.

When our Cathy gets ready for high school chemistry, our primary interest will be in how much she can teach it. Otherwise, we are not whether he wears a Vandyke beard or puts his pants on backwards.

A five-line item in one of the papers the other day stated that the physician who delivered the quints at Aberdeen, S. D., made note of the exact order in which each of the five infants made en-



Fence magnate George Cherry tossed his annual birthday party last night at the Cherry plantation near Pate. Democratic politicians who hope to amount to anything never miss this one.

Among the 300 guests were the two gubernatorial hopefuls, Dan Moore and Richardson Preyer. Columnist Charlie Craven of the Raleigh News & Observer reported both these boys must do a complete overhaul job on their campaigning technique if they expect to make any headway with the one-gallop boys. Preyer, a Federal Court Judge, and former Superior Court Judge Moore were both giving it the dignified bench approach at Pate. In fact, reported Charlie, one of Preyer's supporters called him aside and whispered, "Judge, in this business you got to learn to say 'daffin' a couple times and spit now and then."

Reminds me of George Randall's first campaign for the House from Iredell. George was campaigning all over North Iredell with that eternal cigar in his mouth. Some of us got the word that the boys up there liked George but were giving him a minus grade on that cigar. George bought a pipe and can of Prince Albert smoking tobacco and retraced his steps. This time the report was good. He stuck with it for the duration of the campaign. But it was like the castor oil treatment. To this day George raises the window and turns on the blower every time anybody comes in his office smoking a pipe.

The Kennedy boys are getting their jumps in the South these days. I noted in the Atlanta Journal where service stations along the highways in Georgia, Alabama, and Mississippi are displaying this sign out front: "If You Like The Kennedy Boys, Don't Stop Here."

And by a 22 to 3 vote the 25 home owners on a street in Albany, Georgia, named Kennedy Boulevard for the President, have changed the name to Russell Road.

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Educators Gather In Mooresville

Addresses, Seminars Highlight Program

A warming October sun greeted and remained with some 2,200 educators from a six-county area Tuesday as they came to Mooresville to attend the 41st annual meeting of the Southwestern District of the North Carolina Education Association.

Plans for the all-day meeting were arranged by Mooresville's Robert O. Klepper, district president, with the assistance of the Mooresville unit of the NCEA, who hosted the session, and Donald Morrow of Raleigh, a member of the NCEA staff. Morrow was born and reared in Mooresville, a son of Mr. and Mrs. Paul Morrow of 129 North Magnolia street.

The district is composed of NCEA units in a six-county area—Catawba, Cleveland, Gaston, Iredell, Lincoln, and Rutherford. Keynote speaker for the general session, which got underway at 9:30 a. m. in the Roland R. Morgan auditorium at the Mooresville Senior High School, was Imre Kovacs, a keen student of world affairs, who spoke on the subject: "Education In The American Mosaic."

Throughout his thought-provoking address, Mr. Kovacs, Hungarian by birth, Yugoslav by compulsion, and American by choice, stressed the importance of freedom—freedom as enjoyed only in America.

"The way you teach is the way this great nation will go," the speaker told the educators, after stating that he was "impressed by the intellectual alertness of North Carolinians."

"Tomorrow's world," he declared, "is dependent upon the way American school teachers think and teach today."

"It is human nature in America," he said.

See EDUCATORS—Page 2

Gene Johnston Heads Civic Action Group

The Mooresville Civic Action Committee, the town's behind-the-scenes prime mover, has a new slate of officers.

Gene Johnston was elected chairman of the 18-member group during a meeting last week. He replaced Jim Mack Morrow, who served two years. Other new officers of the committee are Vice Chairman Emmett Morrow and Secretary Mrs. Bob McKnight.

The Civic Action Committee was created by Mayor Boyce Brawley in 1961.

See JOHNSTON—Page 2

Uncle Dan From Doolie Says:

DEAR MISTER EDITOR:

I see by the papers where 1964 will be a busy year for the post office. In the nation, this item says they'll be 34 U. S. Senators and 435 House members running for reelection and they'll mail free of postage to their constituents. They just have to get to the post office and postmasters all over the country has to see that it goes to ever "patron" on the rural routes, city routes and to those having boxes. In fact, the post office is doing a lot of good. The item says, \$1,500,000 to handle this political mail. Of course, in these days and times a million and a half dollars is peanuts to the folks back home paying the bill, but they were one angle to this news item that bothers me. How come then Congressmen don't make the Washington post office come after this mail instead of taking it themselves?

And I was reading another interesting piece from the General Service Administration that was dealing in crib figures. This Government agency says the United States owns around 3 billion documents that is classified as secret and confidential. It was pointed out that this means we got at least one secret document for every man, woman, and child in the world. These so-called secret documents have to be kept in special, spy-proof cabinets and the General Service Administration estimated it will cost \$12 million in the next few years just to make normal re-

placements of the cabinets. Senator Byrd of Virginia was illustrating the other day how we got so many secret documents. For example, last year the Congress passed a law that private shippers had to get at least 35 per cent of the repair work on Navy ships. The Navy shippers, wanting to hog all the business, spent \$187,000 of the taxpayers' money to get a consulting firm to analyze the costs. The Navy was certain the figures would show they were doing the job cheaper than the private shipbuilders. But the figures showed the private shipbuilders were doing the job much cheaper. Well, the Defense Department immediately classed the survey as top secret. The cat was let out of the bag when a reporter on a Baltimore paper accidental got hold of a copy and his paper printed it on the front page. Furthermore, when the thing got a little fresh air, it was covered that the private shipbuilders had conducted the same survey for \$20,000.

I reckon it would be a sight in this world how many of them 3 billion documents was put in the secret department to keep the taxpayers from knowing the truth. I always thought Government secrets was things we didn't want the enemy to know, but it looks like them bureaucrats in Washington has got the taxpayers classed as Enemy Number One.

Yours truly,
Uncle Dan

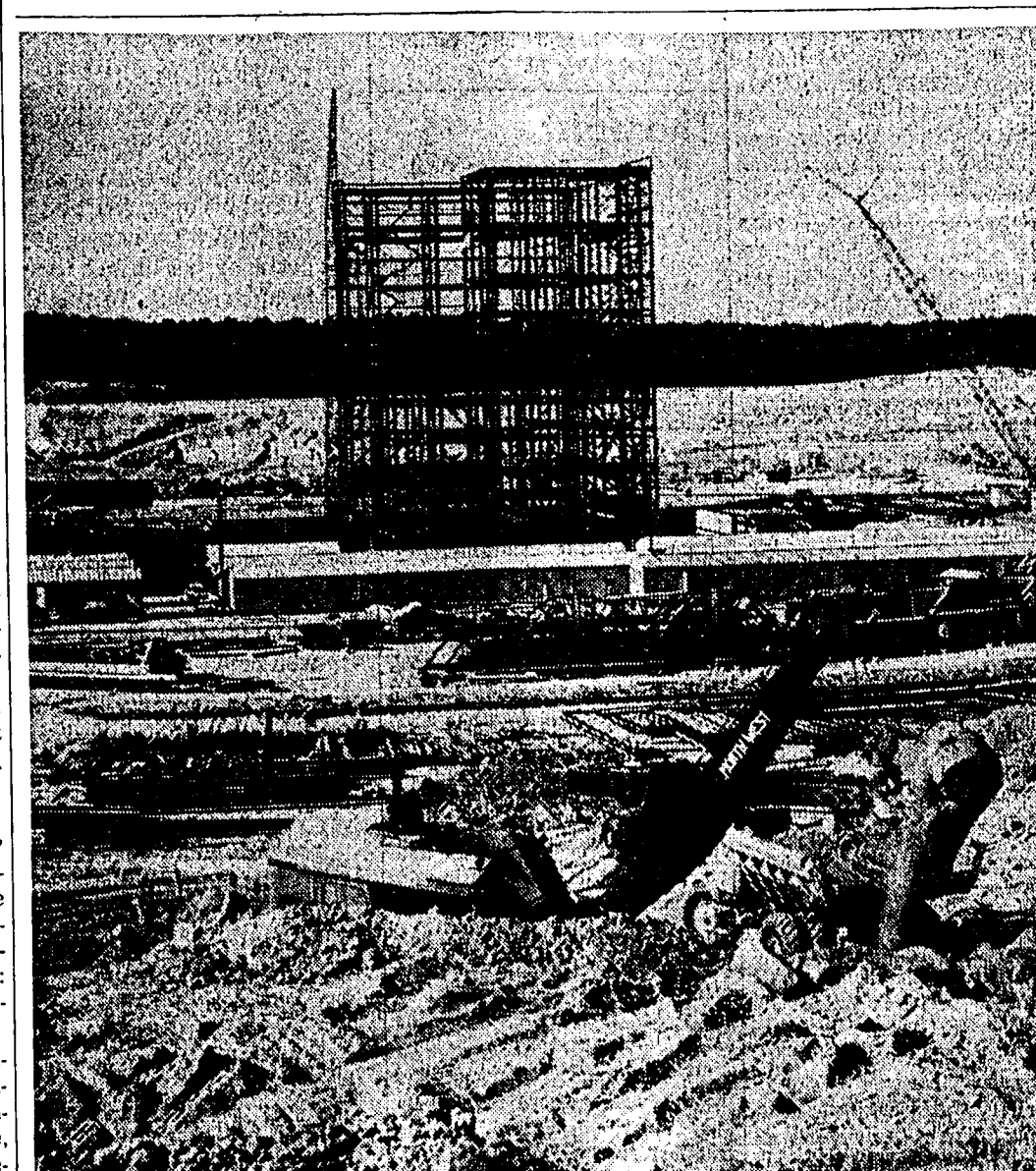
Mooresville Tribune

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

VOL. XXX

MOORESVILLE, N. C., THURSDAY, OCTOBER 3, 1963

No. 33



DUKE POWER COMPANY'S PLANT MARSHALL TAKES SHAPE
Giant Steam-Electric Project Located On Lake Norman At Terrell

MULTI-MILLION DOLLAR JOB

Plant Marshall Work Moves Ahead

With approximately 400 men on the job, work on Plant Marshall is moving along on schedule, according to John C. Rogers, resident engineer in charge of the project. The plant, which will have a capacity of 500,000 kilowatts, and when completed the five-unit plant will have a capacity of \$76 million.

The plant will require the placement of 7,500 tons of steel, 1,200 tons of which have already gone into place. Each of the plant's first two units will have a capacity of 500,000 kilowatts, and when completed the five-unit plant will have a capacity of \$76 million.

Excavation work is nearly complete, according to Engineer Rogers, and the plant's steel superstructure is rising skyward from a concrete foundation.

To date, approximately four million cubic yards of earth have been moved and some 30,000 cubic yards of the 56,000 cubic yards of concrete needed for units one and two have been poured.

The biggest project in Catawba county's history, the fast-rising building project for the plant, phase of construction calls for placement of the cabinets.

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10-Member Biracial Committee Created

Mayor Terms Good Neighbor Council 'A Bridge To Better Understanding'

Mayor John C. Miller announced Wednesday the appointment of a 10-member Good Neighbor Council. The biracial committee, made up of a cross-section of community leaders, has the full endorsement of the Town Board.

In discussing the creation of a group to deal with race relations in the community, Mayor Miller said he is confident the committee will function as "an important bridge to better understanding between the two races."

The mayor emphasized that the council has no legislative powers of any kind. The committee can serve only as a human relations forum and as an advisory agency to the town government. The appointments this week ended nearly a month of consultation between the mayor and local leaders of both races.

Named to serve as chairman of the council was Dr. Boyce Brawley, a former mayor of the town and currently president of the local Chamber of Commerce and a member of the local school board. Serving with him on the council are three ministers, three downtown merchants, a newspaperman, a mill official and a college student.

The preachers are the Rev. Thad McDonald, pastor of Central Methodist Church; the Rev. J. E. McKenzie, pastor of Reid's Memorial Presbyterian Church; and the Rev. W. T. Elliott, pastor of Stewart's Chapel Methodist Church.

The local business leaders on the committee are Mrs. Irma Wise Burgess, Harding Rogers and Gene Johnson. The other members are Bill Duff, controller of Mooresville Mills; Len Sullivan, editor of this newspaper; and Miss Martha Gamble, a student at Johnson C. Smith University in Charlotte.

The mayor appointed the council members to one-year terms. Mr. McKenzie, Mr. Elliott and Mrs. Gamble are Negro representatives; the South End Citizens League. No regular meeting schedule has been decided upon.

During its meeting September 3, the Town Board discussed at length the suggestion that such a committee be established in Mooresville. The commissioners voiced strong support for the mayor-appointed body, and they recommended that the mayor "move with all possible speed" to name the members.

The idea of a biracial group to study race relations here grew from a meeting August 13 between the mayor, the city manager and the executive committee of the South End Citizens League. At that time, the Negro spokesmen said they favored the Mayor's Good Neighbor Council as the first major step toward assuring continued racial harmony in this community.

Plans have been completed for the Tuesday night banquet of the South End Citizens League. At that time, the Negro spokesmen said they favored the Mayor's Good Neighbor Council as the first major step toward assuring continued racial harmony in this community.

Tickets for the affair are \$2 each. They may be secured through the Red Cross office. Mrs. Johnston urged that persons wishing to attend the October 8 event make advance reservations.

Pete Coleman, chapter chairman of the Monday, 7 p. m. meeting at Elks Restaurant. Reports from various service chairman will be given.

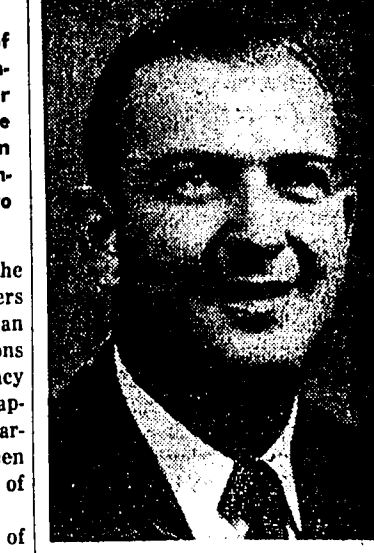
See DR. GOODMAN—Page 2

The big build-up during the week, in addition to the solicitation of funds, was planning for the United Fund promotion day Saturday, October 5, Bill Koury, UF chairman of special events, is directing the project that will offer something for everybody.

Koury said Mooresville merchants have agreed to provide about \$10,000 worth of gifts that will be presented to lucky ticket holders during the day. In addition to the prizes, which include such items as savings bonds and certificates for free merchandise, local car dealers will provide a used car to be given away during the promotion.

"All the people have been kind enough to donate their valuable time for United Fund," Koury said, "and the businessmen and food stores have been wonderful in their cooperation and contribution. We have been given soda pop, frankfurters, buns and just everything we need except mustard. For some reason, I haven't been able to scrounge any mustard."

To make the project completely gratis, Mrs. Joe Thompson, the



DONALD HARRY PEIFFER
Funeral Services Thursday

Don H. Peiffer Suffers Fatal Heart Attack

Donald Harry Peiffer, 45, principal of the Mooresville Senior High School, died unexpectedly of a heart attack at his home at 369 Cedar street at 10 p. m. Monday. Although he suffered a minor illness during the week end, Mr. Peiffer apparently had recovered and was on the job at the local school until late Monday.

His untimely passing came as a great shock to school officials, Mooresville Senior High School students, and the entire community. A native of Waynesboro, Penn., Mr. Peiffer was born on January 10, 1918, a son of Mrs. Charles R.

See PEIFFER—Page 2

Mooresville City Schools Employ Speech Therapist

Mrs. Louise Pitchford Hampton of Davidson has been employed as a speech therapist in the Mooresville City Schools, effective Monday morning.

In this capacity, Mrs. Hampton will work with the children in the local elementary schools who have speech impediments.

This teaching position in the local schools came about for the first time this year as a result of a special allotment by the State Board of Education in Raleigh.

Mrs. Hampton is a graduate of the University of Texas, having received her master's degree in education from that institution.

See THERAPIST—Page 2

DRIVE FOR \$27,815 BEGINS

Saturday Is UF Whoop-It-Up Day

"For the next three weeks, let's sleep and live United Fund." That was the gist of John Simpson's sermon at the kickoff breakfast Monday for the United Fund campaign. The speaker urged that persons wishing to attend the October 8 event make advance reservations.

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DR. B. W. GOODMAN
Hickory Physician