

Man Never Has Learned To Harness Fire Genie

Ho, hum, too many of us say, here comes another of those "weeks."

True, Fire Prevention Week, October 6-12, is another of those "weeks," and true, every week is something new. But while we may not get excited about the week itself, we ignore the message of Fire Prevention Week at our peril. Even National Fire Week at our peril. Even National Fire Week at our peril. Even National Fire Week at our peril.

Mooreville traditionally observes two weeks each year that go hand in hand—Clean Up-Paint Up-Fix Up Week and Fire Prevention Week. In both, the lesson to learn is: Don't give fire a place to start. If you keep your home and office neat and free of trash paper and debris, you will go a long way toward meeting the recommendations of both "weeks."

There is none of the usual commercial pitch connected with Fire Prevention Week. It is simply a promotion designed to save lives and property. In Mooreville, the Chamber of Commerce sponsors the annual observance because the Chamber realizes that every fire prevented makes for a stronger community. Year after year, we bend your ears with the same dreary statistics, yet the siren of the Mooreville fire engines whine across town just about every day. Here in our town, we can't cite figures to prove that Fire Prevention Week is effective in itself, but our firemen are convinced that year-around fire safety consciousness in Mooreville keeps our fire loss as low as it is. Nationally, a week set aside during the year to stress the dangers of fire has proven a valuable weapon in the

endless war against needless fire loss of life and property.

But fire still strikes an average of more than 1,000 American homes every day. Some are fatal, most are serious, a few are inconsequential. Every one means a loss. During 1962, 11,700 Americans lost their lives to fire, an additional 70,000 persons were injured in fires.

Fire is one of man's indispensable servants; unfortunately, it also is one of our most treacherous helpers. Fire is a genie not easily harnessed. It can be controlled; it cannot be tamed. Just when we take fire for granted is when it runs rampant over us.

Fire plays no favorites, it hits where it is least wanted and least expected. Last year there were deadly fires in hospitals, schools, rest homes and churches as well as in private dwellings. Many of these fires need not have happened. The National Board of Fire Underwriters reminds us three-fourths of all fires are the result of carelessness, and with a little care we should be able to reduce our mounting fire toll. And mounting it is, in spite of all our Fire Prevention Weeks. Last year, fire losses in the U. S. amounted to more than \$1 billion—another all-time high, an increase of 4.6 per cent over 1961.

What are you going to do about it? Do you say, ho, hum, the fire truck never has been called to my block? You never have been killed in an auto accident, either, but you could be. The time to worry about giving fire a place to start is before it starts. Like right now.

Amazing New Boom To Learning Process

(From Antiquarian Bookman)

A new aid to rapid—almost magical—learning has made its appearance. Indications are that if it catches on, all the electronic gadgets will be so much junk.

The device is known as Built-in Orderly Organized Knowledge. The makers generally call it by its initials, BOOK.

Many advantages are claimed over the old style learning and teaching aids on which most people are brought up nowadays. It has no wires, no electric circuit to break down. No connection is needed to an electrical power point. It is made entirely without mechanical parts to go wrong or need replacement.

Anyone can use BOOK, even children, and it fits comfortably into the hands. It can be conveniently used sitting in an armchair by the fire.

How does this revolutionary, unbelievably easy invention work? Basically BOOK consists only of a large number of paper sheets. These may be run to hundreds where BOOK covers a lengthy programme of information. Each sheet bears a number in sequence, so that the sheets cannot be used in the wrong order. To make it even easier for the user to keep the sheets in the proper order, they are held firmly in place by a special locking device called a "binding." Each sheet of paper presents the user with an information sequence in the form of symbols, which he absorbs optically for automatic registration on the brain. When one sheet has been assimilated a flick of the finger turns it over and further information is found on the other side.

By using both sides of each sheet in this way a great economy is effected, thus reducing both the size and cost of BOOK. No buttons need to be pressed to move from one sheet to another, to open or close BOOK, or to start it working.

BOOK may be taken up at any time and used by merely opening it. Nothing has to be connected up or switched on. The user may turn at will to any sheet going backwards or forwards as he pleases. A sheet is provided near the beginning as a check list for any required information sequence.

The initial cost varies with the size and subject matter. Already a vast range of BOOKS is available, covering every conceivable subject and adjusted to different levels of aptitude. One BOOK, small enough

Parson Jones' Pulpit

DEAR MR. PUBLISHER:

I shone stirred up a hornet's nest last Sunday. I preached on Four women got up and left when I announced my subject; two stomped out in the middle of my talk; Ellie Nicklesinger pounded her shoe on the floor and pulled a walk-out just when I was winding up. What's worse—ten folks left right before we took up collection.

Now, Mr. Publisher, I don't mind folks leaving during my sermon but I do wish they would turn in their money before they leave. (You've heard folks say, "It ain't the money—it's the principle of the thing.") Sir, I'm more worried about the money than I am the principle. You can't buy taters with principle.

A delegation of ladies, headed up by Ellie Nicklesinger, has already been to see me. They told me I had plumb stepped out of line. I told her that all I done was to preach on sex and I couldn't see any reason for all the fuss. Ellie said she wasn't deaf—she had heard the whole sorry mess, and the Church wasn't no place for such talk. Heckle's wife agreed that folks ought to mix sex and religion.

I tried to explain why I done what I done, but Ellie wouldn't shut the big hole in her face long enough to let anything in her pore little ears. (When the good Lord put ears on that woman it was a pore investment!) I thought maybe if I told you, and you wrote it in the paper, Ellie might see with her eyes what bounced off her ears.

It's a funny thing to me Mr. Publisher that we mix everything under the sun with sex. We've got sex and whiskey, sex and movies, sex and magazines, sex and fun, sex and jokes—and we even mix it with the moon. But, for some odd reason or other we don't want to mix it with religion. One of the reasons sex has caused so much trouble is that we've tried to keep religion and sex separated. It looks to me like the Church is the logical place to talk about it.

Mr. Publisher, I've always felt like sex was a pretty good thing. The good Lord gave it to us—not the devil I figure when a fella's counting his blessings sex ought to be one of 'em.

It looks to me like when a body can bow his head and talk to God about sex, like he can about what's on his dinner table, then he'll have his mind outta the gutter.

From what the ole Parson can see happening to some married couples, husbands-and-wives could use a little religion in their sex life. According to the Good Book sex is as much a part of family life as eating together. Married folks that forget it are headed for trouble. I hope Ellie Nicklesinger reads this. Maybe it'll clean up her mind a little bit.

Well, Mr. Publisher, I gotta be going. I'm supposed to run my wife and Ellie Nicklesinger by the movies. They're gonna see Cleopatra, starring Liz Taylor. So long.

Yours Truly,

Parson Jones

OUR COMMUNITY

1914

49 YEARS AGO

IN OTHER YEARS

The regular monthly meeting of the town board of commissioners was held Monday night. Routine business was taken up and bills ordered paid.

One of the most important resolutions that has ever been before the board was offered and adopted, and will mean a great deal to the taxpayers of Mooreville. It was decided to discount the taxes of every taxpayer 2 per cent on 1914 taxes if paid on or before the 1st of December 1914. If not paid by that time, the usual procedure in the way of making collections will be enforced.

A committee consisting of Mayor Frontis, Clerk E. C. Deaton and Commissioner C. A. Mayhew was appointed to arrange for a cotton platform.

An application was made by parties interested for permission to open and operate a public pool room in the town. The matter was discussed but no action was taken, the ordinance against such a room standing as formerly.

A top-sold dressing is being placed on the beautifully graded streets of the town and when complete the principal thoroughfares will present a very different appearance from what they did after the rains two weeks ago. Superintendent James L. Donald, of the water and light plant, is busy with his corps of assistants removing from Main street along the business section all the poles and trees, preparatory to eventually establishing a "white way," at the same time lessening danger by falling wire and other materials.

Mr. J. C. McCoy, a Canadian who has been living in Mooreville for several months, and Miss Clyde Nash, of Ashe county, were happily married last night at 8 o'clock at the home of Mr. and Mrs. M. R. Shoff. Rev. Charles L. Austin officiating. The bride made her home with Mr. and Mrs. Shoff for several years and has numerous friends throughout the vicinity. Several invited guests were present to witness the affair. Miss Brettie Gray played the wedding march and Mr. J. H. McElwain was the groom's best man. The couple will board at Mr. Shoff's for a while.

Monday afternoon Messrs. Q. M. Nantz and Broadus Kerr were butchering a cow at the Benson slaughter pen for J. T. Jennings, who operates a meat wagon. The animal had been dressed and the men were in the act of placing one quarter in the wagon, when Mr. Nantz's arm slipped and the butcher knife that he held in his hand cut a two inch gash under the left of the chin in Mr. Kerr's throat. Had the cut gone just a fraction deeper, serious if not fatal injuries would have resulted. As it is the young man had a very narrow escape and the gash, ugly and painful.

Miss Willie Kilpatrick left Monday for Charlotte, where, at the Sanatorium, she will take a course in bacteriology. Upon finishing this course she will take charge of a laboratory for the resident physicians.

Mr. H. E. Shoff, for many years a prominent farmer of the Mill Bridge section of Rowan county, has moved with his family to Mooreville and will live with his son, Mr. Jay Shoff on Center avenue.

Miss Myrtle Melchor entertained the members of "The Four Leaf Clover Club" at a Halloween party on Saturday evening. The time was spent in playing games and telling ghost stories. Delicious refreshments were served.

Rowan county is doing an excellent work in extending the Mill Bridge road to the Iredell line. Surveyors and road workers are to-day laying off the grades, and the work will be pushed to completion, beginning at once.

One day last week a cotton picking contest took place on the farm of Mr. T. W. Kistler, of Coddie Creek township, and two of his children, a boy and a girl, made good records. Miss Lella Kistler, aged 13 years, picked 300 pounds and her brother Guy just 10 years of age, picked 293 pounds. They completed their picking in one hour and a half in a field that had been picked over three times before.

While loading saw dust into a wagon at the Barger farm south of town Tuesday morning Mr. Will Cook stepped from a big log on to a small pole, when his foot slipped, causing a badly sprained ankle. Mr. Cook is using crutches and will be confined for sometime to come.

Mooreville Mayor Issues Proclamation

Incident to the annual National Fire Prevention Week, Mayor John C. Miller has issued the following proclamation:

"Whereas, it is an established fact that loss of life and loss of property by fire is annually a costly item in our lives, and

Whereas, much of this loss could be avoided if every citizen would take the necessary precautions once a year to eliminate fire hazards.

Be it proclaimed that the week from October 6 to October 12 be Fire Prevention Week in the Town of Mooreville, during which time all citizens of said town be urged to eliminate all fire hazards within their jurisdiction."

JOHN C. MILLER,
Mayor of Mooreville
This the 1st day of October, 1963.

Tips Are Offered For Rural Fire Protection

If you live in an isolated suburban community or on a farm situated some distance from water mains, fire hydrants, or a fire department, the National Board of Fire Underwriters suggests you follow these tips to "increase" home fire safety:

1. Keep a garden hose handy if you have water under pressure, and make sure your house has plenty of threaded faucets. A garden hose can extinguish small fires before they become big ones.
2. Have a back-pack pump handy. These pumps usually hold five gallons of water, and can be carried to a fire anywhere.
3. If you have fruit- or shrub-spraying equipment, keep it ready for use. It makes a good fire extinguisher.
4. Keep a ladder in a place where it can be obtained quickly to reach fires on roofs or for rescue purposes.

Check Your Home For Fire Hazards

Fire Prevention Week in your community will be effective only if you participate, the National Board of Fire Underwriters said today.

Here's what you can do:

1. Check your attic and basement for accumulations of old newspapers, empty paint cans and other combustible trash which feed fires.
2. Check your electrical circuits, appliances, and extension cords to make sure they are in proper working order.
3. Check your fuse box. All fuses should be of the proper amperage.
4. Don't leave matches lying around. See to it that they are kept out of reach of children.
5. Never leave children at home alone. If you employ a baby sitter, be sure she knows how to call the fire department.

235 W. Statesville Ave. Phone 663-7161

Kiss 'em goodbye, Mom...



but be sure you see them again!

Children home alone, the youngest ones especially, would be helpless to escape if fire should strike while you're away.

This tragedy happens every day and actually is the cause of one out of every three child fire deaths.

Never leave small children alone. Even if it is necessary to leave the house for only a few minutes ask a neighbor to stay with the children. And whenever you must go out for a longer time, leave the children in the care of a baby sitter who not only has been told what to do in case of fire but who is also physically and mentally capable of carrying out such instructions.

Cavin Insurance Agency

332 N. MAIN STREET Phone 663-1611

Dr. Brawley Asks Citizens' Support For Fire Safety

The president of the Mooreville Chamber of Commerce joins the mayor this week in appealing for cooperation from all Mooreville citizens in making Fire Prevention Week more than a mere lip service to fire safety.

The Chamber sponsors Fire Prevention Week each year in an effort to make local residents more aware of the tragic fruits of carelessness with fire. The Chamber is joining other such organizations across the nation in promoting the observance.

Dr. Boyce Brawley, local Chamber president, asks all Mooreville citizens to take an active part in promoting fire safety during Fire Prevention Week October 6-12.

Matches, Smoking Continue As The Leading Fire Cause

Matches and smoking continue to be the leading cause of fires, the National Board of Fire Underwriters reported today.

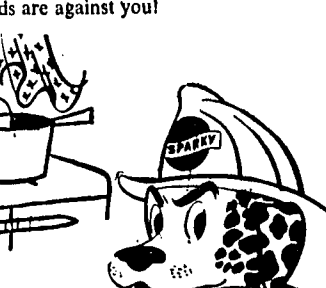
Nearly one-fourth of all fires are caused by matches and smoking, according to a Board study. Misuse of electrical equipment is the second largest cause of fires, accounting for more than 20 per cent of the total.

And, the National Board notes, three-fourths of all fires are the result of carelessness. The Board points out that you can help prevent fires by simply using care.

283 North Main Street Phone 663-5221

WATCH FOR FIRE IN YOUR KITCHEN!

Fire loves grease, so kitchen stoves should be cleaned often. Curtains too near an open burner and catch fire. Pot holders and cans of fat burn quickly. Keep them away from the burner! Remember to keep children from playing near the stove! If you gamble with fire—the odds are against you!



DON'T GIVE FIRE A PLACE TO START! MOORESVILLE GIN & FEED CO.

235 W. Statesville Ave. Phone 663-7161

283 North Main Street Phone 663-5221

"Sparky" says:



- Smoking in bed is death!
- Replace your frayed electric cord!
- Keep matches away from children!
- Remove cellar, attic & closet "junk"!
- Avoid overloading electric outlets!
- Beware of kitchen fires!
- Be careful with oil stoves!
- Use non-flammable cleaning fluid!
- Be a careful smoker!

Mooreville Insurance Agency

283 North Main Street Phone 663-5221

Firemen Attend Four-Session School

Sponsored by the Fire and Rescue Service Division of the North Carolina Insurance Department, a four-session school was held in Mooreville during the past summer for members of the Mooreville Volunteer Fire Department and the Mooreville Rescue Squad. The school was termed very successful. Here, Jim Finison, right, and Mr. Dawson, left, who conducted the school, pose with Charles A. Troutman, Jr., chief of the Mooreville Volunteer Fire Department.

In United States, Sixty-Six Homes Are Struck By Fire Each Hour

Every hour, 66 American homes are destroyed or damaged by fire.

Every hour and a quarter, one person—most frequently a child or elderly person—died in a dwelling fire.

These figures, from National Fire Protection Association research, are the measure of our failure to heed fire hazards, and the measurable result of our failure to correct them.

The causes of most home fires are no mystery. A carelessly discarded cigarette is left to smolder in an overstuffed chair, a portable oil heater is refilled while still lighted, electrical circuits are overloaded and overused, uncleaned rubbish becomes a breeding place for fire.

There is nothing mysterious about the causes of most fire deaths in homes. They occur when the simple rules of safety from fire are violated—from smoking in bed, leaving children alone in the house, allowing youngsters to play with matches.

A critical failure is being unprepared for fire emergencies in the home—no family planning of escape routes, no periodic family fire drill to make sure that both adults and children can act quickly and without panic.

Fires represent failure. Fire Prevention Week is a time to recognize this fact, and to act—to correct hazards, to exercise care, to be prepared.

Your actions and your attitude now can make you and your family safe from the tragic consequences of fire in the months ahead.

Mooreville Firemen Practice 'Ounce Of Prevention' Adage

The Mooreville Fire Department fights fires, sure, but what does it do toward preventing them?

Foremost, it is the full-time job of Howard Pender to make and keep Mooreville as free from fire as he possibly can. As the town's fire inspector, he seeks out and eliminates fire hazards, and he advises citizens on fire safety. He works through the local schools to cultivate a respect for fire among children. He cooperates with builders to try and make each new structure safe from fire. He investigates every fire to try and learn how it was caused—and from such investigations he learns how to avoid fires.

The fire department cooperates with all interested civic groups and towns to promote fire safety. Fire Chief Charlie Troutman says his department is working with the Mooreville Chamber of Commerce again this year to make Fire Prevention Week a meaningful observance.

Chief Troutman naturally feels strongly about fire safety. He knows from personal observation the terrible loss of life and property that fire can cause in a few minutes. He also knows that by using a few simple precautionary methods, citizens can prevent most damaging fires.

The fire chief, discussing replacement costs, said that, "even in small fires, where the firemen are able to confine the flames to one room, it costs property owners two to three times as much to re-

build as it does to prevent a fire in the first place."

He emphasized that, "if you value your life, do not smoke in bed!"

"Matches should be kept where small children cannot reach them and a liberal supply of ash trays throughout the house would reduce fires," the chief said.

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