People Are Any Town's Best Natural Resource

Wesley Carter, an official of the West Coast electronics manufacturing firm that will begin a branch operation here, was driven about town last week by W. J. Haselden, the local Chamber of Commerce secretary. As the two drove past the hospital, Carter observed in jest that "if I can't find a house right away, I can just room there for a while."

He wasn't sick. His point was that the $20-a-day rate for a private room at Lowrance was exactly half the going per-day rate for hospital stay in California, and about equal to the daily rate for a decent motel room on the West Coast.

Mr. Carter was visably impressed by what he saw as he toured our town. The price of goods and services was not the item that most impressed him. What was? The people themselves.

We take it as a compliment of the highest order that a stranger could come here and be so overwhelmed as Carter was with what he termed "the open friendliness of this community." It was his favorable impression of Mooresville citizens that, in the final analysis, convinced his company that our town was the best town on the Eastern Seaboard in which to live and grow.

Mooresville was one of dozens of small towns studied as a prospective site of this firm's first manufacturing operation on the East Coast. It is a feather in our caps that we were the pick of the lot.

To temper the flattery a bit, we should, in fairness, mention that Mr. Carter came here from the Los Angeles area, where the cost of living and the cost of doing anything is as high as it is anywhere in the country. We should mention, too, that we normally expect a newcomer to town to scatter a few plaudits around in the interest of public relations. Even so, that Mr. Carter chose to take note of the quality he saw in the people here is a good sign we are as good as our "friendly town" slogan suggests.

Oh, yes, in our excitement we almost forgot: Welcome to all associated with this new plant that will be a boon to industrial diversification. We are impressed by you, too, and we wish you well. We hope we all grow together and live happily ever after.

We Can't See Poverty For Prosperity

On this page last week, we mentioned the North Carolina Fund and its tremendous potential as a weapon in the state's never-ending war against poverty. In this connection, we noted with interest a recent speech by Senator Gaylord Nelson of Wisconsin. His point was that the great prosperity achieved in this country during the past quarter-century has created the illusion that ours is a nation without poverty. Senator Nelson pointed out the "sad fact that these great changes have not eliminated poverty. He told of the "invisible poor" among us, and he said we can't see them for the prosperity around us.

Who are the invisible poor?

Senator Nelson says they are the poor farmers, especially the marginal farmers who eke out an existence on $500 to $1,000 a year, "unreached by a federal farm program which pours five billions into our economy each year."

They are, the Senator says, the migrant laborers; the unskilled and unorganized workers in offices, hotels, laundries, hospitals, and restaurants; the victims of automation; the residents of depressed areas in the North, in West Virginia, in the rural South.

The invisible poor, says Senator Nelson, include Puerto Ricans and Negroes—"last to be hired and first to be fired," workers who receive "half the wage of a white man when they do find jobs."

Among the poor are an estimated eight million senior citizens without adequate income—one million of them living on less than $580 a year.

And the Senator would have us remember "the handicapped, the alcoholic, the hillbillies who forsake their ancient society in the mountains for a life of confused poverty in the cities."

Today's poor are invisible because the American middle class—"twice as big and twice as prosperous as before"—have moved to the suburbs and left the poor behind in the cities.

They are invisible because they don't have powerful organizations pleading the cause.

They are invisible "because the rest of us have become so gay and prosperous that we don't want to look at them."

So declares Senator Nelson in an indictment of American society that should not go unnoticed.

Has the American tradition of sympathy toward the underdog been corroded by the development of a super-prosperity and an extension of it to millions of families that formerly lacked an abundance of this world's goods and comforts?

If we show little or no concern for the 40 or 50 million Americans who do not share today's great prosperity, we are traitors to the democratic ideal, and all our talk about "the dignity of the human individual" becomes empty speech.

One Original Idea Can Lead To Others

(From The Laurinburg Exchange)

North Carolina taxpayers had some good news this week when it was announced that the State Highway Commission had adopted a new policy on the purchasing of highway rights-of-way. In the future every effort will be made to purchase in advance property which will form part of the right-of-way for new routes.

This is a commendable move and should have been commissioned policy long before now. It is understood that it cannot be carried out without the necessary funds. However, with the great savings possible, as Highway Director W. F. Babcock points out, surely the legislature would make available an appropriation for this purpose. Especially when it can be shown that in the long run the total amount of public money expended will be less.

Now the State Highway Commission could show some further originality if it would take a still more distant look into the future. Long lacking is any concrete proposal about a master highway plan for the state. With the ever increasing mileage of our highway system it would seem that something other than the apparent piecemeal system of attacking the problem is needed. This would seem to be an area in which an appreciable saving could be realized.

It is inconceivable that we can tolerate any further highway construction without some idea of what the system is going to look like when eventually we run out of space to build roads. While there are still virginal vastnesses in some areas of the state, in other areas the development assumes metropolitan proportions. Already the latter areas present problems about location of new roads, or improvement of old roads.

A considerable amount of duplication could be avoided with a master plan, and a lot of money saved. It would not seem unreasonable to hold up the construction of all but the most essential highway projects until at least a tentative master highway plan has been brought forward.

Mooresville Tribune

ESTABLISHED 1932

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YOUR AWARD WINNING NEWSPAPER
FIRST PRIZE

1957 & '61 NEWS REVIEWS — 1958 COMMUNITY SERVICE — 1959 EDITORIAL PAGE

WORDS OF WISDOM

Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave. — Henry Peter Brougham.

A democracy can only be strong if all the citizens are properly educated and careers are freely open to all the talented.—James B. Conant.

Parson Jones' Pulpit

DEAR MR. PUBLISHER:

I just got through reading one of the funniest books I ever read. Its the record book that shows how much our folks gave to the Church last year. Its hilarious—one joke after another. I been thinking about having it published. Only thing is I'd have to change the names to protect the guilty.

I ain't got time to tell you all I saw in this book, but I'll give you just a few of the highlights. You remember old Doc Charge Wright who's a member of our congregation? He really had the business this past year. Why he made enough off a my family to trade cars this year. I reckon you know he's got a house at the beach and one in the mountains. Well, to hear ole Doc talk you'd think he was the sole support of our little Chruch. Listen to what I found out—he gave $200 to the Church last year. Why, Widow Jane gave more than that and she's living on Social Security!

I counted it up and ole Doc gave a little shy of 4 dollars a week. That wouldn't much more than pay his tobacco bill for a week. I'll tell you one thing though, Doc Wright ain't nobody's dumb-bunny. Instead of giving it by the week, where it would look so measely, he gives it all at one time, so's it will look good. (Nothing like a good front.) At the end of the year he'll want me to swear to Unkle Sam that he gave 10% of his income. I reckon he figures if he can steal, it won't hurt me to lie a little.

Another little joke in the book was Ellie Nicklesinger. Ellie has give a dollar a week every since the depression. She's switched all the way from a T-model Ford to a Cadalac since then, but can't get outa the dollar rut.

Mr. Publisher, Ellie payed more for hats last year than she gave to the Lord. When I called this to her attention, she said she wanted to be dressed proper when it come her time to go. Sir, I don't believe she'll be able to take them things she wears along when she goes, and if she does, they shore won't let her in Heaven with 'em.

Another funny thing I saw was all the people that didn't give nothing during the year. I suppose you wonder why it was funny. Well sir, the reason I laughed was to keep from going crazy. You'd be surprised, Mr. Publisher, at the folks that don't even pay for the varnish they wear off the pews. They don't pay nothing on the heat, light, nor water. They must believe the preacher lives on hot air, cause they shore don't help to buy him no groceries.

In Church we mark folks who don't give nothing all year as inactive. Over at the Lodge they call 'em bums.

Well, I gotta be mosing along. My wife said I had better go pick up some groceries or we was gonna have hot air for supper. Bye.

Yours Truly,
Parson Jones

OUR COMMUNITY

1954

9 YEARS AGO

IN OTHER YEARS

The directors of Mooresville Mills postponed indefinitely action on resignations tendered the board Tuesday afternoon by J. F. Matheson, president; G. G. Matheson, executive vice-president; Ralph Tanner, vice-president in charge of the New York sales offices; and H. C. Cobb, Jr., vice-president in charge of production and superintendent of the mill.

The action followed a four-hour meeting of the board Tuesday afternoon at the local plant. Z. V. Turlington, one of the attorneys for the mill, handed out the brief statement following the meeting. None of the directors would elaborate or comment further on what happened at the meeting.

Considerable tension was evident throughout the community for 24 hours prior to the board meeting. In congregating around the up-town spots, the mill employees showed considerable concern over the matter. The tension eased considerably immediately following the statement by the directors that Matheson was still president of the firm.

Mr. and Mrs. Boyce Gibson, Jr., returned to Wake Forest College Sunday, after paying a special visit to Mr. Gibson's sister, Mrs. Ray Stutts, who recently underwent a major operation here.

Mr. and Mrs. L. D. Mayhew and daughters, Brenda and Donna Sue, of Norfolk, Va., are visiting the homefolks, Mr. and Mrs. Tom Mayhew, of Mayhewtown and Mr. and Mrs. D. T. Sherrill, of Mooresville.

Mrs. H. S. Dingler returned home Sunday after a two-week visit with her sister, Mrs. R. H. Craig, of Henderson, a niece, Mrs. John Sinclair, of Victory, Va., and a brother, Jay Sanders, of Roanoke Rapids.

Latt Stutts, who has been connected with the local Western Auto Associate Store for some time, resigned Saturday. Mr. Stutts states that his plans for the future are uncertain at this time.

Miss Joy Overcash, a first-year student at WCUNC at Greensboro, spent the week end with her parents, Mr. and Mrs. Harold Overcash. She had as her guest, a classmate at WCUNC, Miss Dorothy Price, of Selma.

Miss Phyllis Greenhill, a sophomore at Greensboro College in Greensboro, visited her parents, Mr. and Mrs. P. G. Greenhill, over the week end.

Mr. and Mrs. Maurice Blackwelder, of Chapel Hill, were week end visitors in the home of the former's parents, Mr. and Mrs. J. S. Blackwelder, East McNeely avenue residents. Mr. Blackwelder is a student at the University of North Carolina.

Lewis Mack, a student at the University of North Carolina at Chapel Hill, visited his parents, Mr. and Mrs. Charles Mack, over the week end.

Mrs. H. J. Safrit, whose left hip was broken in a fall at Mooresville Mills February 1, has returned to her home on East Catawba avenue after treatment at the Presbyterian Hospital in Charlotte. She is reported to be getting along nicely.

Mr. and Mrs. Paul Lytle and son, Ronnie, of Reidsville, visited relatives and friends here during the week end.

H. J. Safrit, who suffered a broken ankle about three weeks ago while performing his duties at the Mooresville Mills, is getting along quite well. He is able to be up and about on crutches at his home on East Catawba avenue.

Mrs. D. A. Brackett has returned from a two-week visit with her daughter, Mrs. L. D. Rummage, and Mr. Rummage and family at Fayetteville.

Mrs. R. S. Bell and children, of Burlington, and Mrs. Sam Nesbitt, Jr., of Union, S. C., have returned to their homes after spending the past week here with Mr. and Mrs. W. L. Hobbs. Messrs. Bell and Nesbitt joined their families here for the week end.

Thomas Howard, of Danville, Virginia, visited his parents, Mr. and Mrs. N. F. Howard, over the week end.

Miss Mary Greenlee, principal of South School, is attending a meeting of the National Elementary Principals' Association in Atlantic City, N. J. She is a member-at-large of the executive committee of the department of elementary principals. Miss Greenlee plans to return to Mooresville Sunday.

Side Mack, Roland Morgan, and Rev. Everett P. Moye attended an executive meeting of the Piedmont Council, Boy Scouts of America, in Shelby last Tuesday night.

Miss Joy McAllister, a recent graduate of the National School of Commerce, Charlotte, has accepted office work at Charles Mack and Sons, local wholesale business firm. Miss McAllister is a daughter of Mr. and Mrs. A. P. McAllister, of Mooresville, route 2.

Miss Millie Lou Wilson, fifth grade teacher at the Park View School, was called to Southport, North Carolina, early Monday morning, due to the serious illness of her sister, Mrs. Detrell Powell.

Mr. and Mrs. John McLaughlin and family, residents of Mooresville for the past two years, moved to Albemarle on Monday, Mr. McLaughlin having purchased a business in that city. Mr. McLaughlin is a former manager of the local Bayless Store.

TRIBUNE PHOTO

MORALE BOOSTERS — The Junior High School footballers have been having their troubles this season, but thanks to this happy crew, school morale has dropped not one whit. These cheerleaders inspire the players and delight the spectators. In front are, from left, Betty Jo Harrington, Janet Mayhew and Alice Gold (the Red Imps) and Marsha Murray. Standing, same order, are Rose Grant, Alice McNeely, Chief Boyce Brawley Jr., Suzanne Ham, Nancy Baker and Ann DeVane.

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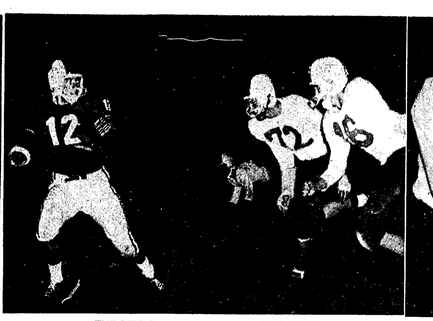
"Home Of Quality Furniture For Less Money"
132 S. MAIN ST. Phone 66-35661 MOORESVILLE, N. C.

SIX POINTS FOR THE BLUE DEVILS
Mike Chester (14) Crosses Over; Mike Robinson (13) Looks On



THE TIDE OF BATTLE TAKES A BAD TURN
Tom Deal (12) Looks Down The Line For Help

NORTH ROWAN'S GARY MEDINGER IN TROUBLE
Dewitt Hinson (55) and Bill Watson (75) Close In

Oliphant, Deal, Chester Pace Devils Over North

Halfback David Oliphant scored two touchdowns and fullback Mike Chester banged one across from a yard out in pacing the Mooresville Blue Devils to their fifth win in six starts with a 21-12 decision over North Rowan last Friday night.

The game, billed as a sure Devil win could easily have gone the other way as the Cavaliers fought hard all the way. North Rowan put a real heart-stopper on Mooresville fans when, on the very first play from scrimmage, tailback Gary Medinger went right through the Devil center wall defense and raced 72 yards to put the home team out front 6-0. Medinger was off on the PAT try.

Using a determined offense, the locals came right back into the ball game, grinding out 69 yards for the equalizer. Gary Karriker put Mooresville ahead by splitting the uprights. During the drive, Oliphant, Deal, Chester and halfback Mike Robinson took turns carrying the leather. From the North 21-yard marker, Oliphant cut through a hole in the line made by Billy Watson and Bobby Pope, darted away from the secondary defenders and covered the distance to pay dirt.

Biggest action in the first quarter came in the final thirty seconds when both Mooresville and North Rowan scored. Trailing 7-6, North put together their finest drive of the season as they drove from their own 36-yard line for the go-ahead tally. The Cavaliers used up the major part of the second period in the march in which Medinger, Ellenburg and Pope all ran like zebras with Medinger crashing across from three yards out. Medinger again missed the PAT.

With 17 seconds remaining in the first half, Deal's charges put the ball in play on the Moors' 47-yard stripe. Deal used one play to draw the defense in as he sent Chester up the middle for three yards. Deal quickly called time with seven seconds remaining.

The defense pulled in, Deal sent split end Tim Roach cutting across the field. In the meantime, Oliphant was racing all alone down to the 20-yard line. Deal spied him in the clear, laid the ball in his hands and Oliphant was brushed by one defender as he crossed the goal line for another go-ahead score. Karriker again was true and the halftime score read Mooresville 14, North Rowan 12.

During the second half, Coach Perry Pearson had his forward wall playing to full form as ends Roy Thompson and Larry Dyson, tackles Bill Watson, guards Karriker and Pope, along with center Dewitt Hinson, and lineback Pudgy Johnson put up a stiff defense against the Cavalier runners.

The final score of the game came in the third period when Roy Thompson jumped on a North Rowan fumble on the Cavaliers 12-yard line. Thompson was credited with two recoveries during the night's work. It took the Boyles boys just four plays to run the score to 20-12 and with Karriker's boot making it 21-12 the locals practically had the game on ice.

In going for the last score, fullback Mike Chester was the big gun, cracking up the middle three times with the final effort being a score thrust from one-yard out.

During the remainder of the game the two teams traded fumbles and opportunities to score, but neither could muster the strength to push one across.

Defensively, the locals had perhaps their finest night (taking away the long scoring run by Medinger) with backfield boys Chick Pless, Oliphant, Chester and Deal holding the Cavaliers without a single pass completion.

BIO-SLIM
An Aid In Weight Control . . . Stop Those Fattening Snacks.
30 Tablets $1.00
Medical Centre Pharmacy
And
Goodman Drug Co.

SPORTS

PHILIP PARKER SPORTS EDITOR

Hager Takes Top Money In Grid Contest

Larry Reid Hager of Mooresville, route 4, Box 422, with nine correct guesses out of a possible 11, won first place in the football contest being sponsored weekly by the Mooresville Tribune and Mooresville merchants. As first place winner, Hager will receive a cash award of $7.

Second place award of $4 was won by Mrs. Alice Lowrance of 217 East Catawba avenue. She had eight correct guesses out of a possible 11. She also predicted the exact total score of the Mooresville-North Rowan game at 32 points, and submitted her entry at 8:37 a. m. Thursday.

Lewis Davis, Jr., of 427 Wedgewood Road won the third place award of $3. He had eight correct guesses out of a possible 11 and also guessed the exact total score of the Mooresville-North Rowan game. However, it was 1 p. m. Friday when his entry was turned in.

Rice did not play Texas as in the Safety Chevrolet Company ad, therefore, this one could not be counted.

Others with eight correct guesses but one or more points off on the total score of the Mooresville-North Rowan game were: Graham Barnhardt of Mooresville, route 1; Mrs. W. L. Moore, 250 Institute street; Melvin Hager of Mooresville, route 4; Larry Reid Hager of Mooresville, route 4; Steve Mack, 746 North Main street; Mrs. Wooten Washam, 642 Boger avenue; Benny Cook of Kannapolis, route 2; Melvin Danyels, Jr., of Mooresville, route 1; Mrs. Alice Lowrance, 217 East Catawba avenue; Edgar Moore, 250 Institute street; and Lionel D. Donaldson, 121 Manor Circle.

All-Star Tilt Ends Big Midget Gridiron Season

Late Saturday afternoon the first year of the Midget Football season came to a close with the thrilling and exciting All-Star game. The tilt won by the Iron Works-Barger team by a 13-7 score had all the thrills of the first six games of the season.

The All-Stars were chosen by the coaches of the league and their pickings managed the first score on a 48-yard pass play from quarterback Henry Thompson to end Ricky Young in a real oddity.

Thompson throwing for Young had the ball batted up by defensive back Chuck Byrd and the ball came down to rest in the arms of Young who broke for the sidelines and raced into pay-off territory. The extra point was made on a line plunge moving the score to 7-0.

Coach Tate Mills' charges lost no time getting back in the contest as the Iron Works-Barger eleven moved the ball down the field from where Gary Brown banged it across from three yards out. Brown also carried across for the PAT making the game a 7-7 deadlock at halftime.

The deciding margin came in the third period when, behind the line busting of fullback Glenn Wells, the Iron Works-Barger team made another scoring drive with Wells crashing across from the one-yard line.

For all practical purposes that was all the scoring, but the lads of Templon-Draymore had their one final fling at glory when in the final five seconds of the game a pass almost connected for what could have been the winning points. The ball just barely slipped off the fingertips of Young in the end zone.

Line-up for the Iron Works-Barger team was: Bobby Gibson, Jeff Shoe, Bobby Waugh, Ricky Gibson, Gary Ham, Richard Sink, Clyde Millsaps, Joe Christopher, Donnie Earnhardt, Chuck Byrd and Glenn Wells.

Also, Jerry Murphy, Dennis Bates, Tommy Mills, Michael Levan, Gene Brannon, Steve Oliphant, Alan Beasley, Don Peiffer, Jimmy Wilson, Donnie Smith and Gary Brown.

Making up the Templon-Draymore All-Stars were Roy Brannon, Ken Morrow, Bobby Sherrill, Neill Brotherton, Ricky Young, Mitch Mayhew, Rick Christenberry, Bo Dalton, Henry Thompson, Bill Kerr and Hall Sherrill.

Also, Winston Mayhew, Kenneth Sherrill, Jerry Mullis, Rickey Weisner, Creighton Johnson, Johnny Brown, Ronnie Talbert, Gary Bumgarner, Sam Archer, Brent Curtis and Johnny Morrow.

Head Coach John Cook directed the Templon-Draymore stars with Bill Deaton, Donnie Shumake, Roger Mayhew, Bobby Lanor, John Berg and Allen Deaton as his assistants.

Tate Mills was head coach of the winning Iron Works-Barger stars with Roy Church, Bernard Christenbury, Fred Rinehardt, Frank Rinehardt, Jimmy Stewart and Danny Martin as his assistants.

Homecoming Festivities To Highlight Mooresville - Troutman Clash Friday

Old grads, friends of the school, and the regular delegation of South Iredell football fans will cram Mooresville Senior High football stadium Friday night to watch the crowning of the homecoming queen at halftime of the Mooresville-Troutman football game.

The 8 p. m. kickoff will send the locals against their mid-Iredell cousins for what is considered the Iredell County championship of the gridiron. The locals have already beaten Statesville and need the win over the Bobcats to claim the title.

Troutman, which has entered a new football era under the direction of Devil alumnus Bill Mayhew, will be at a high pitch for the encounter against Coach Roy Boyles' charges.

Winning their first game of the season 14-0 over Celeste Henkel, the Bobcats have gone through six games without a win, although they have a 0-0 tie with Scotts to give them an overall mark of 1-4-1, the Bobcats have been very impressive in most of their games.

Going into the "T" for the first time, Mayhew has found a real spark plug in quarterback Bobby Brackett, who is rated one of the top passers in the conference despite the team record, the club should give the Devils a rough battle tomorrow night.

Mayhew, during the past week of practice, has installed a spirit of beating Mooresville and it would be regarded a successful season for the Bobcats to come to Mooresville and leave the grounds carrying off the winning margin.

However, statistics-wise the locals will have all in their favor, both in the season record and the number of points scored. Mooresville, from all indications, should have the power to contain the passing of Brackett and the running of the Troutman backfield.

Line Coach Perry Pearson reports his charges in the Devil forward wall are now considered experienced veterans. In the game last week against North Rowan they did their best blocking of the season. With another week of practice gone by, they could be even better at their specific defensive and offensive assignments.

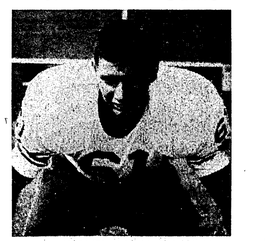
Without a question, Tommy Deal is a sure bet for the all-conference team in his junior year at quarterback for Mooresville. Deal, during the season, has shown he can get the job done, both in running the ball club and connecting with the receivers on his passes. Passing has been the biggest weapon of Mooresville with the major part of their scores resulting of completions from Deal to either Roach, Oliphant, Robinson and Mike Chester.

Up front, the locals will field a representative line made up of Dewitt Hinson, Billy Watson, Ray Brannon, Gary Karriker, Pudgy Johnson, Larry Dyson, Roy Thompson and Bobby Pope.

Defensively, the locals have allowed two touchdowns in the past three games. And, in their past three games they sport a 1-2 mark, and this was against two of the top 10 teams according to the rating released in the daily papers.

All this shapes up as a fine evening of football and pretty girl entertainment for all Mooresville and Troutman grid fans expected to attend the running, passing and blocking exhibition tomorrow night.

OUTSTANDING "BLUE DEVIL" IN THE North Rowan Game



GARRY KARRIKER — 188 Lb. Senior Tackle
Son Of Mr. and Mrs. Albert Karriker

Chosen By M.S.H.S. Football Squad
Awarded
$5.00 GIFT CERTIFICATE
By
John Mack & Son

Jerry Honeycutt Gets Hole-In-One

Jerry Honeycutt fired his first hole-in-one last Wednesday on the Mooresville Mills course.

He was playing in a foursome with Russ Wilson, Butch Doster and Frank Upright when he stroked the ball from the tee to the cup on the 140-yard No 5 hole. He used a wedge for the shot.

OUTSTANDING Jr. Hi Player
TROUTMAN GAME

Quarterback Mike Deaton, son of Mr. and Mrs. K. M. Deaton
Wins $5 Gift Certificate From
tastee-freez
970 N. Main Street
Mooresville, N. C.

Imps Fall To Bobkittens Saturday 6-0

Mooresville's Juior High gridders dropped their fourth game of the season to Troutman's Bobkittens by a 6-0 margin Saturday night. The locals will be idle this week due to the fact that Bandys dropped out of the conference.

The Imps will next be on the field in their final game of the year at Landis November 2.

Coach Dave Richardson adjudged the game Saturday night by far the most impressive by his team during the entire year. Defense was the main order of the game as neither team was able to score until in the final second of the game. Troutman completed a pass to the flat and the receiver raced all the way for the winning touchdown.

Mooresville moved the ball well with the fine passing of Mike Deaton and the running of fullback Tommy Brown. On numerous occasions the locals had what appeared to be a scoring drive underway, only to lose the ball on a fumble or have a penalty set them back.

Defensively, the locals had the best of the game, containing the Troutman running attack completely with the talents of Joe Benson, Clarence Black, Frank Rader, and Bill Keeter showing up well in the forward wall.

Was it the winning team they cheered Friday, or you in your winning Honor Man Shirt?

Belk's Boys' Dept.

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new name, new size, new style, new spirit, new car!

New CHEVELLE! by Chevrolet

New Chevelle Malibu Sport Coupe (foreground) with Malibu Super Sport Convertible

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Its ride comes from the people who developed the Jet-smooth kind. Its four engines—V8 or 6—carry that irrepressible Chevrolet spirit all the way up to 220 hp*. Its lively, graceful styling and Body by Fisher craftsmanship make its modest price all the more remarkable. And it comes in three series and eleven models—wagons, sedans, sport coupes, convertibles.

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See five entirely different lines of cars at your Chevrolet Showroom—CHEVROLET, CHEVELLE, CHEVY II, CORVAIR & CORVETTE

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