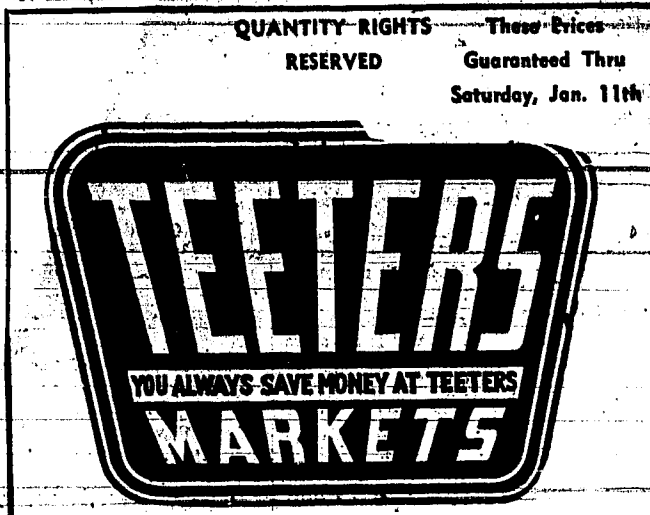


U.S. CHOICE HEAVY WESTERN BEEF

STEAK

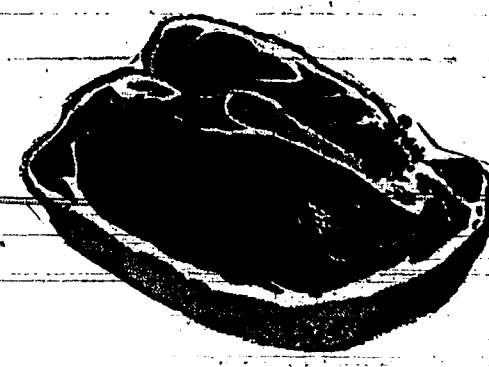
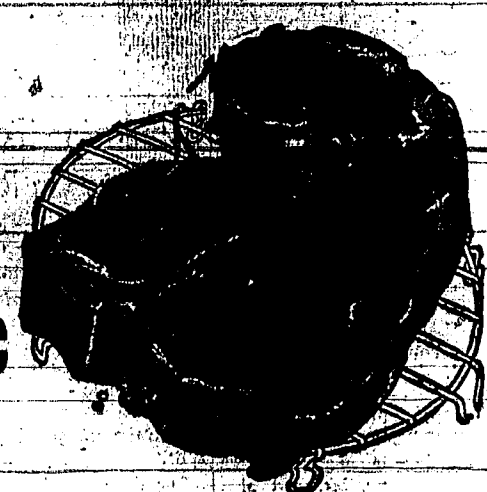
FESTIVAL SALE



U.S. CHOICE HEAVY WESTERN BEEF

STEAKS

BONELESS ROUND **79¢** TENDER CUBE **99¢**



U.S. CHOICE HEAVY WESTERN BEEF—T-BONE—CLUB OR SIRLOIN

STEAK

LB. **82¢**

MORTON FROZEN FRUIT

PIES

• PEACH 3 SIZE **79¢**

• APPLE

• COCONUT

DULANY FROZEN Broccoli Spears **2** 10-OZ. PKGS. **49¢**

DULANY FROZEN SPINACH **2** 10-OZ. PKGS. **35¢**

VALUABLE COUPON

FREE 100 EXTRA P.S. GOLD STAMPS

WITH \$10.00 OR MORE BROCCOLY PURCHASE AND THIS COUPON

Name _____

Address _____

City _____ State _____

Limit One Per Customer. Good Thru Sat., Jan. 11th.

U.S. CHOICE HEAVY WESTERN

STEW BEEF LB. **55¢**

CHEESE 2 1-LB. PKGS. **49¢**

U.S. CHOICE HEAVY WESTERN BEEF CHUCK

ROAST BONE-IN LB. **35¢**

VERNE DALE "Farm Fresh" Pimento

Cheese 8-OZ. CUP **33¢**

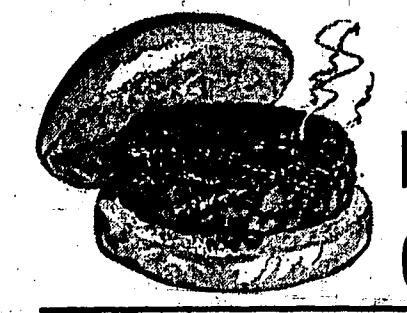
U.S. CHOICE HEAVY WESTERN BEEF BONELESS ROLLED CHUCK

ROAST LB. **55¢**

BISCUITS 5 CANS **49¢**

VERNE DALE PURE PORK

Sausage POUND **53¢**



LEAN FRESH GROUND

BEEF 3 LBS. **\$1.14**

FACIAL TISSUE

SCOTTIES... 2 400-CT. BOXES **49¢**

SOFT WEVE 2 ROLL PACK **23¢**

TOMATOES LB. **10¢**

BANANAS LB. **10¢**

FIRM RIPE SLICING

CARTON OF 4 **10¢**

Plenty FREE Parking

Shop Each FRIDAY NIGHT 9:30 P.M.

3-Lb. Can Jewel Shortening **63¢**

Quart Bottle JEWEL OIL **49¢**

Charmin Bathroom TISSUE

4 Roll Pack **37¢**

Sunshine Date Nut, Or Coconut Macaroon COOKIES

Pkg. **49¢**

Nabisco Premium SALTINES

1-Lb. Box **31¢**

Quart Bottle Clorox Bleach **23¢**

POTATO CHIPS

WISE

Twin Pack **59¢**

Gerber's Strained Fruit Or Vegetable BABY FOODS

4 Jar **43¢**

Gerber's Strained JUICES

2 Can For **23¢**

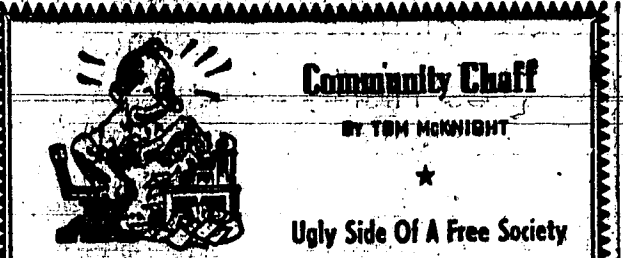
La Choy Chinese Foods

Chicken Chop Suey 303 Can **65¢**

Instant Chow Mein 303 Can **59¢**

Bean Sprouts 303 Can **17¢**

Mixed Chinese Vegetables 303 Can **43¢**



Tom is fast returning to his fighting form after recent surgery. He is itching to get back to his typewriter, and we trust he soon will. During the interim, Tom Sullivan is substituting in this space.

Freedom An Accomplish-In "Legal" Crime

There is this about free enterprise: it's equally free to the honest and the dishonest. Law in a free society protects uniformly the scrupulous and the unscrupulous. And because this freedom is such a two-way privilege, it is all the more dangerous to twist it into an accomplice in "legal" crime. The human family, like the proverbial apple barrel, is made up largely of good fruit. Most people believe in and practice the Golden Rule. But one human parasite, like the one bad apple, is enough to turn the stomach.

There are those, unfortunately, who have made it their business to prove that suckers really are born every minute. Just this week we got a letter from the Winston-Salem Better Business Bureau, warning of a door-to-door peddler selling a "miracle wax" that cleans, polishes and exterminates all kinds of insects. Housewives who bought the guy's spiel and his wares found that his all-purpose wonder wax is a mixture of linseed oil, beeswax and shoe polish that is greasy it never dries and has to be removed from the floor with soap and water.

So a 75-cent bottle of wax is small potatoes, you say. True, and the peddler also is guilty under the law, of false advertising. But, what about an \$8,100 flimflam that is completely within the law, although just barely? At least two Mooreville families have fallen prey recently to the fast lip and "I and a deed" come-on of shady shell home builders—and builders is not really the word. By playing on the egos of illiterate lot owners, by pumping up dreams, by warping pride in home ownership, these shysters have been able to use the letter-of-the-law to negotiate contracts that demand grossly excessive payments on "homes" that don't come near meeting Mooreville sanitation standards, not to mention the minimum housing code that goes into effect early next month.

Let's take a look at two cases. Bear in mind that in both instances, the builder (a Charlotte outfit) has conformed to the letter of the contract.

The contract in case No. 1 is validated by the "X" of the aged head of a family that was burned out of its shanty. He is to pay \$5,800 for a 20-by-36 foot shell, and shell is the word. His new home has no method of heating (no chimney, for that matter, and this is an oversight that the contractor must correct), no plumbing whatever, no water supply, no interior doors or finish work of any kind on the inside. It is, in short, four walls and a roof resting shakily on concrete blocks.

The town's building inspector was called to make the routine final inspection of the shanty dwelling. Without water and without provisions for sewage disposal, the structure was ruled unfit for human habitation. The owner of the "X" on the contract was asked by the inspector how much his new home cost. The old man knew only that he must pay so much each month. For how long? The disillusioned homeowner could only answer: "It'll be paid for."

Heartache On Steep Monthly Payments

The house in case No. 2 is more elaborate, and it should be—it cost \$8,100. It is smaller, 20-by-28 feet, but it has a bathroom, no other fixtures in the bathroom or elsewhere, just a tub resting on wood blocks. It has a chimney, too, but no heating system. As prescribed in the contract, this dwelling has sewer lines and water lines running five feet from the house. The lines are just there, they aren't connected to anything at either end. A functional illiterate wanted to build a home for his mother, who is old and a semi-invalid. What he got for his years of monthly payments was heartache and more expense.

Both new "homes" are in town, and both are within reach of water and sewer lines. At the very least, it will cost the owner of the \$8,100 house \$65 for a water lateral line and installation of a water. He will have to lay a sewer line from the house to the town's line and this probably will cost \$300. Both have to put in commodes, water lines, faucets and such just to be able to live in the places legally. There is no need to go into the expense they face to make their homes livable.

These fast operators come to town with a contractor's license. They apply for a building permit and the town has no recourse but to issue the permit. Armed with a legally binding contract, the shysters do their dirty work and leave—leaving the proud new homeowner with steep payments on a throw-together dwelling he'd be far better off without. Meeting the requirements of the town's building code is the responsibility of the owner. The embittered victim blames a few payments, so an official of the company comes to check. He explains the "fantastic expense" of a good house, he assures the homeowner that his complaints are being looked into, and he promises to overlook the missing payments—provided they are caught up. This goes on for months, maybe years, until the still unhappy homeowner has a stable investment in the place. Perhaps he has fixed it up into a fairly decent home. Then those missing payments take on sudden importance. The homeowner gets a couple of payments behind, and, whammo, the patent, long-suffering contractor reappears.

Local loaning institutions are all too familiar with the methods of these shysters who pounce on the ignorant and the poor. One official of a local home loan firm said his staff is called on often to appraise these shell homes for loans. He said that invariably, the people owe more on the houses than the houses are worth.

For contrast, records in the town office show that a local contractor recently completed a turn-key job on a 24-by-32 foot home. The dwelling, completely finished inside and out, water and sewer connections made, heating unit installed, cost \$4,500.

City Manager Cy Brooks and all familiar with the work.

Gibbs Plan For School Consolidation Asks New North, South Senior Highs

Mooreville Tribune

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

VOL. XXX MOORESVILLE, N. C., THURSDAY, JANUARY 16, 1964 No. 48

ADVERTISING EXECUTIVE

Alander To Speak At C-C Banquet

400 Expected To Attend Tuesday Event

With R. J. Alander, advertising manager for The Charlotte Observer and The Charlotte News, as the keynote speaker, the annual Chamber social calendar, will be held at the National Guard Armory on the Statesville Highway, getting underway at 7 o'clock.

Dr. Boyce A. Brawley, retiring president of the Chamber, will preside over the banquet meeting, and the invocation will be given by the Rev. Joe Stowe, pastor of the First Presbyterian Church. John V. Barger, a past president of the organization, will welcome the guests and the special guests will be recognized by Mitchell Mack, a retiring member of the Chamber's board of directors.

Alander will be introduced by John Alfred, executive vice president of the Mooreville Post and Savings and Loan Association. Alfred has been named to serve as vice president of the Chamber during 1964.

Following Alander's address, J. Mack Morrow, the incoming president of the Chamber, will be recognized and he is expected to speak briefly and dismiss the meet. See BANQUET—Page 2

Local Schools Re-Accredited By Association

The five local schools have been re-accredited for the 1963-64 school year by the Southern Association of Colleges and Schools, according to information received here from officials of the association.

Schools re-accredited are: Mooreville Senior High, Mooreville Junior High, Park View, South, Dunbar.

In announcing the re-accreditation of the local schools, the association commended the schools for continuing to meet the standards for regional accreditation. This re-accreditation action was taken by the Southern Association of Colleges and Schools at its 68th annual meeting in Memphis, Tenn., in December.

The Mooreville Senior High School has been a member of the association since 1920 and the Dunbar School since 1929.

Mooreville's Postal Receipts Show Increase

Mooreville's postal receipts, a good index of the economic life of the community, showed an increase of 19.3 per cent during the last 10 months. Then the Congress, lamented, but Hogdon, don't pass nothing but "temporary taxes" when the folks back home know all taxes were permanent.

Congressman backing the medical care for the aged bill claims it won't cost the taxpayers a cent, and explains it will be paid by the employers and employees.



THURSDAY PHOTO

The Beauty Of Winter's Icy Breath

Sunday night's sleet and snow brought treacherous traveling and soaring fuel bills, kept kids home and underfoot, curtailed business and generally played havoc with standard operating procedure. But there is a beautiful side to winter's icy breath, as witness the serenity of the antebellum home of the John Bradfords on West Wilson Avenue.

SCHOOL ADDITION

West Low Bidder On Dunbar Job

At a public bid-opening here Tuesday afternoon, a Statesville construction firm was low bidder on the general contract for the Dunbar School addition.

One of seven firms competing for the job, P. S. West Construction Company entered a bid of \$44,674.

E. P. Beck and Sons of Mooreville, with a bid of \$56,440, was low bidder of the general contract for the addition.

Only two bids each were submitted on the heating and plumbing contracts. The law requires that at least three bids be submitted on any contract at the first letting. Therefore a new call for bids on these two contracts has been issued. According to the new call, bids on these two contracts will be received on Thursday, January 22, at 2 p. m. in the office of Dr. Roland Morgan, superintendent of the Mooreville City Schools.

In addition to P. S. West Construction Company, other firms bidding on the Dunbar School addition were: John V. Barger & Company of Mooreville, \$47,124; Barger Construction Company of Mooreville, \$47,800; Cabarrus Construction Company of Concord, \$45,126; C. C. Morrison of Shelby, \$50,000; A. A. Ramsey of Shelby, \$52,000; and T. C. Strickland of Shelby, \$47,400.

Firms bidding on the electrical contract, in addition to E. P. Beck and Sons, were: Caldwell Electric Company of Newton, \$7,197; Elam Electric Company of Charlotte, \$5,500; O'Connell Electric Company of Mooreville, route 4, \$8,666; and George B. Stevens of Mooreville, \$7,400.

The Mooreville School Board, it was pointed out, will meet at an early date to consider the bids, and successful contractors will be notified immediately thereafter.

Uncle Dan From Doobie Says

DEAR MR. EDITOR: The fellow at the country store Saturday night come up with a important discovery. The Congress of the United States and the people of the United States ain't speaking in the same language. And when Congressmen talk in one tongue and the people in another they are bound to be chaos in the land.

This discovery was made at what you might call a meeting at the Summit and all the best minds of the community was present, including Zeke Grubb's preacher. It ought to go down in history alongside such items as Columbus discovering the New World and Democrats discovering the New Frontier.

First, off, Ed: Doobie told about how the Congress passed a "debt ceiling" bill ever session. In the language of the folks back home, you hit the top when you hit the ceiling and they ain't no more. But the Congress has ratted the "debt ceiling" 3 times in the last 10 months.

Then the Congress, lamented, but Hogdon, don't pass nothing but "temporary taxes" when the folks back home know all taxes were permanent.

Congressman backing the medical care for the aged bill claims it won't cost the taxpayers a cent, and explains it will be paid by the employers and employees.

Zeke estimated about 95 per cent of the taxpayers were then same employers and employees.

Principals Unanimously Endorse Ist Proposal

Iredell now has gone a step further in its long and painful struggle for better school reorganization proposals county Board of Education.

The new plan under consideration resembles the Peabody Plan offered a few years back as Iredell's first serious approach to school consolidation. The study is by all counts, a definitive examination of rural education in this county.

Basically, the report agrees with Peabody experts that two consolidated senior high schools best solve the problem of molding county schools into a uniform educational system.

The new reorganization plan was explained to the county school board during a two-hour special session in Statesville Tuesday afternoon. Principals and committee members of the county's 19 schools all were briefed on the report in a round of conferences Tuesday. The study, like others before it, is a blueprint for school consolidation. It is the product of six months of research by county school Superintendent V. Ray Gibbs and his staff of professional administrators.

The plan, packed into 28 pages, covers present conditions of each school, suggests sweeping changes in the makeup of the school system and touches on the all-important financial side of the entire program.

The main features of the Gibbs Plan is a senior high in the north, on Jennings Road in Olin Township, and another in the south, on Old Mountain Road near Troutman. Each of the new plans would be built on sites yet to be chosen, although site selection committees are at work. Unity High School for Negroes would be greatly enlarged in order for it to continue serving the entire county.

All other schools in the county system would be maintained as modified elementary schools. Gibbs wants to install junior-high programs offering departmental instruction to seventh and eighth graders in all existing units, except Unity, in which enrollment would justify a separate junior high curriculum.

"The first step in this long-range program is the construction of the two senior high schools," Gibbs says. See GIBBS—Page 5

Preyer Plans Appearances In Iredell County

L. Richardson Preyer of Greensboro will bring his gubernatorial campaign to Iredell county next Tuesday, January 21.

James William Billio, Johnsonville, will be the guest of honor at the Statesville Hotel. Preyer's campaign in Iredell, announced the candidate's Iredell itinerary earlier this week.

"The candidate will speak at a church in the Statesville Hotel, at 8 a. m. Tickets, which may be purchased in advance or at the door, are \$1.50 each, and all people of legal age are cordially invited to attend."

Judge Preyer will address the breakfast group, according to announcement made by his county campaign manager.

The candidate will be guest of honor at a coffee at the Statesville Elks Lodge from 10:45 until 11:45. See PREYER—Page 2

First National Bank Declares 50 Per Cent Stock Dividend

Acting on the recommendation of the directors, the stockholders of the First National Bank of Mooreville Tuesday night authorized a 50 per cent stock dividend for all stockholders of record on December 31, 1963.

Taken at the annual meeting of the stockholders, held in the bank building on North Main Street, this action increased the bank's capital stock account \$62,500—from \$125,000 to \$187,500.

A resolution also was offered and passed whereby the officers of the bank were directed to continue all the fractional shares of stock to which stockholders were entitled by virtue of the stock dividend. These fractional shares, after they have been combined, will be offered for sale at public auction to the highest bidder for cash in the bank's main lobby at 12 o'clock noon on Saturday, January 25, 1964.

It was pointed out that 50 stockholders owned an odd number of shares, because the stock dividend was declared, therefore, each of the 56 was entitled to one-half share, making a total of 28 full shares to be offered for sale at public auction.

Prior to recommending the stock dividend increase, directors of the 64-year-old financial house requested and received approval for the dividend increase from the Comptroller of Currency in Washington, D. C., which regulates national banks.

Also, at Tuesday night's meeting the stockholders, encouraging reports were presented by Dr. George W. Taylor, president of the financial house, and Oni P. House, executive vice president and cashier.

The bank's net earnings from operations reached an all-time high last year.