U. S. CHOICE HEAVY WESTERN BEEF

STEAK FESTiVAL SALE

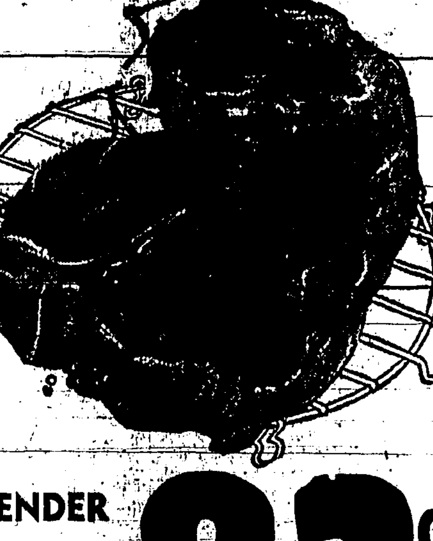
QUANTITY RIGHTS RESERVED

These Prices Guaranteed Thru Saturday, Jan. 4th

TEETERS MARKETS — YOU ALWAYS SAVE MONEY AT TEETERS

U. S. CHOICE HEAVY WESTERN BEEF

STEAKS



BONELESS ROUND LB. 79c — TENDER CUBE LB. 99c — TENDER SIRLOIN LB. 82c

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

STEAK LB. 82c

100% Viscose Rayon RUG RUNNER 24" x 72" EACH -- $1.79

Silicone Ironing Board PAD AND COVER SET FIRST QUALITY EACH 59c

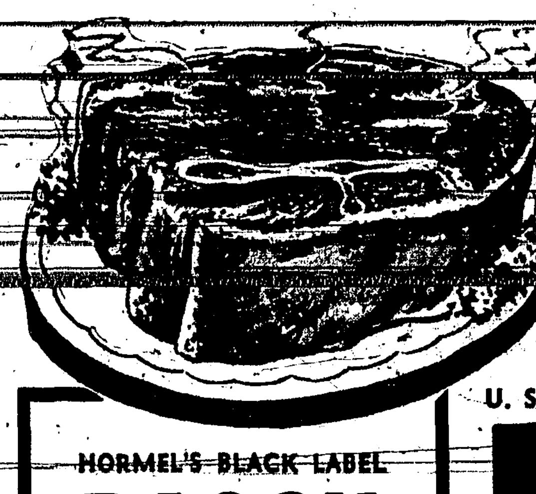
25 Tablet Bottle Alka-Seltzer Regular 59c Size EACH 47c

VALUABLE COUPON
FREE! 100 EXTRA F. S. GOLD STAMPS
WITH $10.00 OR MORE GROCERY PURCHASE AND THIS COUPON
Name ....
Street ....
City ....
Limit One Per Customer Honored by Adults Only Good Thru Sat., Jan. 4

U. S. CHOICE HEAVY WESTERN STEW BEEF LB. 55c

CHEF'S DELIGHT IMITATION CHEESE 2 1-LB. PKGS. 49c

U. S. CHOICE HEAVY WESTERN BEEF CHUCK



ROAST BONE IN LB. 35c

U. S. CHOICE HEAVY WESTERN BEEF BONED & ROLLED CHUCK

ROAST LB. 55c

HORMEL'S BLACK LABEL BACON 1-LB. TRAY PACK 49c

PILLSBURY'S OR BALLARD'S BISCUITS 5 CANS 49c

VERNEDALE PURE PORK Sausage POUND 53c

LEAN FRESH Ground BEEF 3 LBS. $1.14

HILLSDALE SLICED PINEAPPLE 2 NO. 2 CANS 49c

LIMIT ONE OF YOUR CHOICE PLEASE

Detergent H-T BLUE MAGIC LGE. BOX 19c — FAB LGE. BOX 25c

U. S. NO. 1 WHITE POTATOES 10 LB. VENT BAG 39c

FRESH FLORIDA JUICY GRAPEFRUIT 5 LB. POLLY BAG 39c

BANQUET FROZEN MEAT DINNERS 3 For $1.00

BANQUET FROZEN MEAT PIES • CHICKEN • BEEF • TURKEY 3 8-OZ. PIES 49c

Detergent VIM TABLETS Box 41¢

Dishwasher ALL Reg. Box 43¢

Liquid ALL Giant Bottle 31¢

Liquid LUX 12-Oz. Bottle 37¢

Liquid SWAN 12-Oz. Bottle 37¢

Detergent Liquid WISK Pint Can 41¢

Lux FLAKES Large Box 35¢

Nabisco Oreo Creme Sandwich Cookies Lb. Box 49¢

Large Size SURF Box 28¢

Blue SILVER DUST Large Box 35¢

Large Size BREEZE Box 35¢

Blue RINSO Large Box 29¢

Condensed ALL Reg. Box 39¢

Fluffy ALL Reg. Box 34¢

Lux Toilet SOAP Reg. Bar 11¢

Lux Toilet SOAP 2 Bath Bars 31¢

Sunshine Coconut MACAROONS Pkg. 49¢

Strietmann's First Lady COOKIES 14-Oz. Bag 49¢

Gerber's Strained Fruits & Vegetables BABY FOOD 4 Jars 43¢

Tom is hospitalized, recovering from a hernia operation. Len Sullivan, whose meanderings usually appear inside under the Shucks and Nubbins heading, is relief-pitching in this space this week.

Baby, It's Getting Colder Outside

Remember Leif Ericson? He's the hardy chap who sailed, rowed or otherwise plied the North Atlantic in an open boat. Rugged Norseman though he was, Eric wouldn't feel up to that mode of exploration today—he'd freeze. Grandpa and his vivid recollections of "that terrible winter of '06" or some such year notwithstanding, South Iredell and the rest of the world are getting colder. For some reason we assume the elements have kept pace with our technological age, that the weather, like everything else, just gets better and better.

Not so, say meteorologists. Unless you forgot to put in anti-freeze or had trouble with your furnace during the recent blizzard hereabouts, you probably haven't given much thought to the temperature. Well, baby, it's getting colder out there. The weathermen are puzzled—and worried. After several centuries of cold weather, the average temperature had climbed one degree from 1880 until 1946. But about the beginning of the political cold war, we began experiencing a cold war of another type. Today, we are back to pre-1880 weather, and the average temperature appears heading downward still more.

So why sweat one degree? That little bit would give London a much more pleasant climate. It would allow crops to be planted 600 feet farther up the world's mountainsides. Since 1946, North Atlantic storms that used to rage over the Arctic have been moving south. Moving south ahead of the ice have been the fish and even the Gulf Stream. Norway's chief port, open for as long as seven months in the early forties, was open but two weeks last year. The failure of Russia's virgin lands farm program is due partly to colder weather.

The weathermen have sundry theories, ranging from possible changes in the sun's radiation to increasing carbon dioxide in the atmosphere. As yet, no one has blamed the Democrats or Republicans, or even the communists. It's the same old story: Everybody's talking about the weather, but nobody's doing anything about it.

Take The Family To The 'Rotary Movie'

Hold everything. Gather the brood around and announce that Wednesday, January 15, is the date of that family night out you've been promising. Mark all the calendars and plan to join other families like yours at the State Theater for "Rotary Day at the Movies." The local civic club has hired the hall and secured "The Delicate Delinquent" for four showings during the afternoon and evening. Don't worry about a baby sitter, bring everybody.

Rotarians are sponsoring the movie as a fund-raising project. Whether they raise any funds depends on you. Rotary is one of our harder-working civic groups. You can enjoy wholesome entertainment and contribute to the support of the club's civic projects, all for a small admission. So why not?

Muddying The Water About Water Bills

The water bill you got this month was for water you used way back in November. For some reason, we Mooresvillians are having one devil of a time grasping this fact.

A harried town office staff spends a good bit of time during every bill-paying period explaining why bills were so high to customers who were out of town a couple of weeks during the month immediately preceding. City Manager Cy Brooks asked us to pass along an explanation in hopes of clearing up the matter for good and all.

Water meters are read between the first and sixth of each month. The readings then are sent to a data processing firm in Charlotte that uses the electronic punch-card system to prepare the bills. The ready-to-mail statements are returned here for distribution the first of the following month. So, your January charge is for water used during November, based on the early December reading.

One further point. Brooks says all meters are read each and every month. We also can explain why your bill may be the same two or more months running. The readings are taken at even 100 gallons. Say you used 3,490 gallons of water in November, you were charged for 3,400 gallons. You didn't get 90 gallons of free water though, because the meter readings are cumulative. When your meter was read in January you were charged with all water used, to the nearest 100 gallons, in excess of the last reading.

Now that all your water bill questions are as clear as mud, we can move on to weightier matters.

Political Focus On The Have-Nots

A series of articles dealing with poverty in North Carolina appeared under Governor Sanford's name recently in the state's major daily newspapers. The stories dealt with the effect of the very poor on all phases of the state's growth. Terry Sanford's compassion for the less fortunate has been manifest throughout his public life, and few men in our history have given more of themselves to ease the burdens of poverty. Governor Sanford realizes full well that helping the poor means more than public giveaway programs, more than a full stomach. The solution, long-term as it may be, lies in enabling the weak to grow strong and help themselves. Governor Sanford is convinced education is the force that can break through the more formidable barriers to a better life. Contrary to too many political promises, Governor Sanford's administration has made a vibrant social and economic movement of the "Crusade for Education" he outlined when he asked for the state's highest office.

It is interesting, then, to follow national political thinking that is merely an extended, magnified version of the Sanford approach. Experts say President Johnson already

See CHAFF—Page 2

Preyer Picks Johnston To Head Drive

Statesville Realtor To Lead Iredell Campaign

James William (Billy) Johnston Jr., Statesville realtor and well-known civic leader, has been appointed Iredell County manager of Richardson Preyer's campaign for governor.

Announcement that Johnston has accepted the position was made Wednesday through Judge Preyer's campaign headquarters.

The man who has assumed the responsibility of directing the "People for Preyer" movement in Iredell has his roots in Mooresville, although he lived here only for the first six months of his life.

Billy Johnston is a nephew of Dick and Hal Johnston, owners of Johnston Coal and Oil Co. here. His mother is a daughter of W. C. Johnston, founder of W. C. Johnston Hardware here. In short, the 38-year-old businessman says he has "more kinfolk in Mooresville than I can count."

Johnston is very active in civic, church and professional affairs in the county seat. He is a member of the Statesville Board of Education, a former president of the Statesville Junior Chamber of Commerce and a former member of the Statesville Chamber of Commerce Board of Directors. He is a Presbyterian and a leader in his church.

Judge Preyer's top man in Ire-

See JOHNSTON—Page 5

Three Alleged Robbers Bound To High Court

Three Catawba county teenagers face trial in Iredell Superior Court on charges of robbery and assault with a deadly weapon with intent to kill.

The three youths are charged with slugging R. E. Davis of Mooresville and robbing his Cascade village grocery of more than $700.

They were bound to high court Monday following a probable cause hearing in the Mooresville Recorder's Court.

The Iredell Sheriff's Department lodged the charges against the trio.

The crime was committed around 7:30 a. m. Saturday. The youths, who officers say have admitted the robbery and assault, were identified by Deputy Richard E. (Dick) Perkins as: John Marshall Isaac, 17, of Claremont, route 1; George Robert Steele, 19, of Sherrill's Ford; and Herschell Eugene Flynn, 16, of Catawba, route 1.

According to Deputy Perkins,

See CRIME—Page 2

Uncle Dan From Doolie Says:

DEAR MISTER EDITOR:

The fellers at the country store Saturday night was discussing everthing from Vietnam to the Congress and from foreign aid to wimmen.

They was a little confusion on some items, fer instant Zeke Grubb argued Vietnam was in South America and nobody claimed to know nothing about wimmen. But, general speaking, the fellers was overflowing with wisdom on all matters.

First off, Ed Doolittle said he wanted to pay his respects to them noble Congressmen on the matter of trying to git their wages raised $10,000 a year. Ed allowed as how ever Congressman in Washington knowed when he was beating the bushes fer votes two years ago exact what the wage scale was fer the job. He was of the opinion that any Congressman that had any respect fer hisself or his constituents would wait till after the general election in November afore voting hisself a fat hike in pay. Ed figgered a Congressman had ought to come home and tell the voters he was going to support a bill fer more pay and then let the people give him the raise if he was elected. That made sense to all the fellers and it was so voted.

Zeke brung up the matter of foreign aid again. It has got to the place where Zeke gits so mad about this foreign aid business his old lady has to put a ice bag on his head ever time he picks up the morning paper. Zeke said maybe Vietnam wasn't in South America like he argued, admitted it might be in Africa like the other fellers claimed, but he allowed as how his geography was right on the beam when it come to foreign aid.

He was quoting from a speech by Congressman Otto Passman of Louisiana where the Guvernment agency that holds the money box fer foreign aid closed out the phiscal year with nearly 8 billion dollars in unspent funds. Farthermore, Zeke said Congressman Passman reported that more'n a billion dollars of that money wasn't even earmarked or obligated fer nothing, was just laying there idle to be grabbed off by the first country that come along and put up the porest mouth.

Clem Webster announced the only "aid" program he was backing in the next election was this Federal aid to education bill. He said he had wrote a letter to his Congressman promising his support fer this bill if they would use all the money fer teaching arithmetic in Washington.

Personal, Mister Editor, I don't think they was much we can do about money. Slow but certain this item has got the human race in a squeeze. The Bible says it's hard fer a rich man to enter Heaven and it's gitting harder and harder fer a pore man to remain on earth.

Yours truly,
Uncle Dan

Mooresville C-C Elects Officers, Four Directors

Mooresville Chamber of Commerce officers for 1964 and four new directors have been elected.

The directors were chosen during a brief membership meeting, which was held at noon Tuesday in the courtroom of the Municipal Building, and the officers were chosen during a meeting of the directors, which followed the membership session.

J. Mack Morrow, part owner and manager of the Safety Chevrolet Company, was named president of the Chamber, succeeding Dr. Boyce A. Brawley. Morrow advanced from the vice presidency.

The directors selected John Allred to serve as Chamber vice president, and Sam Price, Jr., was named treasurer.

W. J. Haselden, executive secretary of the organization for several years, was re-elected to this post.

During the meeting of the full membership, a nominating committee made up of the three immediate past presidents—Dr. C. L. Bittinger, John V. Barger, and William S. (Bill) Neel—presented its recommendations for new directors. The men suggested by the committee and unanimously elected by the membership were: John C. (Johnny) Miller, Jack Duffy, W. K. (Bill) Brawley, and Chester Johnson.

Retiring from the board were: Dr. C. L. Bittinger, Roy Creamer, John Simpson, and Mitchell Mack.

In addition to the new members, who were named to three-year terms, these men serve on the Chamber's board of directors: Dr. Boyce A. Brawley, J. Mack Morrow, Gene Johnston, S. E. Murdoch, T. C. Delk, E. C. Cavin, M. F. Crouch, Joe Gilley, Sam Price, Jr., John Allred, and Robert Kerr.

After his election to the presidency, Morrow spoke briefly, tell-

See C-C—Page 2

Mooresville Tribune

MOOR MILL · MT. ULLA · OSTWALT · TROUTMAN · MAZEPPA · SHEPHERDS · MATHEWTOWN · SHINNVILLE · DOOLIE · MT. MOURNE · BELLS X-ROADS · TERRELL · CASCADE MILL

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

VOL. XXX — MOORESVILLE, N. C., THURSDAY, JANUARY 9, 1964 — No.

Mooresville Citizens Will Decide Tax For Recreation At The Polls

First National Bank Schedules Stock Dividend

Directors of the First National Bank of Mooresville have approved and will recommend to stockholders of the institution at their annual meeting next Tuesday that a stock dividend of 50 per cent be paid to all stockholders of record on December 31, 1963.

If the dividend is approved, it will increase the bank's capital stock account $62,500—from $125,000 to $187,500.

This announcement has been made by the officers of the 64-year-old financial house and letters, concerning the annual meeting and proposed dividend increase, have been mailed to all stockholders.

Prior to announcing the proposed dividend increase, directors of the bank requested and received approval for the dividend increase from the Comptroller of Currency in Washington, D. C., which regulates national banks.

A spokesman for the bank stated the capital stock of the institution was split by a vote of the stockholders in the early 1950s on a ratio of 20 shares for each share then held by each stockholder.

If the proposed stock dividend is approved, it will be the first such dividend for the bank since the capital re-organization in the early 1950s.

With the approval of the proposal, the lending capacity of the First National Bank of Mooresville will be increased to the extent that one borrower may receive up to 10 per cent of the capital and surplus account of the bank, it was pointed out.

This is in accordance with the regulations set forth by the office

See BANK—Page 2

TRIBUNE PHOTO

FRIENDLY CHAT ON PART OF NCEA DINNER MEETING PRINCIPALS
Left To Right, Dr. Roland Morgan, Dr. Bernard Boyd, Rylan Weisner

Probable Date Of Balloting Is April 28

The ballot box now holds the key to the future of Mooresville's recreation program. Town voters will decide in late April whether public recreation here shall be publicly financed.

The Town Board this week adopted a resolution calling for a referendum on the tax-for-recreation question. Machinery for the vote was put in motion following another in a series of discussions of the critical need for more support for the community's physically robust, but financially anemic recreation program.

Members of the local Recreation Commission were on hand during the regular monthly meeting of the board to plead for the vote, and to answer questions concerning local recreation. Among those who spoke out for a more adequately financed recreation program was Dr. Roland Morgan, superintendent of Mooresville schools and ex-officio member of the Recreation Commission.

"I feel very strongly about recreation," Dr. Morgan said, "and I feel public recreation is a definite

See RECREATION—Page 2

BY NCEA DINNER SPEAKER

Religion's Importance Stressed

"After science and philosophy have done all they can and have failed, there's another avenue open to humanity's masses — the avenue of religion as revealed to us in the Bible," a prominent university professor declared here Tuesday night.

The keynoter at the annual dinner meeting of the Mooresville Unit of the North Carolina Education Association, Dr. Bernard Boyd, professor of Biblical Literature at the University of North Carolina at Chapel Hill, spoke in the Roland R. Morgan auditorium of the Mooresville Senior High School, following a 6:30 p. m. dinner in the school's cafeteria.

He was pinch-hitting for Dr. Lyman V. Ginger, dean of the College of Education at the University of Kentucky in Lexington, Kentucky. Dr. Ginger was unable to appear on the program when his plane was grounded due to fog in

See NCEA—Page 2

Safety Chevrolet Co. Begins Repairs After $40,000 Blaze

At mid-week, Safety Chevrolet Co. was working feverishly to get its fire-damaged plant back in operation. Spokesmen for the business said they hope to restore normal service within 60 days.

Fire struck the Mooresville auto sales and service firm early Monday morning. Damages to the building and its contents were estimated by company officials at more than $40,000.

The blaze at the 156 North Broad Street firm was the second major fire in this area in as many weeks. Dillon Manufacturing Co. was destroyed by fire December 31. That loss was placed at $50,000.

Jim-Mack Morrow, president and general manager of Safety Chevrolet Co., still is evaluating damage caused by the blaze. Even as he surveyed his gutted repair shop Monday, he was receiving offers of assistance from all sides.

"The way people in Mooresville have come to our aid really has been heart-warming," Morrow said, "every other car dealer in town has come to us and offered use of their facilities and equipment. Several independent mechanics have volunteered their shops and services."

Henry Connor, an employee of Mooresville Ice Cream Co. that is next door to the auto firm, noticed fire in the rear of the building when he came to work at 5:50 a. m. Monday. His alarm was answered by about 30 Mooresville regular and volunteer firemen.

The blaze was centered in the rear of the 60-by-120-feet brick structure that houses the repair shop, the used car reconditioning operation and the auto parts stockroom. Mooresville Fire Inspector Howard Pender said Tuesday that, in his opinion, the fire started from an overheated electric motor on an air compressor at the rear of the repair shop.

Smoke and heat damage occurred throughout the building. Lesser damage was caused in the 35-by-50 feet addition to the original structure. This wing houses the firm's showrooms and offices.

The company president praised

See FIRE—Page 2

Amendment Vote Set For Next Tuesday

If registration for a vote on two proposed amendments to the North Carolina State Constitution was as light across the state as it was in Iredell county, there won't be many voters out next Tuesday, January 14.

That's the date North Carolinians go to the polls to decide the so-called "little federal plan" and an amendment regarding married women's prop-

See AMENDMENT—Page 2

TRIBUNE PHOTO

THIS BRAND-NEW CHEVY ONE OF CARS DESTROYED IN FIRE
Mechanic Gene Honeycutt, Left, Fireman Howard Pender Survey Damage