

—Column—

# GRAFFITI

By **TERESA EATMON**  
Staff Writer

Hmmm . . . graffiti. Well, we're still here in the bathroom from last week, but let's move down off the walls and look in the soap dish.

Ivory soap.  
It was supposed to sink just like every other regular old generic soap. In fact, Ivory's famous trademark was an accident, according to "Everybody's Business," a guide edited by Milton Moskowitz, Michael Katz and Robert Levering.

In 1878, Harvey Proctor, second-generation owner of Proctor & Gamble Company, started marketing a new white soap. The product's gimmick was a groove in the middle so that showering customers could break the bar in two.

He sat in church in 1879 and . . . bamm! . . . divine inspiration hit. He read the 45th psalm: "All thy garments smell of myrrh, and aloes and cassia, out of the ivory palaces whereby they have made thee glad." Ivory had a name.

Before long, a customer called and ordered "more of that floating soap."

The company then noticed it had puffed too much air into the mixture. After that, the formula was permanently changed, and the soap was advertised as "Ivory: the soap that floats."

Another production flub involves the all-time favorite Coca-Cola. Coke adds life, you know. Well, that was the plan all along, but the idea was a little bit different when the drink first appeared.

Pharmacist John Styth Pemberton invented Coca-Cola syrup back in 1886. His formula was a modification of the French wine Coca, supposedly a cure for headaches, sluggishness, indigestion and throbbing temples resulting from overindulgence.

Soon after inventing this cure-all, however, Pemberton's health failed and he sold two-thirds of his business. Soon after, the company fell into the hands of Asa Briggs Candler, who evidently knew the real thing when he saw it. At first, Candler promoted the drink as a medicine but soon realized it sold better as a soft drink. By 1895, Candler was selling Coke in every state in the country.

Speaking of everyday items, how about those Levis? There's that old traditional blue tale of Levi Strauss, dry goods peddler.

Twenty-year-old Strauss left New York in 1850 to sell dry goods to

gold rush miners, but, while his dry goods sold, the tent canvas he also wanted to peddle didn't. Well, the enterprising Strauss cut up the tough stuff and started making durable pants the miners needed.

The pants came to be called Levis and before long, Strauss joined forces with Jacob Davis, who added rivets to the pants. Within a few years, the new company was turning out 501 Double X blue denim waist overalls

— 501 standing for the lot number. And what a guarantee they came with: the jeans were promised to shrink, wrinkle and fade.

So much for those of us who never thought we'd try on a tent for size.

# You Set The Price At Stereo Sound!

It's as easy as 1-2-3 Now thru Tuesday March 31...  
"You have a say in the price you pay."

## Home Stereo

## VCR's & Camcorders

## Car Stereo

## TV Monitors

## Accessories

# 1. Choose from our Huge Selection of Audio & Video

ALPINE	JVC	LUXMAN	PIONEER	
Bang & Olufsen	KENWOOD	NAD	polkaudio	TARGA
Boston Acoustics	KEF	Nakamichi	Rega	Wood Technology
Canon	klipsch	NEC	SANYO	YAMAHA
CWD	Linn Sandek	PHASETECH	signet	& LOTS MORE!

## 2. Write Your Own Price

With one of the special tags you picked up at the counter, just write in your super sale price. Then give this tag to a Stereo Sound Salesperson. Our store manager will authorize all reasonable offers. And if you catch one in the right mood, they may even accept an unreasonable one.

## 3. Head Home Happy

You've found what you've wanted! And when you walk out the door, you can keep on counting on Stereo Sound for excellent backup & service. As a "value added" dealer, Stereo Sound offers valuable extras like our own service department, extended warranties, a 7-day refund policy, & knowledgeable salespeople.

\$1500 Instant Credit-90 Days Same as Cash for those who qualify

# STEREO SOUND

Taking Carolina by sight and sound

**Chapel Hill**  
175 E. Franklin St.  
(Above Four Corners)  
942-8546

**Greensboro**  
2705 High Point Road  
(Next to McDonald's)  
292-7400

**Raleigh**  
7105 Glenwood Avenue  
(Next to Circuit City)  
782-4111

**Winston-Salem**  
1608 S. Stratford Rd.  
(In front of Circuit City)  
768-0150



## BAUM

### DIAMONDS FINE JEWELRY

106 West Franklin St., Chapel Hill  
929-0286 9:30-5:30

Convenient parking corner Franklin & Church Sts.