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Yesterday was when the folks who boxed Wheaties started outlandish nutritional claims for cereals by labeling it the "Breakfast of Champions." Kids were persuaded to down the stuff at breakfast, on the theory they would become great athletes.

Yesterday was when cigarette manufacturers already knew smoking is harmful, and two of them tried to play this fact on a low key in their advertising. Lucky Strikes were supposed to be "kind to your throat," and Old Golds boasted that in their case there wasn't "a cough in a carload."

Even earlier those who swore by a pipe were assured that Prince Albert tobacco "does not bite the tongue." Strangely, countless smokers who steered clear of the brand contended its bite exceeded others they tried.

Yesterday was when a Yankee general occupying New Bern, during the War Between the States, sported a bumper crop of facial foliage extending from temple well nigh to chin. Hippies owe a debt to General Burnside. He first popularized sideburns.

Yesterday was when no woman ever said, "My girdle is killing me," as they now agonize in television commercials. Females did suffer, however, in corsets that were so tight a gal's eyes tended to bulge like a frog's.

Yesterday was when New Bern's dope problem didn't involve the young, but dozens of adult addicts who tried to hide the habit in the privacy of their homes. Neighbors, as always, knew what was happening behind closed doors.

Yesterday was when you could buy a mouth harp, made in Germany for a nickel at New Bern's five and ten. A boy who couldn't learn to play Home Sweet Home on one of the things was foolish to tackle any other song.

Yesterday was when automobiles with out of state tags caused heads to turn on Middle Street. Surprisingly, then there foreigners didn't look a whole lot different from our natives here.

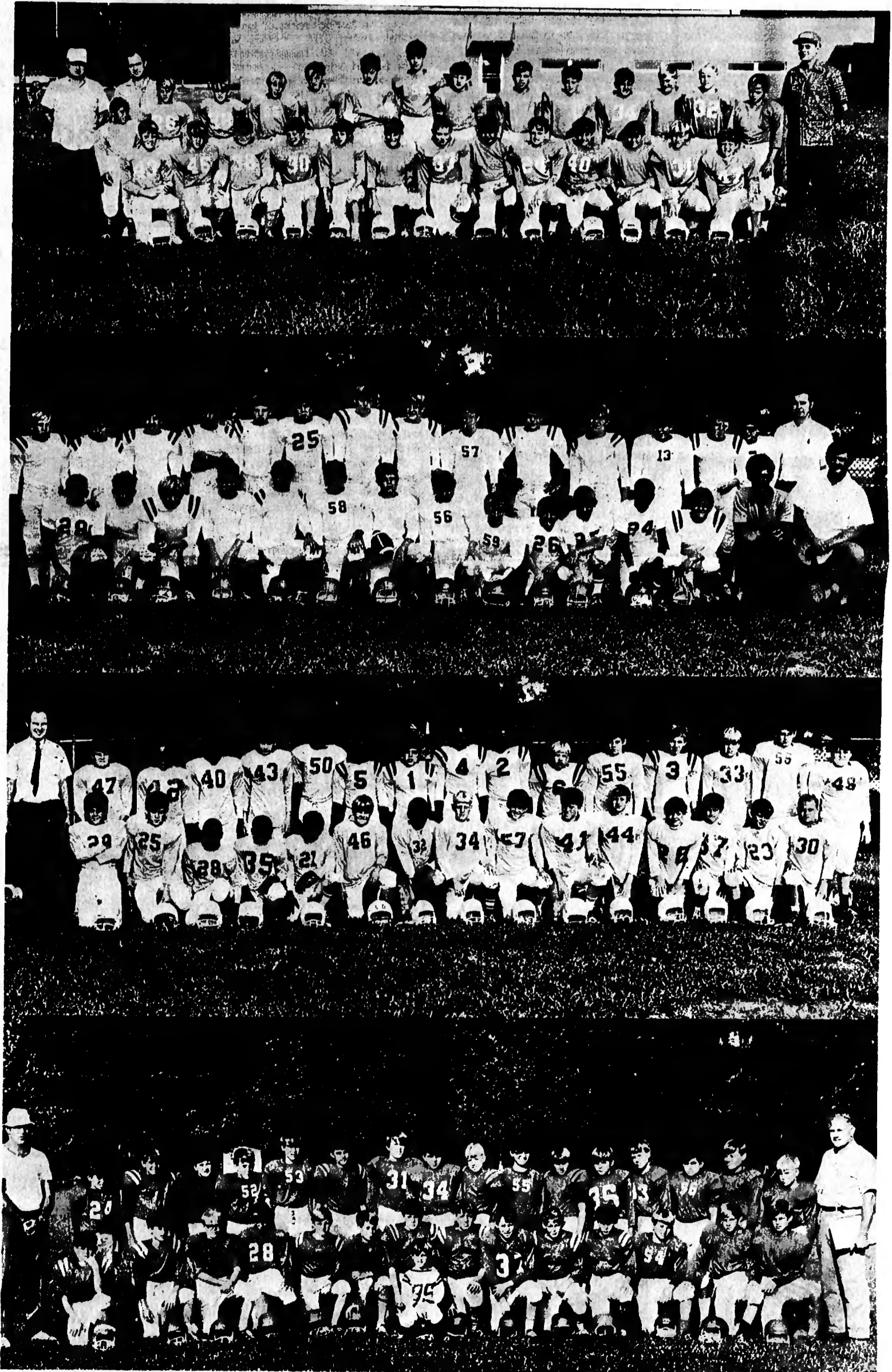
Yesterday was when New Bern's present City Hall was the town's Post Office, but had no clock tower. Progress brought us a town clock that shows one time, rings another, and is wrong in both instances.

Yesterday was when it would have been grounds for getting fired, if any employee had suggested a few coffee breaks to lighten the load of a 60-hour week. And can you imagine working to the tune of background music?

Yesterday was when Reynolds came out with the first ball-point pens, and people rushed to buy them for twenty two dollars each. Now, of course, that much money will purchase more than two hundred pens if you aren't a stickler for quality.

Yesterday was when just about every New Bern home had an open fireplace, and children didn't have to wonder how Santa Claus gets inside the house. It is easier on those eight tiny reindeer now, not to have to scramble on roofs.

Yesterday was when no one



YOU NEVER CAN TELL — There may be a future All-American among these youngsters who perform for the Rams, Lions, Colts and Bears in the New Bern

Recreation Department's Midget Football League. It's for real when they take to the gridiron, and the battling is fierce.—Photo by Jack Layne.