

## Metal Leading Material For High Quality Skis

NEW YORK — Thinking of buying your first pair of good skis this winter and wondering what material is best?

Here's a statistic that might help you make up your mind: 80 per cent of all the high quality skis sold today—\$100 plus—are metal.

Good equipment is vital if you're going to have fun skiing. And if you've made up your mind to pay \$100 to \$175 for a pair of new skis you should know that you're getting the latest and most modern equipment that ski technology can supply.

The basic structure of the metal ski consists of two layers of springy aluminum alloy bonded to a light weight core. When the ski deflects through a bump, the top layer shortens in compression and the bottom layer lengthens in tension.

### Ski Retains Shape

When the strain is relieved, both metal layers snap back to their original length and the ski regains precisely its original shape, ready for the next maneuver.

Derived from this construction are three properties which profoundly affect the performance of the ski — flexibility, torsional rigidity (resistance to twist) and thinness.

Flexibility: A metal ski,

thanks principally to aluminum, is strong in proportion to its weight. It can be made flexible without breaking.

Torsional Rigidity: Metal is uniformly strong in all directions. This gives metal skis a resistance to twist unobtainable with fibrous materials.

Thinness: The flexibility of a ski is determined by its thickness and the material used. Because metal is exceptionally stiff

and strong, a metal ski turns out to be much thinner for the same flexibility than skis made of fibrous materials.

There is no question about the durability of metal skis; it has been a major factor in getting skiers to upgrade their skis to metal. Durability is a key point with recreational skiers who should measure the economics of skiing in terms of the number of seasons of skiing they'll get for their investment.



Clark Gable as Rhett Butler and Vivien Leigh as Scarlett O'Hara, one of the screen's most memorable love teams, as they appear in David O. Selznick's production of Margaret Mitchell's "Gone With the Wind." The all-time-great picture, winner of 10 Academy Awards, is now presented by Metro-Goldwyn-Mayer in new Wide-Screen and Metrocolor splendor, adding immeasurably to the film's spectacle and dramatic impact. Leslie Howard and Olivia de Havilland are also starred in a giant cast. Starts Christmas Day at Taylor Theatre, Edenton.

## Medicare To Change

Beginning in January, an older person who goes to the hospital under Medicare will be responsible for the first \$44 of his hospital bill—now running about \$600 for the average hospital stay by a Medicare beneficiary, Robert Alford, Social Security officer-in-charge, said. The \$4.00 increase (from the present \$40 deductible) results from a provision in the law requiring an annual review of the deductible amount. The first such review the law provided was to be made in 1968.

The law specifies that if this annual review shows that hospital costs have changed significantly, the hospital deductible amount must be adjusted for the following year. Necessary increases in the deductible amount are to be made in \$4.00 steps to avoid small annual changes.

Following the formula in the law, and figuring the ratio of inpatient hospital costs under Medicare in 1966 with those in 1967, the deductible amount for 1969 worked out to \$45.36. Rounded to the nearest multiple of \$4.00, this will make the deductible \$44 for 1969.

The results of the annual review of the inpatient hospital deductible also apply to the dollar amount a Medicare beneficiary pays toward a hospital stay of more than 60 days, or a posthospital extended care stay of more than 20 days.

These amounts therefore will also increase by 10 per cent, effective January 1 to \$11 a day for the 61st through the 90th day of a hospital stay; to \$5.50 for the 20th to the 100th day of a stay in a post-hospital extended care facility, and to \$22 a day for each day of the (lifetime reserve) of 60 days, the reserve account a beneficiary can draw upon if he ever needs more than 90 days of hospital care in the same benefit period. The changes in these amounts apply only to the hospital insurance part of Medicare and do not affect the financing of the Supplementary Medical Insurance—the voluntary program which covers doctor bills and a wide variety of other medical services.

### More Aluminum Being Used Now

NEW YORK—More aluminum is being used in new cars than ever before but if you're a new car owner you're probably noticing it less.

The explanation is that while use of aluminum in auto trim and accessories has declined slightly because of styling changes, it has increased in under-the-hood items, notably transmissions and engines.

No profit grows where there is no pleasure taken. —Shakespeare

## Taylor Theatre

EDENTON, N. C.

Starts Christmas Day - Wednesday, Dec. 25, for a 11-day Run

DAVID O. SELZNICK'S PRODUCTION OF MARGARET MITCHELLS

## "GONE WITH THE WIND"



In new screen splendor...  
The most magnificent picture ever!

STARRING

CLARK GABLE

VIVIEN LEIGH

LESLIE HOWARD OLIVIA de HAVILLAND

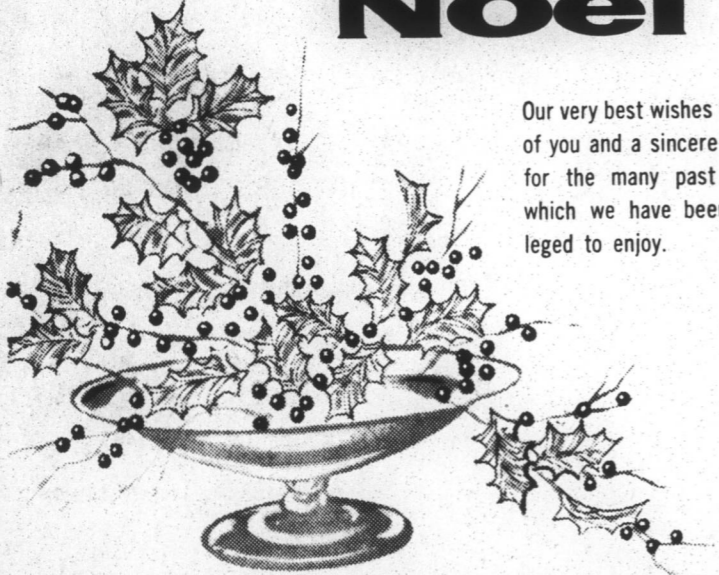
A SELZNICK INTERNATIONAL PICTURE - VICTOR FLEMING - SCREEN PLAY BY SIDNEY HOWARD - METRO-GOLDWYN-MAYER INC. - MADE IN U.S.A. STEREOGRAPHIC SOUND METROCOLOR MGM



All Evening Shows 8:00 P. M. - Sat. & Sun. Matinees 2:00 P. M. First Floor 75c - \$1.25 - \$1.50 - Balcony 50c - \$1.00

METAL SKIS will be making the scene on the slopes this winter more than ever before. Why? They offer many advantages in flexibility, resistance to twist, thinness and durability.

## Noel



Our very best wishes to each of you and a sincere thanks for the many past favors which we have been privileged to enjoy.

## W. E. SMITH'S STORE

ROCKY HOCK SECTION

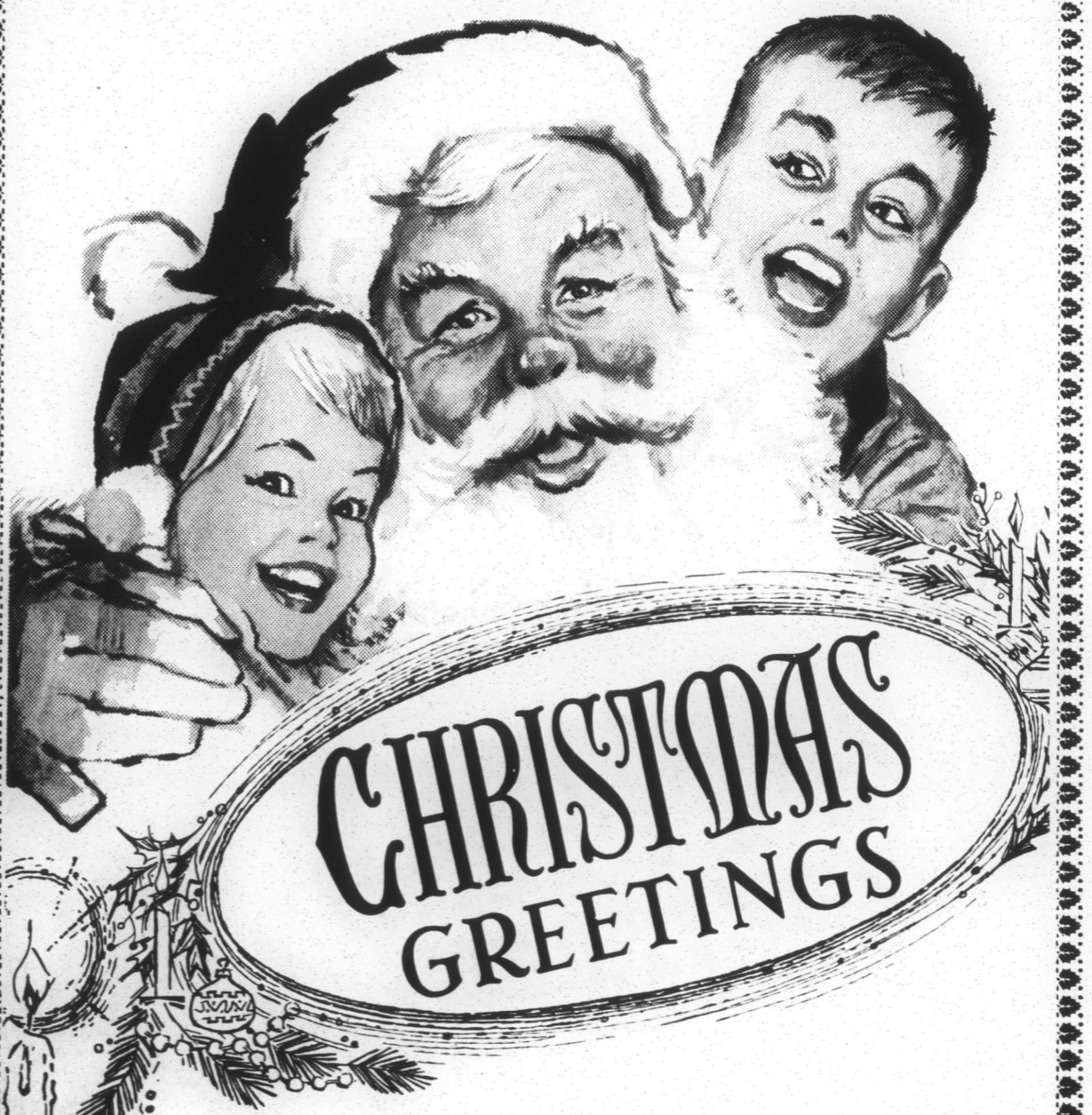
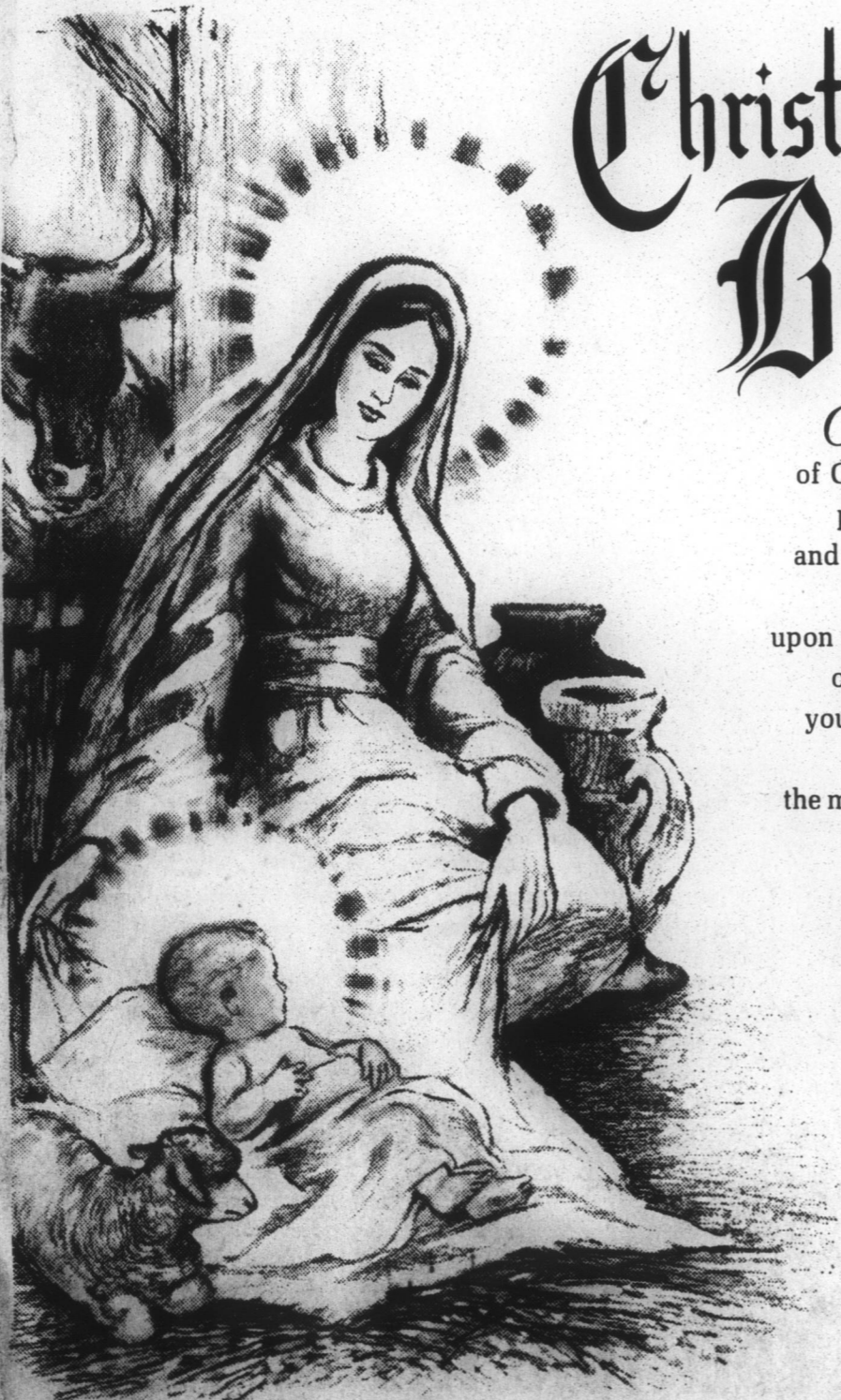
Phone 221-4031

Edenton, N. C.

For Quick Results... Try a Herald Classified Ad!

## Christmas Blessings

Once again the spirit of Christmas radiates its promise of hope, love and peace throughout the land. As you reflect upon the Miracle and glory of the Holy Birth, may you be comforted by the faith, gladdened by the message and sustained by the inspiration of Christmas, now and always. May holiday joys and blessings be yours.



CHRISTMAS GREETINGS

We heartily wish, for you and yours, a most merry and festive Christmas... as filled with the joy of giving as jolly St. Nick himself... as full of happy wonder as the shining faces of children gathered around the tree. May your heart and home be brimming with all the most precious blessings of the Christmas season.

## UNITED PIECE DYE WORKS

EDENTON, N. C.

## Chris - Craft Corporation