

Famous Entertainer

"Moms" Mabley Returns To Brevard For Visit With Relatives



MOMS MABLEY, world-famous entertainer of stage and television, was home here in her native Brevard for several days last week visiting friends and relatives. Moms is shown above, left, talking over old times with her first cousin, Mrs. Rosa Wilkes, above right, who Moms says is a fine comedienne in her own right. The photo at right shows Moms as she appears on stage or nationwide television, where her humorous stories and anecdotes have made millions laugh.

(Times Staff Photo)



JACKIE "MOMS" MABLEY

Changed Name From Loretta Mary Aiken

By - Bill Norris

Moms Mabley came back home last week.

The world-famous entertainer, born here in Brevard more years ago than she cares to tell, spent several days here with her first cousin, Mrs. Rosa Wilkes, before returning to New York where she now makes her home.

Seen frequently on national television with such popular tv personalities as Flip Wilson, Ed Sullivan and Merv Griffin, Moms was back here to give a concert at Asheville City Auditorium last Thursday night, the first such performance in her native area since she went into show business over 50 years ago.

"It's good to be back," she reminisced, "Because I get a chance to see family and friends that I haven't seen in years. I love Brevard, and whenever I'm asked on tv where I'm from, I'm always proud to tell 'em. I don't say I'm from Asheville or Charlotte, or some other larger city, I say I'm from BREVARD!"

Born Loretta Mary Aiken, the daughter of the late Jim and Mary Aiken, she left Brevard in her early teens on the advice of her great grandmother, Harriet Smith, who was part Cherokee and lived to be 118 years old.

"Grandma told me that there was a big world out there, and she wanted me to see it. She told me not to be afraid, but to just put God in front, go ahead, and don't look back. And I've followed her advice all my life."

She moved up North and was in Buffalo, New York, expecting a baby when the decision came to go on the stage. "I got down on my knees and asked God to show me the way to make a living for me and this child," she said.

"And then, just as plain as I've ever heard anyone talk, a voice came to me and said, 'Go on the stage and I'll go with you,' and when I looked around and didn't see anybody, I knew it was God showin' me the way."

"I fell in with some show business folks and started travelin'. My first stage performance was in Pittsburgh in a comedy role in 'The Rich Aunt From Utah.' The part just seemed to come natural to me, and I didn't make any mistakes, and that started me off."

And she's been going ever since.

She changed her name to Jackie Mabley because that was the name of a young Canadian that she was engaged to. "But he wouldn't live in the United States, and I didn't want to live in Canada, so I just kept his name, but not him," she chuckled.

"I really changed my name because my oldest brother said that I had disgraced the Aiken name by going on the stage. I tried to tell him that I wasn't doin' nothing dishonest, that I was just workin', but back then folks thought that all stage women were bad, so I changed my name."

Moms now lives in Westchester county, north of New York City, not very far from Governor Nelson Rockefeller. "Yeah," she grinned, "I live close enough to him so that I can just take my taxes and throw 'em over the fence to him."

"I'm not workin' quite as much as I used to," she said, "not because I'm gettin' old, but because I just get tired a little quicker than I used to. Not long ago, I was offered my own apartment and \$30,000 a week to play Las Vegas, but my doctor said 'No.' I guess he's right 'cause that's two shows a night seven nights a week, and I just can't put up with that kind of carryin' on any more."

Moms was asked her opinion of today's young people, and she was quick to come to their defense. "Young folks don't do anything that they haven't learned from someone older. If what they learn at home when they are little is good, then that's the way they'll behave later. I like young people. They buy my records. Old people don't buy my records, I guess, because they don't like to hear the truth."

"I don't care too much for old folks," she continued, "Specially old men. Old men aren't good for anything except to introduce you to younger men," she chuckled.

Moms doesn't learn her lines before she goes on stage, she just says what comes to her, and it's usually very funny. She said that her brother Eddie writes a few stories for her, and they write some jokes together. "They've all stolen material from Moms," she said, "From the biggest in the business to the smallest, black and white, but as fast as they steal 'em, God gives me more. All I've got to do is look up and here they come. I always pray before going on stage, because I want Him with me out there. Like I said, I keep God in front."

She was quick to point out that her cousin, Mrs. Wilkes, should have been a comedienne also. "She can say things just as funny as I can, and some things a lot funnier. She could have been a great one, but she chose to stay here in Brevard. I love her dearly, because she has always been so kind to others all her life. She's helped take care of some of our relatives when they couldn't do for themselves, and I just don't know of anyone that I have a deeper feeling for than my cousin, Rosa Wilkes," Moms said.

About then, Moms picked up the phone to call her New York office to let them know where she was and to find out where her next engagement might be.

"Okay," she said in her gravelly voice, "I'll be there in time, but right now I'm gonna take a couple of days off and spend 'em here. I'm at home in Brevard. And she was.

New Brevard Plaza Shopping Center Has Grand Opening

(Continued from Page One)

Pharmacy department, and Mr. Sansom calls particular attention to the Health Foods department.

The headquarters for White Cross is in Monroeville, Pennsylvania.

Bi-Lo Supermarket

Frank L. Outlaw, President, founder and Chairman of the Board, is especially happy to bring the 39th unit of the BI-LO chain to Brevard.

All new BI-LO stores feature shopping aisles up to 16 feet wide. This spaciousness provides speedier shopping to save customers' time.

This store will handle more than 6,500 items. With the exception of BI-LO's own bread, margarine, rolls and potato chips, marketed under the name, "Golden Magic," all other items are nationally advertised name brands—names known and trusted—traditional foods and all that's new, too.

The 18,500 square foot store will provide 88 feet of new upright frozen foods cases for fast easy shopping. These cases will provide the busy homemaker with a wide selection of pre-packaged fruits, vegetables, juices and desserts, some ready to cook—others ready to serve.

One thousand two hundred square feet are devoted to merchandising fresh produce. Brought from all growing areas of the United States directly to BI-LO warehouse and then shipped promptly to the store these items are especially protected by the most modern refrigeration equipment to help keep them at the peak of their freshness and help the homemaker in having a widely varied

menu at low, low prices.

The new supermarket will have a 44-foot bakery goods department and a well stocked health and beauty aids discount section will cover 80 feet of one wall.

Two large fiberglass steers atop each store has become the chain's emblem and indicates that BI-LO specializes in meats. Mr. Outlaw points out, "We have reversed the trend from self-service meat departments. Our meat department will have fifteen (15) trained clerks behind the counter to serve customers, cutting and wrapping their purchases to orders. All BI-LO meats are government inspected to insure wholesomeness.

"Ten (10) automatic checkouts with friendly, courteous checkers and bag boys make the end of your shopping a pleasure," Mr. Outlaw says.

According to Mr. Outlaw the store will employ in excess of 60 people and operate between the hours of 8:00 a.m. and 10:00 p.m. Monday through Saturday.

Family Dollar Stores

Leon Levine is president of Family Dollar Stores, Inc., a discount department store chain with headquarters in Charlotte.

The Family Dollar Store will carry a complete line of merchandise for home and family at discount prices, including men's, women's, boy's, girl's and infant wearing apparel, shoes, sheets, pillowcases, blankets, bedspreads, curtains, health and beauty aids, records, stationery, school supplies, candy, housewares, hardware, paint and automotive supplies.

The company operates a chain of 100 stores in North

Carolina, South Carolina, Georgia, Tennessee and Virginia. Starting with a single store in Charlotte in 1950, the company has rapidly grown into a major regional chain now employing more than 1,000 people with more than 450,000 square feet of selling area.

The company operates a 50,000 square foot warehouse and distributor center in Charlotte, from which new merchandise is shipped daily to its stores. An experienced staff of professional buyers, headed by executive vice president, Sherman Levine, constantly shop major markets all over the world to assure its customers the best values.

Mr. Levine says that "the company is the fastest growing retail chain in the southeastern United States and the Brevard store is part of the major new expansion planned for this year. The company believes that Transylvania county area has a great potential for growth and progress, and is proud to become a part of its business community. Family Dollar Stores looks forward to serving the thousands of people in this area with top quality merchandise at lowest possible prices."

When you think of prescriptions, think of VARNER'S. adv.

TRY TIMES WANT ADS

Two Killed, Five Injured In One-Vehicle Accident

(Continued From Page One) in a satisfactory condition in the local hospital.

Four other passengers were treated at the hospital and released. They were:

William Hunt, age 20, 70 Oakdale street, Brevard; Millard Bruce Murdock, age 27, 502 Prohart street; Donald Lee Britt, age 30, route 1, Brevard and William Wynn, age 24, 105 1/2 East Main St., Brevard.

Seven fatalities have now been recorded during 1971 on Transylvania's highways.

Munro Rites

A memorial service was held Sunday for Mr. Munro at the Brevard - Davidson River Presbyterian church, and graveside rites were held in Pisgah Gardens. They were conducted by a unit from Shaw Air Force Base in Sumter, S. C.

Mr. Munro was a retired Air Force captain and a veteran of World War II, having served in Europe and Asia. He was a native of Columbus, Ga. and an employee of the DuPont at Cedar Mountain.

Surviving are the wife, Mrs. Grace Munro of the home, who is head of the business division at Brevard College; one son, Chip, a student at Georgia Tech, Atlanta, Ga.; one daughter, Miss Jennie Munro of Atlanta, and one sister, Miss Carolyn Munro of Columbus, Ga.

Mr. Munro was active in church and civic affairs. He was a Sunday school teacher at the Brevard - Davidson River Presbyterian church and also a member of the choir.

He worked with the Boy Scouts of Troop 703 of the Brevard - Davidson River Presbyterian church, and also served as chairman of the Transylvania County Scout Committee.

From January, 1938, to January 1939, he attended Brevard

Brevard College Establishes New Direct Transfer Program

Two privately supported colleges in North Carolina have entered into an agreement that will permit graduates of a junior college to enroll at a four year college as juniors with a direct transfer of full credit for academic work completed at the junior college level.

The announcement was made today in a joint statement by Dr. Theo Strum, dean of instruction at Elon College and Dr. Ben F. Wade, academic dean at Brevard College.

Brevard is a two year liberal arts college.

The Rev. Thomas McPhail officiated at the church service.

The family has requested that in lieu of flowers that donations be made to the Presbyterian church or to Brevard College.

Moore Funeral Home was in charge of arrangements.

Fox Rites

Last rites for Mr. Fox were also held at 3:00 p.m. last Sunday afternoon.

They were held in the St. Luke C M E church in Tryon, and burial followed in the Good Shepherd cemetery, also in Tryon.

Survivors include the wife, Mrs. Vivian King Fox of the home; two daughters, Anita and Crystal Renee Fox of Detroit, Michigan; his mother, Mrs. Mamie Fox of Tryon; three sisters, Mrs. Rebecca Carter and Elizabeth Foster, both of Tryon and Miss Rachel Fox of Philadelphia and three brothers, James and Robert Fox of Tryon, Donald of Landrum, S. C.

Pilgrim Funeral Home in Hendersonville was in charge of arrangements.

arts college related to the United Methodist church of Western North Carolina. Its academic program prepares students to the sciences, liberal arts, fine arts and secretarial fields. The college is located in the Blue Ridge Mountains between Asheville, N. C. and Greenville, S. C. and Dr. Robert A. Davis serves as president.

Elon College was chartered on March 11, 1889, "to afford instruction in the liberal arts and sciences." Its establishment was the result of determination on the part of the Christian church, now the United Church of Christ, to have a school which would prepare young people for leadership in the churches.

Elon, located just west of Burlington, now boasts an enrollment of over 1800 and a modern physical plant valued at over \$9 million. The college is headed by Dr. J. E. Daniel, now in his fifteenth year as president.

Prior to the new direct transfer arrangement, Brevard graduates were given credit only for those courses taken at Brevard that were also offered at Elon. Also grades of "C" or better on courses at Brevard were computed at Elon as a straight "C" average. Now all grades are transferred at their face value and no hours are lost on courses not in the Elon curriculum.

"We are most pleased that we can now accept Brevard College graduates as direct transfer students and offer full credit for their academic work at Brevard," said Dr. Strum in the announcement. "We look forward to a good working relationship between Brevard and Elon."

"Help Schools Bridge The Gap"

American Education Week - October 24-30

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