

## House Of Fashion At New Location

The House of Fashion, previously located in the Regal Hotel Building are now at a new location in the old Dickey Theatre building on Tennessee Street by the Henn Theatre.

In 1966 the store was opened under the name of Lois and Nancy's Dress Shop. On June 14, 1968 the name was changed to The House of Fashion when Mrs. Avis Phillips joined the organization. Due to increasing business the management decided to relocate.

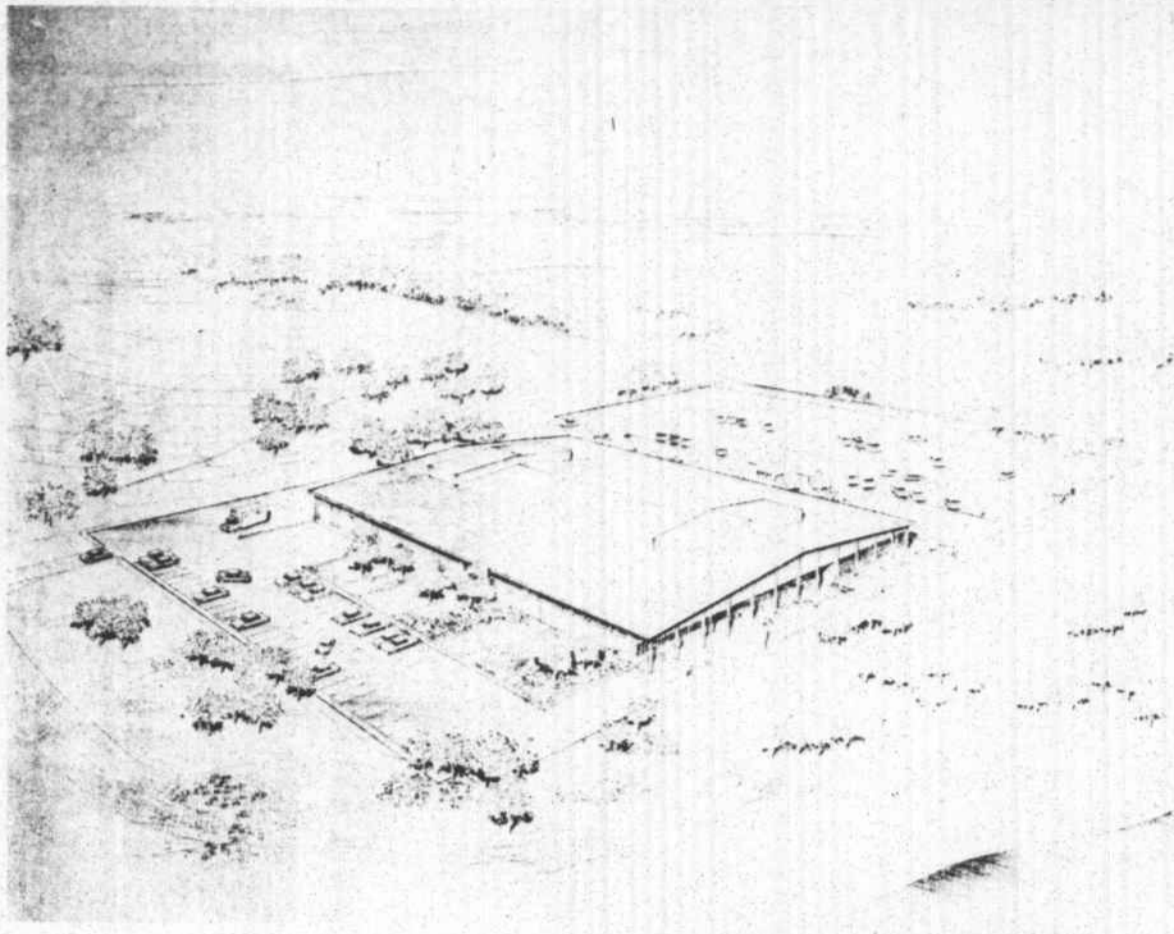
Grandopening began Tuesday, and will continue through the remainder of the week.

Go by and see the new House of Fashion.

## Murphy Police Arrest Twelve Over Weekend

Twelve persons were arrested by the Murphy Police Department over the weekend, Murphy Police Chief Pete Stalcup reported Wednesday.

Stalcup said that eight persons were arrested for public drunkenness, two for driving under the influence, one for reckless driving and one for driving on the wrong side of the road, causing an accident.



Levi Strauss & Co. Proposed Plant

## Court Holds Heavy Session

Honorable Judge Felix E. Alley, Jr. presided over a heavy docket of the Cherokee County District Court, held Monday and Tuesday, July 7-8.

Driving under the influence, speeding and public drunkenness

topped the list of cases heard in the two day session.

Proceedings before the two day court were:

State vs Carroll Brown Ledford Charge: Driving under the influence. Plea: Guilty Verdict: Guilty. Pay fine of

\$100.00 and cost of court, and surrender driver license.

State vs Fred Mosteller, Charge: D.U.I. Plea: Guilty. Verdict: Guilty. Pay fine of 200.00 and cost and surrender drivers license.

State vs John Lee Colvard, Charge: D.U.I. Plea: Guilty. Verdict: Guilty. Pay fine of \$100.00 and cost, and surrender driver license.

State vs Larry Boone Massey, Charge: Reckless Driving. Plea: Guilty Verdict: pay fine of \$25.00 and cost.

State vs Doyle White, Charge: Driving while license revoked. Plea: Guilty. Verdict: Guilty, prayer for judgement continued until July 22, on the condition that defendant pay fine of \$200.00 and cost.

State vs Doyle White, Charge: D.U.I. Plea: Guilty. Verdict: Guilty, prayer for judgement continued until July 22 on condition that the defendant pay fine of \$100.00 and cost and surrender driver license.

State vs Robert Estep, Charge: D.U.I. Plea: Guilty. Verdict: Guilty, prayer for judgement continued until July 22.

State vs Larry Joe Newman, Charge: Speeding Plea: Guilty Verdict: Guilty, pay fine of \$25.00 and cost and surrender drivers license.

State vs Sye Birchfield, Charge: P. D. Plea: Guilty. Verdict: Guilty, pay fine of \$10.00 and cost.

State vs Samuel Lewis Moore, Charge: D.U.I.; concealed weapon. Plea: Guilty, Verdict: Guilty, D.U.I. pay fine of \$100.00 and cost and surrender drivers license. Concealed weapon, pay fine of \$25.00.

State vs Eugene Robinson, Charge: P.P. Plea: Guilty Verdict: Guilty, prayer for judgement continued on payment of cost, until 22.

State vs Francis Lorene Derberry, Charge: D.U.I. revoked license, no insurance, no registration. Continued until next session.

State vs William David Crisp, Charge: reckless driving. Plea: Guilty, Verdict: Guilty, pay fine of \$25.00 and cost.

State vs Jim Chitwood, Charge: Cruelty to Animals, Plea: Guilty; Verdict: Guilty prayer for judgement continued on payment of cost.

State vs Claude McLean, Charge: D.U.I. Plea: Guilty. Verdict: guilty, pay fine of \$100.00 and cost and surrender drivers license.

State vs Johnny Leroy Phillips, Charge: Speeding Plea: guilty. Verdict: guilty, pay fine of \$60.00 and cost and surrender license.

State vs Carl McKinley Gibby, Jr., charge: Reckless Driving Plea: Guilty, Verdict: Guilty, pay fine of \$25.00 and cost.

State vs Thomas Cary Wilson, Charge: Expired plate; no ins.; no insp; P. D. Plea: Guilty Verdict: guilty, pay fine \$25.00 and cost.

State vs James Edward Radford, Charge: Speeding, plea, guilty. Verdict: Guilty, pay fine of \$25.00 and cost and surrender license.

State vs Jack Dean Dockery, Charge: D.U.I. Plea: Guilty Verdict: Guilty, prayer for judgement continued until July 22, on payment of cost and surrender of license.

State vs David Sheridan Kephart, Charge: follow too close. Plea: Guilty Verdict: guilty, prayer for judgement continued on payment of cost.

State vs Albert McClure, Charge: P. D., 2nd offense. Plea: Guilty, Verdict: Guilty, prayer for judgement continued on payment of cost.

State vs Gary Willard Johnson, Charge: Reckless Driving Plea: Guilty Verdict: Guilty, prayer for judgement continued on payment of cost.

State vs Herbert Michael Hogan, Charge: revoked License license. Plea: Guilty. Verdict: Guilty, pay fine of \$200.00 and cost.

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## Jaycee Fishing Rodeo Winners

The Jaycees report that a lot of nice fish were registered in the 1969 Hiwassee Lake Fishing Rodeo. The contest began May 1 and ended July 4th.

M. G. Curtis of Murphy, won the contest for the overall largest game fish with his 9 lb. 9 1/2 oz. walleye pike. He received an inscribed trophy, a True Temper rod and Pflueger 551 Spinning Reel, donated by the Jaycees and Campbells Store.

Larry Conley of Rt. 4, Murphy, won a spin-cast rod and reel donated by Hughes Supply with his first place 2 lb. 5 oz. white bass.

Johnnie McDevitt of Marshall, N. C., caught a 7 lb 7 oz., Largemouth Bass to win a Revelation Rod and Zebco 33 Reel donated by Murphy Western Auto and Murphy Hardware.

Kenny Morrow of Route 4, Murphy, caught the largest Smallmouth Bass at 3 lbs 10 oz. He received a Revelation rod and Heddon 100 spin-cast reel donated by Murphy Western Auto.

The largest crappie was a 1 lb. 7 oz. fish, caught by Clyde Kernie of Rossville, Ga. He received a tackle box from Carolina Hardware and lures from Shooks Boat Dock.

The contest for largest bream was tied with two 12 oz. fish. These were caught by L. C. Clark of Chatanooga and Tom Ramsey of Murphy. The prizes were a Berkley Travel Pack fly rod given by the Jaycees and a Johnson 088 spin-cast reel given by Shooks Boat Dock.

## Levi Strauss & Co. To Build New 55,000-Square-Foot Plant Here

Levi Strauss & Co. announced that construction will begin soon on a new 55,000 square foot manufacturing plant here. The new plant will replace a facility Levi's has operated here since 1963 in the 20,000 square foot Alverson building.

The new million dollar plant, a one-story model of production efficiency, is scheduled for completion in November. It will employ more than twice the 300 working at the present facility.

The new plant will be located approximately 2 miles East of Murphy on U. S. 19.

Horace Cannon, Levi's plant manager since 1965, will continue as manager of the new plant.

The Murphy plant's production has been exclusively Levi's Sta-Prest permanent press sportswear pants. About 6 million pairs have been made there in the six years Levi Strauss has operated here.

Peter E. Haas, executive vice president, described the construction as an important step in the company's continuing program to update and upgrade all of its facilities. Levi Strauss also is building new plants in Wichita Falls, Tyler, and San Angelo to replace older and smaller facilities in those Texas cities.

Levi Strauss, which has annual sales of more than \$200 million, is the world's largest manufacturer of men's and boys' pants and has a rapidly growing Levi's for Gals women's sportswear division.

Long considered to be family-owned by descendants of Levi Strauss, the company actually has had employee stockholders for many years and brought itself within the SEC jurisdiction rather than change the policy of

broadening that ownership. Latest figures show 43 family members and trusts hold about two-thirds of Levi Strauss & Co. stock and more than 480 employees hold the balance. The non-family holdings are comparable to those in some actively traded "publicly-owned" stocks.

Levi Strauss started the business, which made his first name one of the best known in American history, when he came to California in 1850 to become a Gold Rush merchant. His initial merchandise sold, except for canvas he thought would be in demand for tents and wagon covers.

"You should have brought pants," Strauss supposedly was told by a prospector weary of the way trousers wore out in the Mother Lode. So the canvas was tailored into sturdy pants and soon miners were clamoring for "those pants of Levi's."

The firm -- it became a partnership in 1853 -- dealt in dry goods and continued to make pants in the same basic style that has become a classic: snug, low on the hips, tapering in the legs. There were two major innovations. Denim had replaced canvas and Strauss insisted that for uniformity it be dyed indigo blue. . . the genesis of blue jeans. Then, in the 1860's, the reinforcing of pockets with copper rivets proved such a good idea it was patented.

Levi Strauss & Co. was incorporated in 1890 with four nephews of Strauss, a bachelor, taking more important roles in the business. He continued as its head, however, until his death at 83 in 1902.

The company dropped its bedding and domestic wholesaling right after World War II, its sweaters, socks and knitwear department about

1950 and a department that sold "workshirts and that type of thing" was allowed to dry up.

Walter A. Haas, Sr., president from 1922 - 1955, and his brother-in-law, Daniel E. Koshland, president from 1955 - 1958, headed the firm as the transition began. They started bringing in young men with executive talent. . . now the average age on the 15-member board of directors, exclusive of Mr. Haas, Sr. (chairman of the board) and Mr. Koshland (chairman of the executive committee), is 47 with 19 years with the company.

Diversification also began, both of product line and geographically. After the war Levi Strauss had just 15 salesmen, none east of the Mississippi. Now it has 275.

The move East was started by retaining a six-men marketing organization in 1947 and

acquiring it two years later.

"Then we did something very basic," Walter Haas, Jr., said. "We concentrated on what was then the teen-age market. We've continued that and as the population grew we broadened our appeal to keep the people we got as customers at that age."

Then in January 1968 at the age of 117, the company decided to chase girls and initiated its "Levi's for Gals" division.

Today Levi Strauss has 29 plants in nine states plus others in Canada, Mexico, Belgium and Hong Kong. No overseas production is sold in the U. S. Distribution is handled from three major facilities in this country and centers in Canada and Belgium. The company has more than 12,000 employees.

Harrie - Quattlebaum Construction Co., Inc. of Florence, S. C., will be the contractor for the new plant.

## District Softball Tournament To Begin Friday, July 18

The Far West District Softball tournament will get underway Friday Night, July 18th at the Robbinsville High School in Robbinsville. Heritage Quilts of Bryson City and the Snowbird Maroons of Robbinsville become the first of the twenty-two entries to do battle as they take the field at 6:15 in the first of a four-game opening night.

In all some 44 games will be played over a thirteen-night period before the champion is determined on Monday night, August 4th.

Back to defend their championship won last year will be Texana of Murphy, who will make their first appearance

against Elmo's Billards of Robbinsville in the 7-15 game Friday evening. Weakened by the loss of several of last year's stars to the armed forces, Texana must rate the darkhorse roll in this years tournament.

Based on league play in their respective towns and on the results of some intra-city play the roll of favorite would have to fall between Na-Bers Drive-In of Bryson City and Clifton Precision of Murphy. Still there is no clear cut favorite and anyone of the ten teams is capable of carrying home the championship trophy.

Other teams that must be given consideration are Rimco Manufacturing, currently resting in second place in the Murphy League and who have added several players from the Independents, second place finishers in the tournament last year; American Legion Post No. 192 is currently resting securely on top of the Robbinsville League and were third place finishers last year; Sealtest, leaders of the Andrews League and runners-up in the district two years ago; Heritage Quilts of Bryson City; Bell Creek, the top Clay County Team; and the Triplets of Robbinsville who are out to break the jinks of suffering first round upsets in the two previous tournaments.

Other games on opening night will find the Orange Owls of Robbinsville taking on Coble Dairy of Murphy at 8:30 while at 9:30 the American Legion will tangle with Pepsi-Cola from Bryson City.

Saturday night will again see a four game evening as Texaco of Andrews and R.C. Cola of Bryson City kick off the lid at 6:15, followed by Bell Creek and Belk of Bryson City at 7:15; at 8:15 Magnavox of Andrews takes the field against W.O.W. of Murphy, while Murphy Citizens Bank and Alarka ring down the curtain at 9:30.

Na-Bers will see their first action Monday at 7:30 as they tangle with the winner of the Texana - Elmo's encounter. In all three games will be played both Monday and Wednesday starting at 6:30. Clifton Precision will make their first appearance in the Wednesday, July 23rd finale starting at 8:45.

The tournament is again being sponsored by the Robbinsville Lions Club and Don Gregory is acting as tournament director.

The eventual champion will move on to the state tournament opening in Eden, North Carolina on August 18th. In doing so they will be striving to earn for the district their first victory in state play. This far the only one of the state winners to date has been from the state of Georgia.



Murphy Rotary Club Install Officers

Jay Gernert, outgoing president of the Murphy Rotary Club congratulates Jack Earley, incoming president of the Rotary Club for the year 1969 and 1970 at their installation banquet held Monday at O'Dell's Restaurant. Other officers installed were: Secretary,

Lloyd Hendrix; Treasury, James Helton; Board of Directors; Lonnie Hoover, William Brackett and Wendell Hedden. Rotary International will have their annual convention in Atlanta in May 1970.



## Bookmobile Schedule Set

The schedule for the Nantahala Regional Library Bookmobile for the week of July 21 in Cherokee County is as follows:

Monday, July 21, Hanging Dog, Boling Springs, Fair's Store, White Church, Owl Creek.

Tuesday, July 22, Unaka, Upperbeaverdam, Ogretta, Grape Creek.

Wednesday, July 23, Peachtree, Brasstown, Folk School.

Thursday, July 24, Culberson, Macedonia, Hot House, Ranger.

The Nantahala Regional Library Staff welcomes new stations. For more information on bookmobile service call Nantahala Regional Library, phone 837-2025.

Look For Winner  
Of VIP Trip  
Next Week

## "A 25 lb. Catfish For Bait"

Clarence Davis, right, holds the 25 1/2 lb. catfish he caught Saturday in the Hiwassee Lake. Davis said that when he started to pull the fish into the boat a "much larger fish" grabbed the 25 1/2 lb. fish by the tail skinning it for approximately eight to ten inches. Davis said that the "larger fish" must have weighed between 50 and 60 lbs. He said that after he got the fish into the boat that he just had to sit down and rest because of all the excitement. Jack Ingle, center, and Larry Stiles, left, were with Davis when he caught the cat.