

**CAVALARIS roller skate**  
5:30 to 8:30 P.M. 1:30 to 3:30 P.M.  
Morched Bowling Center  
815-319 E. Northside Rd. 4-5231

**NOW PLAYING**  
**RIDERS TO THE STARS**  
COLOR  
PANORAMIC SCREEN  
SHOWS DAILY: 1:35-7  
FEATURE 29 MIN. LATER  
**MANOR**

**Charlotte**  
for ADULTS—CHILDREN  
IN ACADEMY AWARD WINNER  
**"HIGH NOON"**  
A RED HOT MUSICAL  
"ROMANCE & RHYTHM"  
ALSO BARNEY BEAR CARTOON

**NORTH 29 DRIVE IN**  
COLUMBIA HIGHWAY  
FILMED IN MEXICO  
**"BLOWING WILD"**  
starring  
**GARY COOPER**  
&  
**BARBARA STANWYCK**  
PLUS  
**"THE ACTRESS"**  
with  
Spencer Tracy — Joan Simmons

ATTEND MATINEE FOR  
BEST SELECTION OF SEATS!  
Show Starts at 1:30 - 4:30  
5:30 - 9:30

Carolina's  
Premier  
Showing Now  
On Our Giant  
Wide Screen!  
**PLAZA**  
THEATRE  
Starring  
**JAMES STEWART**  
**JUNE ALYSSON**  
"GLENY MILLER"  
"The Story of a Girl"  
PRICES:  
Mat. .... 60c  
Night .... 75c  
Kids .... 25c  
Tax Incl.  
Pass List  
On This  
Special  
Attraction!

**CAROLINA**  
There's in the Screen Now  
LUCILLE BALL, DESI ARNAZ  
Stars of "I Love Lucy"  
**"THE LONG, LONG TRAILER"**  
In Technicolor  
1:35-3:35-5:35-7:35-9:35

**IMPERIAL**  
HOLD OVER!  
3D Technicolor  
DEAN JAGGER  
JERRY LUIS  
"MONEY FROM HOME"  
With Pat Crowley

**DILWORTH**  
It Was Him! It Was Him!  
But One Man Reached Him  
**"THE SYSTEM"**  
Frank Sinatra-Jack Wilden  
First Showing 8-9

**YORK ROAD DRIVE IN**  
THEATRE  
2 HITS TONITE  
**JANE RUSSELL**  
**Marilyn MONROE**  
"Gentlemen Prefer Blondes"  
in 3D Technicolor  
and 3D-5  
BIG WESTERN — BIG  
ROD CAMERON in  
"PANHANDLE"  
in Color — At 8:15 Only

**Ray Anthony**  
and his  
"Chesterfield" Orchestra  
will be at  
**EL MOROCCO**  
Supper Club  
Wilkinson Blvd.  
**TUESDAY NIGHT**

Black and white are usually spoken of as colors, but they really are not. White is a combination of all color, while black is an absence of color.

**LITTLE PEP-DELMONICO**  
RESTAURANT  
301-303 West Trade St.

**THRIFT DRIVE-IN**  
Double Feature — Technicolor  
**"LATIN LOVERS"** with  
Lana Turner  
Plus Screen in  
**"UNDER NEVADA SKIES"**  
COMING WIDE VISION SCREEN

**LAST DAY**  
**"Mr. Potts Goes To Moscow"**  
SHOWS AT  
7 & 9 P.M. **VISULITE**

**J.R. 3D**  
That's all, Brother!  
LOOKING FOR  
T-R-O-U-B-L-E  
AND  
TROUBLE  
IS A  
MAN!

**HOWARD HUGHES**  
**JANE RUSSELL**  
**THE FRENCH LINE**  
GILBERT ROLAND  
ARTHUR HURNICUTT  
MARY MCLELLY  
TECHNICOLOR  
★ 3 DIMENSIONS!  
★ W-I-D-E Screen!  
WORLD'S 2nd  
SHOWING!  
EASTERN AND  
SOUTHERN  
PREMIERS!  
Starts  
**W.E.D.**  
REGULAR PRICES!  
First to Attend the Matinee  
Showings! Avoid Crowds!

**★ NOW! LAST 3 DAYS! ★**  
**"THE SYSTEM"**  
**"JESSE JAMES**  
AND THE DALTONS"  
Technicolor — Wide screen  
3 STORIES COMEDY  
COLOR CARTOON — NEWS

## OFF FOR BRAZIL FILM FETE



Actor Fred MacMurray and June Haver pause on the ramp of a plane before taking off yesterday with 15 other Hollywood notables for the first annual Brazilian Film Festival at Sao Paulo. Last week Miss Haver, who returned recently from a Kansas convent to resume her Hollywood career, said she and MacMurray have been "going steady" but that it was too early to discuss a possible marriage. Behind Miss Haver are Rhonda Fleming and Joan Fontaine (right). (AP Wirephoto)

**Show 'Nuff**  
By Emery Wister  
Charlotte News Movie Editor

MONDAY—LEAD ALL—SHOW 'NUFF  
"THE LONG, LONG TRAILER," an MGM picture starring Lucille Ball and Desi Arnaz, Technicolor. Now playing at the Carolina.

Lucille Ball and Desi Arnaz were in movies long before they gave a thought to television. So they looked for a good script, and they waited long before leaping back to theater movies again.

Their wait served them well for they have come up with a bright, cheerful comedy that's as refreshing as the spring-like weather of February.

The picture is funny, uproariously so. It's also an insight into what makes a young marriage tick and what keeps it from ticking. And it's all wrapped together in some of the most gorgeous scenery to be found in this country.

The story is simple and to the point. Lucy and Desi get married, decide to buy a trailer instead of a brick and mortar home. So they go gallivanting about the country, leaving a merry trail of wreckage, laughter and heart-breaking near disaster behind them.

With Desi at the wheel, the trailer mires up in the mud, knocks down shrubbery, crashes into houses, and leaves Lucy with egg on her face as she tries to cook while the vehicle is moving.

If anything that could happen does not occur here I'm sure it's because the authors just did not think of it.

I laughed at their misfortunes and difficulties so much I got sorry for them and then couldn't laugh any more.

Yet for all this, the trailer manufacturers think it's great. I'll say this. It would be a privilege to live in a mobile home like Lucy and Desi have in the picture. And by the way, they were given one just like the fancy job you'll see here.

## Lana Knows Just What Marilyn's Going Through

By ROB THOMAS  
HOLLYWOOD — Marilyn Monroe may be beleaguered by her studio and besieged by rival actresses but she has one firm fan — Lana Turner.

"Marilyn is one girl I'd like to meet," says the glamor beauty. "I've followed her career and I think she's got a lot of spunk. She must be a very interesting person."

"Now that she's on top, she'll be hit from all sides. I know just how it is. I've been taking it for 17 years in this business."

Lana made these remarks over cocktails in a quiet corner of a Sunset Strip restaurant. As we talked, several men came by and sat at nearby tables. They stared at the actress and I could sense they were thinking, "That doll looks familiar, but who is she?"

**SOUTH 29 DRIVE IN**  
WILKINSON HIGHWAY  
**ALAN LADD**  
**JAMES MASON**  
in  
**BOTANY BAY**  
Color by  
TECHNICOLOR  
3 TECHNICOLOR RITS  
"UNKNOWN ISLAND"  
Virginia GRAY • Barton MCLANE

## Merchants Told Customer Musters

CHAPEL HILL, N.C. — A public relations secretary told North Carolina merchants here today that "Merchandise which fails to produce customer satisfaction is expected to be adjusted satisfactorily."

Miss Amanda A. Thomas, public relations secretary, Ohio Council of Retail Merchants, Columbus, Ohio, said "The public expects well kept stores in which merchandise is offered courteously for sale at good competitive prices."

She spoke during the opening session of the third annual North Carolina Merchants Assn. Conference. The conference is sponsored by the University of North Carolina and the Merchants Assn.

Dr. R. S. Winslow, director, Bureau of business services and research at the university, spoke at the president's breakfast.

W. A. Kirland, executive secretary of the Durham Merchants Assn., led a panel discussion on "Developing The Year's Work Program." "Financing Your Merchants Assn." was discussed with G. Wesley Williams, executive secretary of the Raleigh Merchants Bureau, moderator.

Other talks today include one by Wade G. McCargo, Richmond, Va., president of the National Retail Dry Goods Assn., and George Rankin of Raleigh, general counsel of the North Carolina League of Municipalities.

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He had been suffering from a throat ailment for more than a year.

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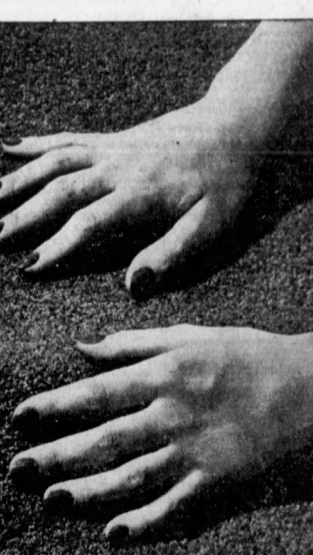
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**PROMPT, ACCURATE PRESCRIPTION SERVICE**  
**DILWORTH PHARMACY**  
1601 S. Blvd. Phone 3-8111

**FRANCIS MURATORI**  
Personally In Attendance  
9 am to 7 pm  
Daily  
Prescriptions  
**HOTEL SELWYN PHARMACY**  
133 West Trade St.  
PHONE 6-6780

**FIREMEN ARE MOVERS**  
LINCOLN, Neb. — J. P. — Don Dneszen tried to carry a burning sofa from his home and got it stuck in the front door. So he called firemen. The firemen tilted and jiggled it out the door like expert movers.

**STORE HOURS DAILY (Except Wednesday) 9 a.m. to 5:30 p.m.**  
**WEDNESDAY 9 a.m. to 1 p.m.**



**FEBRUARY CLEARANCE**  
**OF FINE BROADLOOMS AND RUGS**

**9' BROADLOOM**  
Green, Rose, Grey, Beige, Twistweave  
Reg. 9.50 sq. yd. **SALE 6.88** sq. yd.

**12' BROADLOOM**  
Floral, Beige and Green  
Reg. 8.95 **SALE 4.99**

**3-PLY ALL-WOOL TWIST**  
Green or Beige.  
Reg. 12.95 **SALE 7.99**

**FLORAL**  
SPECIAL --- **5.50**

**CUBAN GREEN SCULPTURED**  
Reg. 12.95 **SALE 7.00**

**RUGS --- 9 X 12**

Florals Plains Orientals Moresquel

4-Reg. 79.95 **SALE 46.50**  
19-Reg. 59.50 **SALE 44.50**  
6-Reg. 89.95 **SALE 48.50**  
4-Reg. 64.50 **SALE 48.50**  
5-Orientals ... Reg. 225.00 **SALE 179.95**

**EXTRA SPECIAL**  
**HIGH PILE 4-PLY LUSH CARPET**  
Styled like Chenilles  
Not 18.00 or 12.95  
But Only **7.50 Sq. Yd.**  
(We have goods in stock)  
Grey, Beige, Brown

**EXTRA -- HALL RUNNER**  
from **2.95 to 7.95**

**Efird's**  
DEPARTMENT STORE  
CHARLOTTE N. C.  
"The People Store in a Friendly Way"

**MANY REMNANTS SPECIALLY PRICED**

EFIRD'S ...  
CARPETING ...  
& RUGS ...  
FOURTH FLOOR

**ALBEMARLE RD.**  
CLINTON, N. C. 27033  
**\$1.00 Per Car!**  
**2 HIT SHOWS!**  
**Virginia MAYO**  
in "RED LIGHT"  
By Technicolor  
**"THE BIG CAT"**