New Concept Adopted

Because it's short, modern and memorable, "AIM For The Best" will be the name of the new upscale discount department stores which TG&Y Store Co. plans to begin opening this summer.

"The company could not have a merchandising thrust without a new name," said H. O. Price, senior vice president of marketing for the Oklahoma City-based corporation.

"A new name and a new merchandising concept is much easier for everyone," he said. "In the eyes of the customer, they perceive us as being something different."

Ron Smith, vice president of advertising, said the name was chosen because "Aim is a verb, a positive action statement. 'AIM For The Best' becomes a direct statement to the customer."

In addition, the phrase is open-ended, making it an easy name to work within advertising and merchandising, Smith said.

TG&Y will open 20 of the new-concept stores this year. Ten of those stores, including four in Oklahoma, will be converted from TG&Y Family Centers. Stores in Bartlesville, Stillwater, Muskogee and Duncan will be converted between August and November.

The first three AIM stores will open July 1 in Macon, Ga. Other new AIM stores will be opened this year in Florida, California, Mississippi, Texas, Arizona, Alabama and Georgia.

The company's plan is for all 280 family centers (40,000 square feet and larger) to be converted in five years. The company's regular TG&Y

stores will not be changed. In addition, TG&Y plans to build at least 100 new AIM stores, all with 60,000 square

feet of floor space or larger. By 1986, TG&Y will have a chain of more than 400 AIM stores producing more than \$4-billion a year in sales, Smith predicted.

There are more than 50 c am m i to garanti family centers in the Oceanography, today in greater Oklahoma City troduced a bill establishing area, including Shawnee, Midwest City, Norman, Yukon and Edmond, but only 17 are candidates for conversion, Smith said.

The stores in Oklahoma City will not be converted until 1984, but some stores in the state, especially those near the anchor stores in Stillwater and Muskogee. could be converted in '83. Most of the stores in

Oklahoma City will be converted at the same time, Price said. It will take four to five weeks to make the change, and each store will be closed two or three

TG&Y decided to restructure its image and marketing concept after surveys and studies revealed that the consumer still considers the store as a variety store.

However, Price said TG&Phase befor image in Otlahoma than it does in many states where the stores are smaller and offer less merchandise.

The main emphasis of the

new stores will be on quality not only in softlines but the hardlines as well, Smith

Florsheim, Nunn-Bush. Nike, Sasoon, Catalina, Bobbie Brooks, Calvin Klein, Botany 500 and Billy the Kid are among the quality brands to be featured in AIM stores, he explained.

And unlike most discount stores, AIM will offer customers a full-service shoe department, Smith

Smith said AIM stores will be more comparable to department stores than to discount stores.

However, TG&Y executives do not feel their competition will change when the new stores get in operation. The company considers J.C. Penny, Wards and Sears competition now.

TG&Y was started in 1936 by R. E. Tomlinson, Les Gosselin and R. A. Young, thus the name TG&Y. The company owns and operates 940 stores in 28 states.

Ocean Bill Is Introduced

WASHINGTON, D. C. -Rep. Walter B. Jones, chairman of the House Merchant Marine and Fisheries Committee, and Rep. Norman E. D'Amours, Chairman of the Sub-

an ocean and coastal resources management and development fund in order to award block grants to coastal states, based on a proportion of federal Outer Continental Shelf (OCS) oil and gas revenues.

The legislation, H.R. 5543, is similar to Title IV of H.R. 4597. introduced Duncan, Bartlesville, Chairman Jones last September. He introduced the new bill because of the Continued On Page 11-A





Carl Valentine

Two Get Scholarships

Ronald Stallings, son of Carolina A&T University at Mr. Clarence Stallings, Sr., received a \$500 scholarship recently. He is a freshman University at Greensboro,

Carl Valentine, son of Mrs. Rosa Valentine, recently submitted their essays received a \$250 scholarship. through the John R. Page

Greensboro, N.C.

These scholarships are presented annually by the at North Carolina A&T Prince Hall Masonic F&A Masons Jurisdiction of North Carolina.

Stallings and Valentine He is a senior at North Masonic Lodge of Edenton.

Springfest '82 Is Slated

"Springfest 82", spon- the month of April. sored by the Pitt-Greenville Arts Council, East Carolina University, the Greenville Recreation and Parks Department, and the Downtown Greenville attention of the public the Association, will be held in downtown Greenville on March 27 from 10 A.M. to 4

This first annual "Springfest" is a one-day, kick-off celebration and a preliminary to the Eastern Carolina Arts Festival, a two-week cultural fest of the arts which follows during

An exhibition of fine crafts and art for sale will be featured during the "Springfest". Special exhibits will bring to the exciting, high quality of work being produced in this region and will provide an opportunity for individuals to purchase this fine handcraft and art.

Also featured during the day will be a showcase of music, dancing and drama. For music lovers, a wildly

Continued On Page 10-A

Local Scouts Win Racing Contest "Off to the Races" went cub master, called the

the Cub Scouts, parents, and friends on Feb. 23 for the annual Blue and Gold Banquet. The Pine Derby tournament was the center for the night's activities. Each scout had carefully designed and carved a car for entry into the 1982 Pine Derby Race.

Den Number One arrived at the American Legion building dressed in their freshly ironed uniforms. They carefully guarded their special car for the night's race. Each boy looked puzzled in thought, "Will my car be the win-

John Vanduyn weighed the cars as they came through the weigh station. Any car weighing over 5 ozs. would be eliminated from entry. All the cars passed inspection as they lined up for the long awaited race.

Roland Vaughan, area

troduced all the young scout members. Den Number One lead the guests in the candlelighting service with the scouting magic light.

A delicious covered dish dinner was served buffet style thanks to all the hard working parents and guests. Den mothers, Carolyn Whicker and Gwen Vanduyn, were commended for their dedicated service and leadership.

Mr. Vaughan awarded Scout Robin Vester, two arrow points into the wolf rank. Chad Collins received his bobcat badge. Each scout participating was honored with a participation ribbon. The scouts making up Den One were: Jacob Rothberger, John Johnson, Shawn Ervin, Todd Emmert, Chad Collins, Robin Vester, Wynn Vanduyn, and Shawn Whicker.



THE HONORED CUB SCOUTS - The winners of the Blue and Gold Pine Derby were from left to right: Todd Emmert, Robin Vester, Wynn Vanduyn, Shawn Whicker, and John

Trophies were next meeting to order, and in- awarded for the best three cars in overall design. The winners were: first place winner: Robin Vester; second place: John Johnson; and third place: Todd Emmert.

> Racing time was set as the crowd gathered around the long wooden track. Hollerin' and cheers began as the 1982 Pine Derby race got on the way. Each car had a double chance before elimination. It was a close race for Shawn Whicker's car and Wynn Vanduyn's, but little Whicker's crossed the finish line only split seconds of Vanduyn's. Robin Vester received the trophy for third place, and Wynn Vanduyn for second. Shawn Whicker's winning speed

award. The blonde haired Whicker was called for comment, he replied, "I'm glad I won; could you take

another picture for my mother?' This local race gave scout's a chance to try out their cars. They will next travel to Elizabeth City

the regional competition

Recipients

Good luck boys!

Eighty-nine sick and sl in persons of Chov County were recipients of the John Ro Page Masonic Lodge No. 13990 Joy Fund. official

This is an annual charityout project for the sick and shift oM ins sponsored by theedt members of John R. Pagents brought him the first place Masonic Lodge of Edenton (12)

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Directory

Bonneville Brougham 4D white-WVT Diesel

Chevette 2D Orange AT Air Citation 4D Blue 4 cyl Full Caprice 4D Black-Gray 50-50 Loaded Olds Delta Royale 4DS Silver-BlueVT.. Diesel T-Bird Silver-SVT Red 50-50 Cloth Everything

Monza Notchback Orange 4 cyl 4-spd, PS. Impala Cpe Blue-BVB 6 cyl Full CruiseStereo Grand Prix LJ Dk Saddle-SCBkts Everything MG Midget Brown Rally Wheels Chevette 4D Turquoise 4spd Air Stereo

Bonneville Brougham Cpe Silver Designers Marquis Brougham 4DS Beige V Top Fairmont 4D Silver-SVTop-RVBench 4 cyl Fury V8 Blue 4D Full No. 42 Granada 4DS Green V-8 Full LTD 4DS Silver-Red VT-RVBench Full Stereo

Century 4DS Silver-Red VTop-RVB V-6 LTD Landau 4D Gray-GVT Leather Everything Pinto Cruising Wagon Silver V6 PS Air Rack ASIS Cutlass Supreme Cpe Brown-TanVT TVB Full LeSabre Custom 4DS Silver-SVT-RCB Full Cruise

Bobcat Wagon Blue-Woodgrain 4spd LTD 4DS White-Red Full LeSabre Custom 4DS Green-SVT-SCB Full Caprice Estate Wagon Brown-Wood 9 Pass LTD Coupe Pale Green-GVTop V-8 AT PS Valient Brougham 4DS Dk Green-WVT-GCB Full

Marquis Coupe Red-WH V Top Caprice 4DHT Gold-BVTop-BCB Loaded LeSabre 4DS Yellow-BVT Bonneville 4DS Yellow-Green GCB Loader Galaxie 4DS Blue

Mercury Colony Park Wagon White-Wood Nova 4DS Green 6 cyl STD Monte Carlo Orange-BVT Full Olds 98 L-S Green-GVT Full LeSabre 4DS White-GVT Full Impala Custom Coupe Champagne-BVT Full

Buick Sport Wagon Dk Green Loaded Pontiac Ambulance

TRUCKS Suburban 4x4 Silverado Silver-Blue Everything F150 Supercab 4x4 Red-WH Lariat Everything F150 Blue V-8 4spd OD P-S Luv Yellow Long Bed Decor

K10 Blue-Silver Scottsdale Loaded K10 Beige-Tan DLX Cheyenne Full C10 Carmine Red Diesel Silverado Loaded F150 Red-Wh 4WD 6cyl PS AC White Spokes 4spd. C10 Scottsdale Black-Beige F44 Full C10 Yellow 6cvl STD PS C10 White 6 cyl STD

F150 Green-Silver Ranger XLT Cruise-Stereo-Full D200 Blue 6cyl. Std Air C10 Silverado Blue-WH DLX Extra Full Scout II Orange-Wh

'80

F-250 Crew Cab Dk Grn V8 AT PS C10 Silver V8 3spd. El Camino Classic Black Full K20 Scottsdale Bright Green

F100 Green V8 AT PS International Crew Cab Red F100 White V-8 Long Body STD Transmission Datsun Tan 4spd

C10 Dark Blue Long Narrow 6cyl STD Chev. C70 Red 427 13 spd 12-34 15' triaxle Dump Chev. C70 Red 427 13 spd 12-34 15' triaxle Dump C60 White 102'CA 5-15 PS 9.00 14' Grg Dump IH COF 4070B White 350 Cummins

> Chev. C50 Gold V8 4spd 9' Dump C50 Green V8 4spd 10 Wheeler 18' Body Ford C800 White Chassis V8 5spd 10. Air Brakes

Honda 350 Maroon Honda Twinstar 2 Brand New Johnson 235HP EL-PT 20'

Merc 70EL 20" Like New Merc 150 EL-PT Merc 200E Electric 15' Johnson 40HP Manuel Johnson 135hp 20"

Merc 40EH Electric handle 15" MARINE BOATS, TRAILERS. RIGS

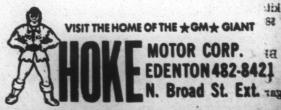
Aluma Craft 15'-78 Merc 20E-80 Highlander Galv-80 Ebb Tide Dyna-Trak 176-79 Evin 150-79 Cox-80 Brufe Carlson CVX16 Champagne-Cox-115 Merc Matrix 18' Catermaran Ride The Waves

Ranger 1776 Super A-"no engine"-77 Pro Tow EZ Loader Super Tandem Galvanized

Fiberform 24' Cuddy Twin Volvo 130's Cox CF600 Beige Cheap Buy! Lucraft 15' Tri-Hull Gold-75 Cox-79 Merc 40 New Larson 18' Bow Rider-"no engine"-Homemade 74" Dorset 18' Red-Wh Cabin + 76 Chrysler 135HP

Dorset 16' Blue-Wh + 63' Cox

See Hoke. Ken. Joe. Jerry or Bill



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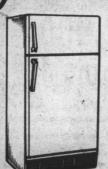
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