

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...

Ron Smith, vice president of advertising, said the name was chosen because "aim is a verb, a positive action statement."

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.

In addition, TG&Y plans to build at least 100 new AIM stores, all with 60,000 square feet of floor space or larger.

There are more than 50 family centers in the greater Oklahoma City area, including Shawnee, Midwest City, Norman, Yukon and Edmond, but only 17 are candidates for conversion, Smith said.

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 weeks.

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&Y has a better image in Oklahoma than it does in many states where the stores are smaller and offer less merchandise.

Florsheim, Nunn-Bush, Nike, Sagoon, 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 said.

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

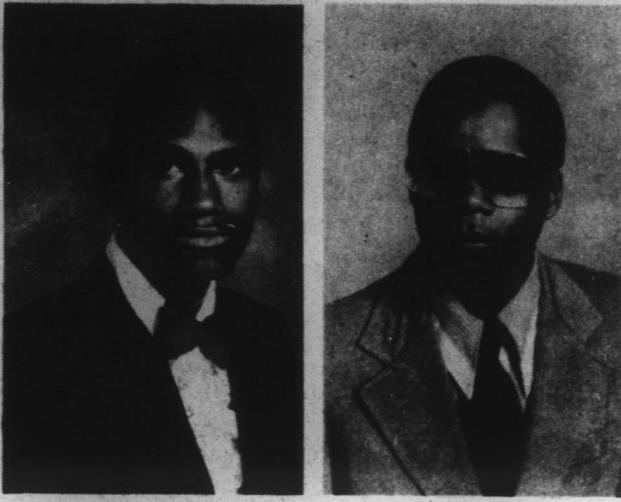
However, TG&Y executives do not feel their competition will change when the new stores get in operation.

Ocean Bill

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 Subcommittee on

Oceanography, today introduced a bill establishing 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.

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Two Get Scholarships

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

Carl Valentine, son of Mrs. Rosa Valentine, recently received a \$250 scholarship. He is a senior at North Carolina A&T University at Greensboro, N.C.

Springfest '82 Is Slated

"Springfest '82", sponsored by the Pitt-Greenville Arts Council, East Carolina University, the Greenville Recreation and Parks Department, and the Downtown Greenville Association, will be held in downtown Greenville on March 27 from 10 A.M. to 4 P.M.

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

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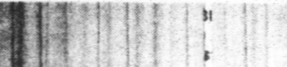
Local Scouts Win Racing Contest

"Off to the Races" went 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.

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.

John Vanduyne weighed the cars as they came through the weigh station. Any car weighing over 5 ozs. would be eliminated from entry.

Rolland Vaughan, area cub master, called the meeting to order, and introduced all the young scout members.



THE HONORED CUB SCOUTS — The winners of the Blue and Gold Pine Derby...

A delicious covered dish dinner was served buffet style thanks to all the hard working parents and guests.

Den mothers, Carolyn Whicker and Gwen Vanduyne, 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.

Rolland Vaughan, area

Trophies were next 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.

It was a close race for Shawn Whicker's car and Wynn Vanduyne's, but little Whicker's crossed the finish line only split seconds of Vanduyne's.

Shawn Whicker's winning speed brought him the first place

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 the scout's a chance to try out their cars. They will next travel to Elizabeth City for the regional competition.

Recipients

Eighty-nine sick and stricken persons of Chowan County were recipients of the John R. Page Masonic Lodge No. 2968 Joy Fund.

This is an annual charity project for the sick and stricken members of John R. Page Masonic Lodge of Edenton.

HOKE Directory

AUTOS

- '81 Bonneville Brougham 4D White-VWT Diesel
'81 Chevette 2D Orange AT Air
'80 Citation 4D Blue 4 cyl Full

TRUCKS

- '81 Suburban 4x4 Silverado Silver-Blue Everything
'81 F150 Supercab 4x4 Red-WH Lariat Everything
'80 F150 Blue V-8 4spd OD P-5

BIKES

- '73 Honda 350 Maroon
'80 Honda Twinstar 2 Brand New

OUTBOARD MOTORS

- '81 Johnson 235HP EL-PT 20"
'80 Merc 70EL 20" Like New
'79 Merc 150 EL-PT

MARINE BOATS, TRAILERS, RIGS

- '79 Alumacraft 15'78 Merc 20E-80 Highlander Galv-80
'79 Ebb Tide Dyna-Trak 176-79 Evin 150-79 Cox-80 Bruke

See Hoke. Ken, Joe, Jerry or Bill

GOODYEAR LARGE-SIZE SAVINGS ON IMPORT-SIZE ARRIVA RADIALS. ARRIVA RADIAL TIRE SALE ENDS SATURDAY! \$43.95. POWER STREAK II. A LOT OF GOODYEAR QUALITY. NOT A LOT OF MONEY. \$29.95. LOW SALE PRICE ON RIB HI-MILER FOR LIGHT TRUCKS. \$52.95 and \$71.95. GOOD YEAR logo.

March Windy Month Special On Gibson Refrigerators and Freezers. DELUXE 19 CU. FT. FROST-FREE REFRIGERATOR. REG. 849.95 SAVE 200.00 NOW JUST 649.95 WITH TRADE. Carpet and Appliance Plaza. 482-4515.

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