

**Winn-Dixie Stores Report Sales Increase**

Sales of \$6.2 billion for fiscal year 1981 were reported today by Winn-Dixie Stores, Inc., largest Sunbelt retailer.

The supermarket chain's volume totaled \$6,200,167,000 for the 52 weeks ended June 24, 1981, a gain of \$811,188,000 or 15.1 percent over the previous year.

Commenting on sales, President Bert L. Thomas said: "It took 51 years to reach \$3.0 billion sales level in fiscal year 1976. We exceeded \$6.0 billion in 1981."

Sales for four weeks ended July 22, 1981 were \$486,081,000 compared to \$452,359,000, an increase of \$33,722,000 or 7.5 percent over the period ended July 23, 1980.

*New Fragrances . . .*

**Designed To Stimulate Scent Communication**

Some men and women seem to be born with an unspoken, attracting power. This power has usually been attributed to "chemistry."

Through the use of modern scientific research, one fragrance company has brought this "chemistry" to the marketplace — and in a bottle. Jovan, Inc., the Chicago-based fragrance and cosmetics firm, has uncapped the first pheromone-based fragrances — one for men, one for women, and each scientifically created to attract.

Andron by Jovan, Cologne for Man and Andron by Jovan, Cologne for Woman represent the technology of tomorrow in scent communication, says Richard E. Meyer, president and chief executive officer of Jovan.

The Greek word pheromone, taken to describe the complex molecular structures that seem to be responsible for this olfactory communication, literally means "to transfer excitement" and Jovan has taken that literally, too, since these potent scent substances have been found capable of stimulating the senses to create a feeling of attraction.

In studying the mysteries of pheromone chemical substances, the Jovan research team discovered that many "natural" attractant pheromones appeared to be similar to some of the perfume ingredients routinely used in the Jovan fragrance laboratories. The erotic scents of musk and civet, for example, have molecular structures closely akin to those of certain identified pheromones.

These findings were probed further to attempt to discover what attractants might be biologically correct and meaningful for men and women. Jovan's research and development was necessarily as innovative as the concept itself, Meyer said, with in-depth studies of pheromones, their attractant action and interaction with other perfume ingredients and, finally, research that penetrated the human responses touched off by each formulation.

"We do not claim to have created an aphrodisiac in any sense," Meyer said. But these fragrances are designed to increase, beyond normal fragrances, a person's attractant powers.

"And, in our initial testing of the new colognes, we're seeing some interesting responses that we haven't seen before."

Although perfumers have been trying for years to imitate human scent-signals, Jovan is the first to isolate and synthesize the attractant ingredient found in these signals and create products for sale in this country that actually contain pheromones. Chief among them is the ingredient Alpha Androstenol, and Meyer said the name, Andron, is derived from the name of this substance.

It is the most expensive ingredient ever used in perfumery, he said, a single pound of the substance costing more \$44,000.

"Fortunately, only a minute amount is needed, because of its potency," he noted, explaining that as little as six-parts per million of androstenol "produces response."

Accordingly Jovan will maintain its moderate price points with Andron. A simple inventory of the fragrances is offered:

— Andron by Jovan, Cologne for Man, is one-ounce spray, is priced at \$8 and in the two-ounce size is \$11.

— Andron by Jovan, Cologne for Woman, splash is \$7 for one-ounce and a two-ounce spray is \$10.

Predictably Jovan's designers have been as creative in bottling and packaging the new Andron line as its research chemists were in formulating the fragrance. The six-sided glass bottles are designed psychologically to lean into the future, with sharp, futuristic angles characterizing the masculine cologne bottle and a soft oval shaping the feminine cologne container.

The Carolina Times  
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COUPON GOOD THRU SAT., AUG. 29TH

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SAVE 40¢ ON CRISCO BAKING POWDER

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COUPON GOOD THRU SAT., AUG. 29TH

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COUPON GOOD THRU SAT., AUG. 29TH

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<p><b>THRIFTY MAID ICE MILK</b> 1/2-GAL. CTN.</p> <p><b>98¢</b></p> <p>16-OZ. CUP SUPERBRAND WHIPPED TOPPING . . . 99¢</p> <p><b>MORTON FROZEN DINNERS</b> ALL VARIETIES EXCEPT HAM OR BEEF</p> <p><b>2 \$1.39</b> 11-OZ. SIZE</p> <p><b>12-OZ. PKG. NATURALLY GOOD FROZEN FRUIT</b> . . . . . \$1.69</p> <p><b>GREEN GIANT FROZEN VEGETABLES</b></p> <p><b>89¢</b> 10-OZ. SIZE</p>	<p><b>ASTOR COFFEE</b></p> <p><b>1.59</b> 1-LB. BAG</p> <p>WITH \$7.50 OR MORE ORDER (LIMIT ONE)</p> <p><b>WISK LIQUID DETERGENT</b></p> <p><b>1.39</b> 32-OZ. BTL.</p> <p><b>DEL MONTE</b></p> <p><b>3 FOR 1.09</b></p> <p>• 17-OZ. CORN • WHOLE KERNEL CREAM STYLE • 16-OZ. GREEN BEANS • CUT FRENCH STYLE YOUR CHOICE</p>	<p><b>U.S. CHOICE BEEF WHOLE UNTRIMMED SIRLOIN TIPS</b> 9 TO 12 LBS. AVG.</p> <p><b>1.78</b> SLICED FREE!</p> <p><b>W-D BRAND U.S. CHOICE BEEF CUBED STEAK</b></p> <p><b>2.98</b> LB.</p> <p>W-D BRAND LEAN GROUND ROUND . . . . . \$2.28</p> <p><b>W-D BRAND U.S. CHOICE BEEF SIRLOIN TIP ROAST</b></p> <p><b>2.28</b> LB.</p> <p>W-D BRAND U.S. CHOICE BEEF SIRLOIN TIP STEAKS . . . . . \$2.38</p>	<p><b>U.S. #1 ALL-PURPOSE WHITE POTATOES</b></p> <p><b>1.28</b> 10-LB. VENT-VUE BAG</p> <p><b>HARVEST FRESH CELERY</b> . . . . . 2 STALKS 99¢</p> <p><b>HARVEST FRESH PLUMS</b></p> <p><b>2 \$1.00</b> LBS.</p> <p><b>3-LB. BAG WESTERN GOLDEN DELICIOUS APPLES</b> . . \$1.19</p> <p><b>HARVEST FRESH NECTARINES</b></p> <p><b>59¢</b> LB.</p>
<p><b>DELI-BAKERY</b></p> <p>TODAY, YOU WORKED HARD. TONIGHT, LET WINN-DIXIE TAKE OVER!</p> <p><b>LEAN &amp; TASTY COOKED HAM</b></p> <p><b>2.89</b> LB.</p> <p><b>DZ. HONEY GLAZED JUMBO DONUTS</b> . . . . . \$1.79</p> <p><b>SOUTHERN STYLE FRIED CHICKEN</b> WITH 1/2-DOZ. ROLLS</p> <p><b>3.99</b> 8-PC. SATCHEL</p> <p><b>FRESH BAKED APPLE PIES</b></p> <p><b>1.39</b> 22-OZ. SIZE</p> <p><small>(AVAILABLE IN DELI-BAKERY STORES ONLY)</small></p>	<p><b>12-OZ. CANS SUPERBRAND 1/4% BUDWEISER SKIM MILK</b></p> <p><b>1.99</b>   <b>1.89</b> CTN. OF 6   GAL. JUG</p> <p><b>24-OZ. LOAF DIXIE DARLING SANDWICH BREAD</b> . . . . . 2 FOR 99¢</p> <p><b>8-OZ. BAG CRACKIN' GOOD POTATO CHIPS</b> . . . . . 89¢</p> <p><b>100-CT. BOX DIXIE HOME TEA BAGS</b> . . . . . \$1.39</p> <p><b>MR. COFFEE COFFEE MAKER</b> . \$1.99</p> <p><b>HUNT'S TOMATO SAUCE</b></p> <p><b>3.10</b> 15-OZ. CANS</p> <p><b>MAXWELL HOUSE INSTANT COFFEE</b></p> <p><b>3.29</b> 16-OZ. JAR</p> <p><b>HOLLY FARMS GRADE "A" FRYER LEG QUARTERS</b></p> <p><b>79¢</b> LB.</p> <p>• BREAFAST QUARTERS . . . . . \$1.89</p>	<p><b>SLICED BEEF LIVER</b></p> <p><b>89¢</b> LB.</p> <p><b>MARKET STYLE SLICED BACON</b></p> <p><b>1.08</b> LB.</p> <p><b>12-OZ. PKG. W-D BRAND REGULAR FRANKS</b> . . . \$1.19 BEEF \$1.29</p> <p><b>1-LB. PKG. W-D BRAND WHOLE HOG SAUSAGE</b> . . . . . \$1.59</p> <p><b>4-LB. C/JN SWIFT HOSTESS CANNED HAM</b> . . . . . \$8.98</p> <p><b>1-LB. PKG. W-D BRAND REGULAR OR THICK BOLOGNA</b> . \$1.49 BEEF \$1.59</p> <p><b>W-D BRAND U.S. CHOICE BEEF BRAISING RIBS</b> . . . . . \$1.58</p> <p><b>W-D BRAND U.S. CHOICE BEEF RIB EYE STEAKS</b> . . . . . \$4.78</p> <p><b>3-LB. BOX W-D BRAND BEEF PATTIES</b> . . . . . \$3.49</p> <p><b>24-OZ. SIZE CORNISH HENS</b> . . . . . \$1.69</p> <p><b>PINKY PIG SPECIAL TRIM SLICED QUARTER PORK LOIN</b> . . . . . \$1.68</p>	<p><b>PALMETTO FARMS PIMENTO CHEESE</b></p> <p><b>89¢</b> 8-OZ. CUP</p> <p><b>1-LB. PKG. COUNTRY FRESH CORN OIL MARGARINE QUARTERS</b> . . 79¢</p> <p><b>SUPERBRAND BUTTERMILK BISCUITS</b></p> <p><b>5 \$1.00</b> 15-CT. CANS</p> <p><b>8-OZ. PKG. SUPERBRAND ALL NATURAL OR SWISS STYLE YOGURT</b> . . . . . 2 FOR 99¢</p> <p><b>BORDEN'S CHEESE SLICES</b></p> <p><b>1.72</b> 12-OZ. PKG.</p>

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