

Jackson's IGA Begins As General Store



GENERAL STORE TO SUPERMARKET WITH DELI-BAKERY - Jackson's IGA began as a general store in 1943. The general store opened with less than a third of the space in today's Jackson's IGA and the original building was located in the parking lot of today's Kenansville store. Operation of the IGA began with Leo Jackson and is under the management of his son, Jimmy,

today. Since 1976 two new stores have been added, a Jackson's IGA in Pink Hill and in Beulaville, and a deli-bakery was opened in May at the Kenansville supermarket. Jimmy and his wife Frances Jackson are pictured above in the new deli-bakery of the Kenansville supermarket.

Dry beans sold loose from 50-pound bags and molasses was pumped from a barrel along with dry goods and hardware filled the general store opened by Leo Jackson in 1943, known today as Jackson's IGA in Kenansville.

"My father operated the store until 1971," Jimmy Jackson, owner of Jackson's IGA in Kenansville, said. "The original building was located where the parking lot is now and there was only 3,500 square feet in the general store. My father bought many of the grocery supplies from Quinn Wholesale in Warsaw and N & W Grocery of Wallace."

Today, Jackson's in Kenansville has 14,000 square feet and two additional IGA supermarkets have been opened in neighboring towns. The first new supermarket was opened in Pink Hill during 1976 and the following year Jackson's opened its third store in Beulaville. Today grocery supplies are purchased from Quinn Company of Warsaw and N & W Grocery of Wallace, Jackson said.

"When my father first opened his store, there was a chicken coop in back," Jackson said. "And, when someone wanted a fresh chicken, he took home a live chicken from the coop out back. We also did a lot of trading for food products with the local people. Eggs came from local farmers and things like dry beans and molasses were sold from bulk containers. You dipped dry beans from a 50-pound bag and pumped molasses from a 50-gallon barrel. Today things are more convenient and cleaner because food is pre-packaged in family-size portions."

However, Jackson pointed out, the challenges he faces are the same as those his father met in the general store. Supply and demand, Jackson said, is the biggest challenge of the supermarket business, along with problems with refrigeration and storage.

"The challenge of grocery business is trying to guess what people will buy and the quantities they will buy," Jackson said. "I get a great deal of satisfaction from serving the public and we like to offer the public a wide

range of different things to eat. And, that is one of the reasons why we opened the deli-bakery." The deli opened in May and held its grand opening last week in the Kenansville Jackson's IGA. Within the deli-bakery are fresh-baked breads and desserts as well as take-out foods and complete meals. Operating the deli-bakery at Jackson's are George and Betty Myrick of Pink Hill.

Through the years, Jackson has watched the price of food products increase and the methods of packaging and distribution improve. He has worked two years as a business instructor at James Sprunt Technical College and six months with the Department of Transportation, but returned to operate the supermarket.

"It must be something in my blood," Jackson said. "I was never satisfied at any other job. So, I came back to the supermarket where I work 60 to 70 hours a week

and have been happy since. And, I feel good about the price of food when you compare it to everything else like gas or electric power. Groceries have gone up considerably but not in proportion to other things."

Jackson is a graduate of Campbell College with a bachelor's degree in business administration. He is married to Frances Stroud Jackson and they have three children, Betsy, Michelle and David.

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PIZZA VILLAGE GRAND OPENING - Duplin native Mary Nobles has opened the first eat-in pizza restaurant in Mount Olive. The Pizza Village is located on Highway 117 (business) in the old IGA supermarket building. Ribbon-cutting ceremonies for the Pizza Village were held last

week and attended by members of the Mount Olive Chamber of Commerce and town mayor Bill Wilkins. Pictured above, left to right, Pizza Village owner Mary Nobles, Mount Olive Mayor Bill Wilkins, District Claims Supervisor for Farm Bureau Insurance Bill Nobles, and Lori Nobles Cavanaugh.

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Pizza Restaurant Opens In Mount Olive

By Emily Killette

Duplin native Mary Nobles has turned the old IGA building on Highway 117, business, into the first pizza restaurant located in Mount Olive. Pizza Village opened May 18.

Pizza Village held their grand opening last Wednesday with a ribbon-cutting ceremony. The restaurant employs 22 people and serves an Italian cuisine including subs and sandwiches, proprietor Mary Nobles said.

"We did a lot of scouting around before picking Mount Olive in which to open the Pizza Village," Mary Nobles and husband Bill said. "And, we were even advised against opening in Mount Olive because the town is dry. But, we were interested in a more family-type business, and so far business has

been good." In the past, Mary worked with Faircloth Construction Company as office manager, first in the Jacksonville branch and then transferred to the Beulaville office. The Nobles reside in Chinquapin. And, Mary Nobles, restaurant owner, pointed out the interior of the business had been remodeled using lumber in an 87-year-old house from the Chinquapin area.

"We designed the interior and drew up a set of plans to work from one night while sitting at the kitchen table,"

Mary Nobles said. "And, we know each board in this restaurant; my family has touched each one of them." The Nobles, along with their daughter and son-in-law, tore down an old house outside of Chinquapin and prepared the lumber for use in remodeling the former IGA supermarket into the Pizza Village. Duplin carpenters Larry Smith and Jessie Whaley constructed the interior using plans drawn by the Nobles.

"The interior is not finished as we had planned, but

is at a stand-still until the outside has been remodeled into a rustic look matching the interior," Nobles said. "In the future we want to make the booths into mini-

Deans List At MOC

Kim Anderson, daughter of Mr. and Mrs. Durwood Anderson of Pink Hill, was named to the Dean's List for the 1983 Spring semester at Mount Olive College. To qualify for the list a

student must be attending on

a full-time basis, have achieved a quality point average of 3.2 and must not have received a grade below "C" in any subject for the semester.

Twilite
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Beulaville
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EASTPARK CINEMAS 1-2-3
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Held Over - Fourth Week
Shows 6:45, 9:05, Sun. 1:45, 4, 6:45 & 9:05
SUPERMAN III
Christopher Reeves
Richard Pryor - Rated PG

Held Over - Third Week
Shows 7, 9:05 Sun. 2, 4, 7, 9:05
PORKYS II THE NEXT DAY
Funnier than ever R

Held Over - Third Week
Shows 6:40, 9:10 Sun. 1:30, 4, 6:40, 9:10
RETURN OF THE JEDI
Rated PG

SAT. MATINEE 3 PM
ALL 3 SHOWS REG. ADM.

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Theresa's Fashions

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Excellent Buy! Short St. - This 3-BR, 1 1/2-bath is located on a beautiful corner lot. Large two-car garage with storage. Large kitchen and living room.

Kenansville - Hwy. 11 - This house has two bedrooms and one bath and is located on a large lot. Also has an adjoining trailer and lot. Owner will sell together or separately.

East Pollock St. - Building lot. \$4,500.

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