

Sears Employs Black Specialist

by Earl Gill

Sears has recently hired Ms. Jewell McKee at its Zone Headquarters Offices, located in Greensboro. R.O. Luter, Sears Advertising Director, knew before he employed Ms. McKee that she was very qualified to perform the job because of the valuable experience she achieved while working for Golden Triangle Printing Company.



Jewel McKee is very attentive as R.O. Luter, Sears Advertising Director, offers some helpful suggestions on an advertising page she is laying out for the print media. [photo by Charles W. Helper of Earl Gill's Marketing & Public Relations Firm, Greensboro, North Carolina.]

The very attractive and career minded McKee is originally from Salisbury, where her mother (Mrs. Nannie McKee) still lives.

Ms. McKee attended Barber Scotia College in Concord for approximately one year, and then transferred to Livingstone College in Salisbury. Ms. McKee earned her master's degree in Education and Media Technology from North Carolina Central University (N.C.C.U.) in Durham. Her sound educational background coupled with on-the-job training in both the Print and Electronic Media has prepared her for her present position with Sears.

Additional experience was forthcoming as a result of her employment with NCCU's television station where she

was a special camera person, filming and helping to direct various educational programs on campus. The Carolina Peacemaker newspaper found Ms. McKee obtaining valuable knowledge in the print media.

Ms. McKee commented, "I would like to re-emphasize that the learning experience I obtained concerning how to lay out advertising while employed by Golden Triangle Printing Company has very definitely helped me tremendously in my present position

with Sears. I would also like to state that I'm very proud to be employed by Sears because I'm serenely confident that my knowledge of my job and the very good work I'm determined to do for Sears will help me during my tenure with Sears."

TICKS MAKE PETS SUFFER.

Take pity on the dog with ticks. Imagine how uncomfortable you would be with a tick stuck to your leg, clinging to your back, buried in your ear. Relieve your pet's suffering with Sergeant's® Tick Killer. No namby pamby bug spray. Tick Killer is specially formulated to kill ticks—even faster and more effectively than collars. Get Tick Killer today. From Sergeant's line of over 200 quality tested products.

Civic Council Plans Party

The West Winston Civic Council sponsors it's annual Christmas Party for the patients at the John Umstead Hospital, Butner, N.C. Date: Sat. Dec. 11, 1976. The bus will leave St. Stephen's Episcopal Church, 810 Highland Ave. at 11:00 a.m. Fare:

\$5.00 round trip.

The trip is open to anyone wishing to help others and add Christmas joy to some, unable to enjoy a day at home with families.

For further information call: Mrs. Mary Fair 724-6295

Elaine's

Sportswear

316 W. 4th Street

Season's

Greetings



Miss St. Andrews Crowned

St. Andrews United Methodist Church held its 19th Annual "Miss St. Andrews" and "Miss Princess" Contest on November 21, 1976.

The contestants for "Miss St. Andrews" were: Ms. Gwendolyn Brock, Ms. Rebecca Hawkins, Ms. Sarah Hudson, Ms. Amie Robinson and Ms. Viola Scott. The winner was Ms. Amie Robinson. Contestants for

"Miss Princess" were: Ms. Vanessa Hunter and Miss Andrea Reynolds. The winner was Ms. Vanessa Hunter.

A musical program by various local choir members from various Churches was given. The proceeds will be applied to the building fund of the Church. Congratulations Ms. Amie Robinson and Ms. Vanessa Hunter!

Naomi Sims Hair

For \$14---

2nd 1/2 price

Come to see the Natural Lure like Naomi Sims

* Indian Jewelry *

Largest dealer in the South

TRANSWORLD WIG IMPORTERS

Northside Shopping Center
767-6739 Across from NCNB Bank



here's the boot for today's fashions so perfect with gauchos, pants, sportswear.

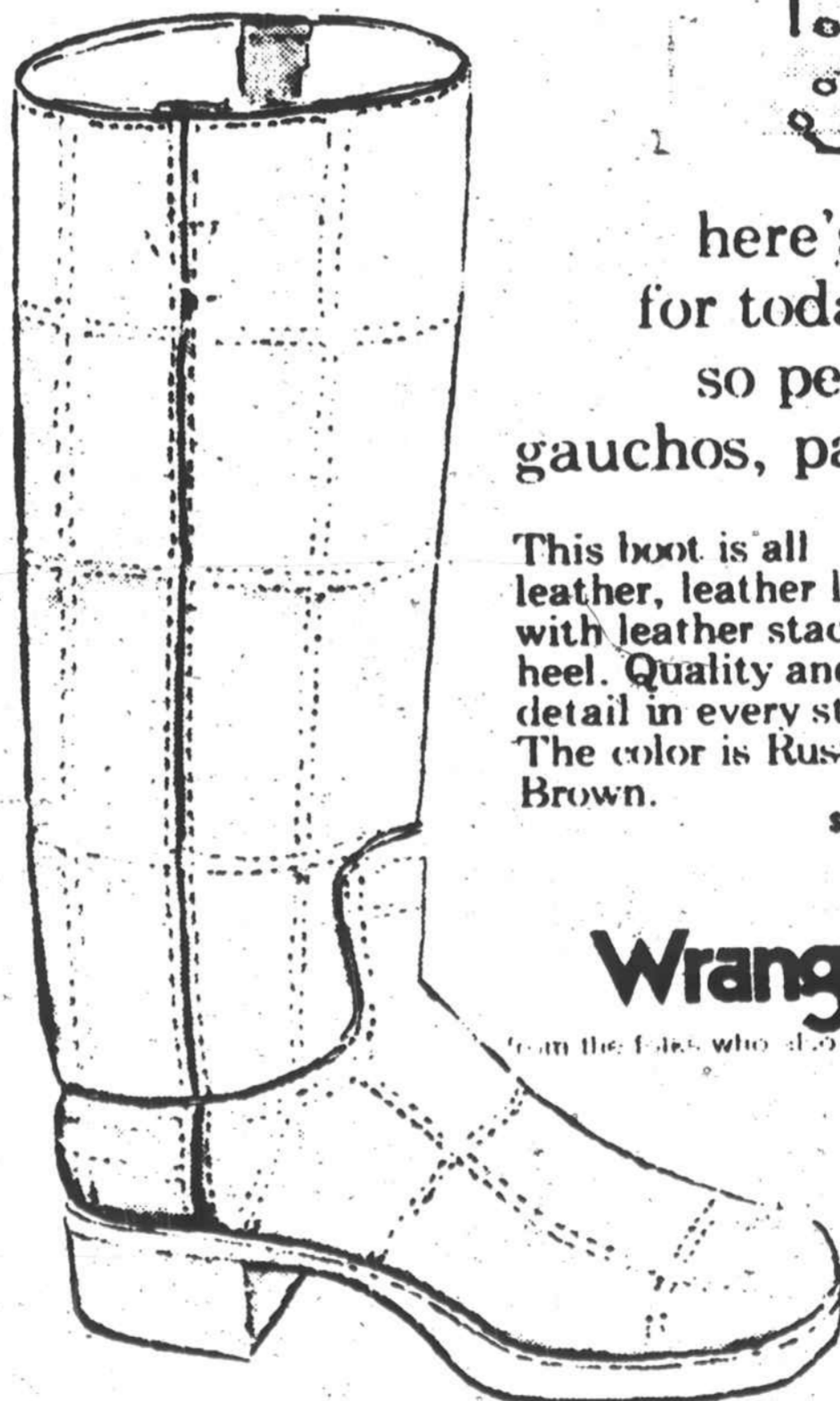
This boot is all leather, leather lined, with leather stack heel. Quality and detail in every stitch! The color is Rusty Brown.

\$59



Wrangler Boots

from the folks who also make Wrangler Jeans and Sportswear



• downtown • parkway • reynolda manor • northside