

A New Year, A New Look...

Very soon, an old friend will get a new look. The old friend is the Chronicle, which, like us all (especially after the holidays), can use a nip here and a tuck there to look its absolute best. So we've spruced the Chronicle up, with a fresh, streamlined appearance and a livelier, more diverse, more provocative approach to our news and features content. Look for the changes in our Jan. 26 "Year In Review" special edition. And let us know what you think.

Winston-Salem Chronicle

THE UNITED NEGRO COLLEGE FUND SAYS:

"A MIND IS A TERRIBLE THING TO WASTE."

R.J. Reynolds Industries made a \$1,000,000 four-year commitment to the United Negro College Fund this year. RJR hopes other individuals, businesses and organizations will increase their giving to the Fund in 1983.

America's black press and the United Negro College Fund thank R.J. Reynolds Industries for their pace-setting support of our historically black colleges and universities. Together, the black press, UNCF and RJR urge you to support this effort. Please send your pledge to:

The United Negro College Fund, Inc.
500 E. 62nd St.
New York, N.Y. 10021

R.J. REYNOLDS INDUSTRIES HAS DONE SOMETHING ABOUT IT.

BOWEN BOULEVARD
8-7 DAILY, 12-6 SUNDAY
3501 S. MAIN STREET
8-8 DAILY, 12-6 SUNDAY
PATTERSON AVENUE
8-8 Mon.-Tues.-Wed. 4-7
Thurs.-Fri.-Sat. 12-6 SUNDAY



Prices Good Thru 1-8-84
We Reserve The Right To Limit Quantities.

BFPIWS
BEST FOOD PRICES IN WINSTON-SALEM
START THE NEW YEAR OFF RIGHT — SHOP AT JOE'S.

USDA GRADE A FRYING CHICKEN
SHORT THIGHS
40 LB. BOX ONLY \$23.60
69¢ LB.

USDA GRADE A FRYING CHICKEN
DRUMSTICKS
40 LB. BOX ONLY \$23.60
69¢ LB.

CURTIS BEEF'S MASTER FRANKS **1.59** LB.
CURTIS COOK 'EM'S HOT SMOKE LINKS **1.39** LB.
CURTIS COOK 'EM'S OUT SMOKE LINKS **1.39** LB.
CURTIS DELICIOUS SLICED BACON **1.49** LB.

FRESH 100% PURE
GROUND BEEF
99¢ LB.
FAMILY PACK

6 PACK PEPSI'S 12 OZ CANS **\$1.49**
PERFECTION RICE 1 LB BAG **3/\$1.00**

GORTON'S CRUNCHY FISH STICKS 12 OZ PAG **\$1.79**
FLOWING GOLD PURE APPLE JUICE 48 OZ BOTTLE **2/\$1.00**

ALL VARIETIES CHEF BOYARDEE PIZZAS 10 OZ. SIZE **99¢**

NABISCO PREMIUM SALTINE CRACKERS 1 LB. BOX **79¢**

PEPSI—DIET or REGULAR, PEPSI FREE & MT. DEW 8 BOTTLE CARTON 16 OZ BOTTLES **\$1.69**

PEPSI—DIET or REG., PEPSI FREE & MT. DEW 2 LITER SIZE **\$1.09**

CRUNCHY or SMOOTH PETER PAN PEANUT BUTTER 12 OZ JAR **99¢**

CHOICE NO SKINS NO VEINS SLICED BEEF LIVER **69¢** LB.
7-10 LB. WHOLE BEEF LIVERS 59¢ LB.

JEWEL SHORTENING 42 OZ CAN **\$1.99**

SHEN-VALLY MILD PURE PORK SAUSAGE **69¢** LB.

ALL VARIETIES CRUNCH 'N MUNCH 5 OZ BOX **69¢**

CHOICE TENDER LEAN BONELESS BEEF STEW **\$1.79** LB.

GORTON'S CRUNCHY FISH FILETS 3 OZ PKG **\$1.49**

FAMILY PACK CHOICE TENDER LEAN BONELESS CUBE STEAK **\$2.29** LB.

SOUTHERN BISCUIT FLOUR PLAIN or SELF-RISING 5 LB. BAG **79¢**

REDIMIX CORN BREAD MIX 6 OZ. PACKAGE **4 for \$1.00**

SHEDDS SPREAD MARGARINE 1 LB. PACKAGE **3 for \$1.00**

DELICIOUS and NUTRITIOUS LETTUCE LARGE HEADS **2 for \$1.00**
DELICIOUS and NUTRITIOUS BANANAS **5 LBS. for \$1.00**

100% PURE DONALD DUCK ORANGE JUICE 1/2 GALLON CARTON **89¢**

DEL MONTE CATSUP 32 OZ. SIZE **97¢**