



Darst Appointed N. C. Manager King Merritt Co.

Thomas C. Darst, Jr., has been appointed North Carolina manager of King Merritt & Co., Inc., nationwide investment organization, specializing in the sale of mutual funds, with headquarters in New York City.

Mr. Darst will set up a retail sales organization in North Carolina for King Merritt, maintaining his headquarters in Southern Pines, for the sale of mutual funds, tax exempt municipal bonds and general market securities.

He resigned June 15 as manager of the Southern Pines office of Reynolds & Co., which he opened in December 1952. He formerly managed Reynolds & Co. offices in Pinehurst and Raleigh, and set up others throughout the state. Reynolds closed its branch office here, effective with his resignation.

Mr. Darst, son of the late Episcopal Bishop Thomas C. Darst of Wilmington, has been in investment sales and planning since leaving the University of North Carolina in 1928. The Darsts lived in Pinehurst for about six years but this spring purchased the Fred McBride home on Morganton road and moved there a month or so ago. They have five sons and are members of Emmanuel Episcopal Church.

The Darsts will continue to live in Southern Pines and Mr. Darst's office will remain at 111 East Pennsylvania avenue, the former home of Reynolds & Co., now to be occupied also by the Southern Pines Chamber of Commerce.

He is a member of the Southern Pines Elks Lodge, Pinehurst Country club and Tin Whistles.

Bushby Electric Moves To New Broad St. Location

The Bushby Electric Co. moved this week to the Dante's Restaurant building on South West Broad street, from the location on East Connecticut avenue it has occupied for a number of years.

The former building is owned by its next door neighbor, O'Callaghan's, Inc. and is being used for an expansion of O'Callaghan's on the west side. This is part of a remodeling program at O'Callaghan's by which the showroom on the east side is being converted for the use of the ABC store.

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FIVE O'CLOCK LONDON DRY GIN

FULL PINT \$1.80

4/5 QUART \$2.85

85 Proof Distilled from Grains



GOODERMAN & WORTS LTD. PEORIA, ILLINOIS



THE PRETTIEST SHEERS IN TOWN

AND ONLY

8.95 and 9.95

This week, Patch's features SHEERS. Because they are the coolest and prettiest dresses you can wear in this weather. Take your pick of the many lovely nylon or cotton printed sheers. Sizes 12-44 and 14 1/2-24 1/2.

PATCH'S SECOND FLOOR OF FASHION

maidenform's

CHANSONETTE

Circular stitching rounds those precious curves of yours. Spoked center cup design gives wonderful accentuation. For a really firm lift, choose Chansonette.

In Nylon 2.50
In Broadcloth 2.00

PATCH'S FIRST FLOOR

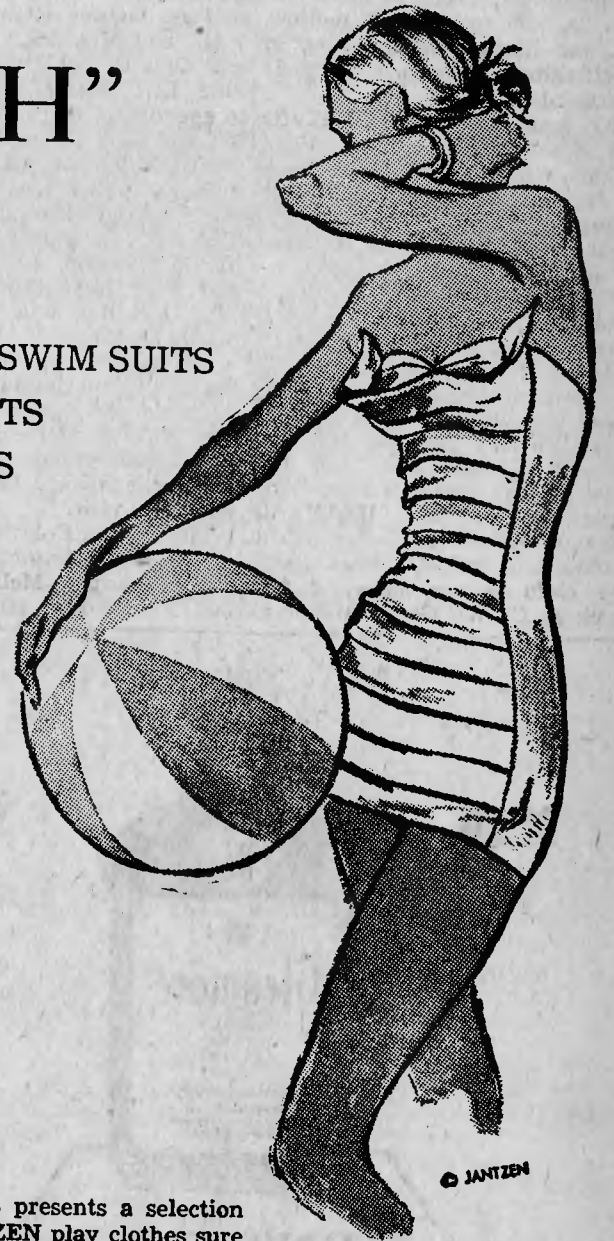


Everything for a swell

"FOURTH"

Jantzen

- SWIM SUITS
- SHORTS
- "T" SHIRTS



PATCH'S presents a selection of JANTZEN play clothes sure to please everyone. JANTZEN, famous for fit, style & fashion, brings you the smartest swim suits, shorts and "T" shirts ever seen on the "fourth".

JANTZEN FAMOUS SWIM SUITS . . . 10.95 to 18.95
TAILORED SHORTS 3.95 and 4.95
JANTZEN "T" SHIRTS 2.95 and 3.95
JANTZEN SWIM CAPS 1.25

PATCH'S SECOND FLOOR OF FASHION

FAMOUS "MAC - SHORE" CLASSIC

BLOUSES

2.98 and 3.98

Smart, cool summer styles with or without sleeves. In white or pastel cotton.

PATCH'S FIRST FLOOR

BIG, NEW

Beach Towels

2.29 and 3.29

Choose from the white with red and blue stripes or the gay fish and anchor design.

PATCH'S FIRST FLOOR

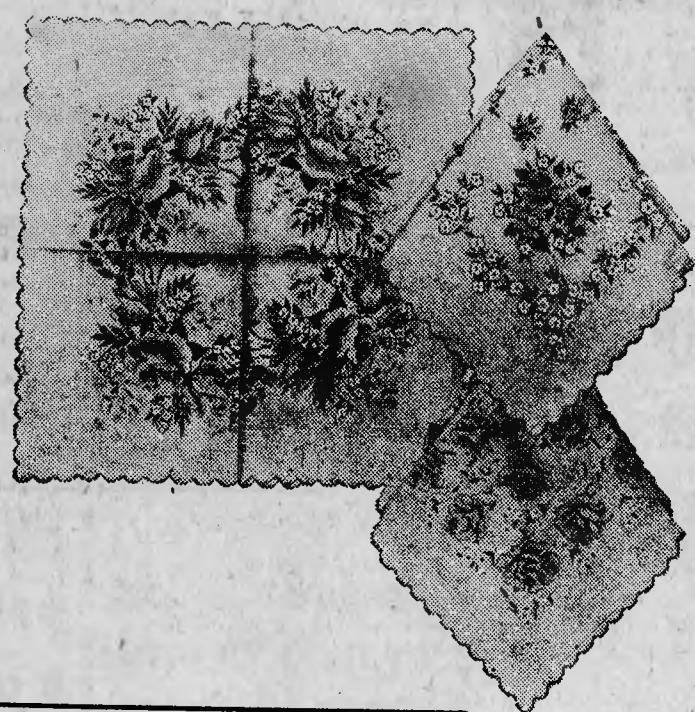
Girls' Lightweight

Denim Play Clothes

Pedal Pushers, faded blue with red checked cuff. Sizes 7-14 2.98
Sleeveless Shirt, Red checked. Sizes 7-14 2.50
Shorts, Faded blue with red checked cuff. Sizes 7-14 2.50

Handkerchief of the Month *

As seen in Vogue by *Burnel*



As Refreshing as a Summer Breeze . . .

These delightfully gay flowered hankies are delicately hand printed on sheer white batiste . . . framed with woven borders and edged with scalloped hems.

49c each

PATCH'S FIRST FLOOR

HAPPY DAYS WITH

CALIFORNIA

Cobblers

The RING-A-ROUND. A real barefoot sandal made to take you anywhere on your glorious "over the fourth holiday." Slender but durable straps bind the sandal gently and firmly to your foot. In white and eggshell.

6.95



PATCH'S SHOES—First Floor

WATCH FOR BIG NEWS FROM PATCH'S

THE NEW

PATCH'S

YOUR STORE OF QUALITY FASHIONS



The Smart Buy For A Gorgeous Tan

Fast tanning action allows a lovely tan the first time without painful burning. 1.25