

HERALD COMICS



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Winn-Dixie Chain Is Celebrating Its 41st Birthday In Food Field

Robert Yoder, local supervisor of Winn-Dixie Stores, Inc., announced today that his company would celebrate its 41st Anniversary, beginning this week, with a wealth of memories.

He stated that his company was proud of their progress during the past 41 years, yet he was quick to say that it would not have been possible except for the loyal support of the customer,

small in number at first, but now numbering in the many hundreds of thousands.

Mr. Yoder said the first stores were the small neighborhood store with the hanging scales, and wooden counters and a limited number of items to choose from, but with a wealth of courteous service and big ideas for the future. In the beginning we vowed to give the people of the

Carolinas, grocery stores that would be pleasant to shop in, and to offer a wide variety of the highest quality merchandise. With the help of our loyal customers this became a reality, not only in the Carolinas but throughout the Southeast.

Mr. Yoder said his company is celebrating the anniversary with a tremendous food sale.

As shopping habits changed, Winn-Dixie led the way in this area in converting the small neighborhood store into the large supermarkets of today. The Winn-Dixie store of today not only offers a one-stop shopping center with courteous service, but through a capable team of qualified buyers scanning the nation for top quality foods at the peak of perfection, this chain now offers a variety of over 5,000 food items. A Winn-Dixie customer may now complete her shopping list in the convenient health and beauty aid departments, houseware departments, gourmet food and frozen food departments — all of which are new additions to the modern supermarkets of today.

Winn-Dixie Stores were first known as Dixie Stores originating in Greenville, S. C., and the Home Stores originating in Columbia, S. C., later to be known as the Dixie-Home Store. In 1956 the name was again changed, to Winn-Dixie.

To further denote progress in this great company and in their efforts to offer Mrs. Housewife more for her closely budgeted food dollar, Winn-Dixie operates a mayonnaise, salad dressing and peanut plant, processing these items under the name Dixie Darling; an ice cream plant for Super Brand ice cream and a tea and spice processing plant, packing the Astor Brands.

To further their policy for quality, Winn-Dixie has recently organized a research department to police the quality of fresh and processed foods going into their stores.

Winn-Dixie Food Stores, Inc., has met the challenge of the modern customer for a beautiful self-service food center, offering every convenience from pastel coloring to pre-packaged foods. For the world's finest collection of merchandise to choose from and yet priced to fit a limited budget.

EXECUTRIX NOTICE
Having qualified as executrix for the Last Will and Testament of Carley Martin, deceased, all persons having claims against his estate will please file same with the undersigned on or before the 25th day of February, 1961 or this notice will be pleaded in bar of any recovery.

All persons indebted to said estate will please make immediate payment.
This the 24th day of February, 1960.
Ethel Martin, executrix for the Last Will and Testament of Carley Martin, deceased.
DAVIS & WHITE, ATTORNEYS
2:25-3:31

ADMINISTRATRIX NOTICE
Having qualified as administratrix for the estate of Walter Theodore Herndon deceased, all persons having claims against said estate will please file same with the undersigned on or before February 5, 1961 or this notice will be pleaded in bar of any recovery.

All persons indebted to said estate will please make immediate payment to the undersigned.
This the 2nd day of February, 1960.

MINNIE R. HERNDON, administratrix for the estate of Walter Theodore Herndon.
Davis and White, attorneys.
2:4-3:10

ADMINISTRATRIX NOTICE
Having qualified as Administratrix of the estate of John W. Carpenter, all persons having claims against his estate will please file same with the undersigned on or before the 4th day of February, 1961, or this notice will be pleaded in bar of any recovery.

All persons indebted to said estate will please make immediate payment.
This the 4th day of February, 1960.

Lillian S. Carpenter Administratrix of the Estate of John W. Carpenter.
2:4-3:10

Road Requests Hearing Set

SHELBY — Residents of the six-county area comprising the Twelfth Highway Division will have an opportunity to present road requests, petitions and problems to representatives of the Twelfth Division at a public hearing here on Monday, March 14. Announcement of the hearing was made today by Division Engineer E. L. Kemper.

City and county officials, along with the general public, are invited to attend the hearing if they have road requests which they feel should receive attention.

The hearing will be held on Monday, March 14, between the hours of 10 a. m. and 12 noon, at the Highway Department's Twelfth Division office, located on US 74-business, approximately 3 1/2 miles east of Shelby.

The Twelfth Division is composed of Cleveland, Gaston, Lincoln, Alexander, Catawba and Iredell Counties.

Joe Stone Named To Director Post

Joe S. Stone, former Vice President and General Manager of Southern Bell's Operations in North Carolina, today was elected a member of the firm's Board of Directors.

He moved to North Carolina as General Manager in March, 1954, and was named Vice President and General Manager for the state in May, 1956. He is presently Vice President of Operations for the area comprising Georgia, Florida, North and South Carolina, a position to which he was named in 1957.

The Board also elected to its membership Frank M. Malone, Vice President of Operations in the firm's Alabama, Mississippi, Louisiana, Tennessee and Kentucky area. Mr. Malone served as Asheville District Manager from June 1941 to June 1942.

We're New In Kings Mountain With NEW LOW PRICES

- ON
- PAINT
- WALL PAPER
- FLOOR COVERING

- SAVE \$1.00 OR MORE PER GALLON ON QUALITY PAINTS —
- SAVE 50 TO 75% ON WALLPAPER—
- SAVE 20% ON FLOOR COVERING —

WATCH FOR
Grand Opening
March 10-11-12
WHOLESALE — RETAIL
INDUSTRIAL

This Week's "Pre-Opening" Specials:
Gold Bond Latex Wall Paints

- Velvet Colors Nationally Advertised \$6.39 gallon **\$4.44 gal.**
- Pal Pastel Colors Reg. \$5.90 gallon **\$3.88 gal.**
- Pan & Roller Set **99c**

AMERICAN & IMPORTED
• **WALLPAPER** As low as **39c roll**

GOLD SEAL
• Forecast Vinyl 9 x 12 Rugs **\$12.88**
SAVE \$7.00 PER RUG

City Paint Store

221 Railroad Ave — Phone 1647

Use Herald Classified Ads

THIS SPRING
Fashion favors the little girl

She'll be cute and cuddly in our tot creations. Good selections in sizes 9 mos. to 18 mos., and 1-3. Some have matching bags.

\$1.98 to \$3.98



Pretty as a picture in these crisp cottons by Arlene Ainess. Good selection of styles and colors. Sizes 3x-6x and 7-14.

\$2.98 - \$5.95



Don't miss our Spring arrival of

BOBBY TEEN'S
Sizes 8-14
\$4.95 to \$7.95

JUNIORS
in sizes 7-15
Good selection of New Spring styles and colors.

\$6.95 to \$9.95

Misses' DRESSES **\$4.98 to \$9.95**
(Sizes 12 up—Good selection styles and colors)

New Group of HOUSE DRESSES **\$2.98 & \$3.98**
(Juniors, Misses, and Half Sizes)

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Imagine, a Mattress so Sensational it's
GUARANTEED FOR 10 YEARS!



Compare these Features... Usually Found only in Mattresses Costing Much More!

\$39⁹⁵
Mattress or Boxspring
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Just think a mattress that is so well built that it's guaranteed for 10 years! Beautifully designed heavy Damask cover, extra firm support and pre-built sag-proof borders. Quality construction with built-in firmness and air vents. Available in either tufted or tuftless. Resilient for scientifically correct sleep!

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Phone Your Friendly Sterchi Salesman Henderson Herndon and Howard Swolford