

MAKE MONEY

SIMPLE TO PLAY... EASY TO WIN! JOIN THIS FUN GAME... "MAKE MONEY"

Pick up a "MAKE MONEY" envelope with each visit to WINN-DIXIE. Adults Only Please.

In Each sealed "MAKE MONEY" envelope is a half of a "MAKE MONEY" bill — either \$500.00, \$100.00 or \$1.00. Save all your half bills.

Please disregard void date on "Make Money" Bills... All bills are valid regardless of void dates!

When you match both the left half and the right half of any of these denominations, you win that amount in cash by turning in both halves at your friendly WINN-DIXIE store.

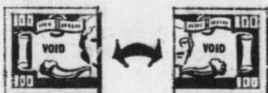
Win Up To \$500 Cash!

"Make Money" Bills... All bills are valid regardless of void dates!

\$500



\$100



\$10



\$100.00 WINNER: Carrie Blackwell. OTHER WINNERS: Horace Steyers, Joyce Phifer, Peggy Childers, Grace Baker, Sue Welch, Vickie Short, Mrs. Kate Blanton, Martha F. Hope, Mrs. W. A. Earp, Christine Perkins, Jerry Paul, Becky Moore, Sonja Welch, Cornelius Young, Mr. William Smith, Thurmon Peterson, Mrs. Clyde C. Bundy, Jim Grice, Lillian Crothers, June Moore, Linda Brown, Paul Williams, Kathleen Scism, Mrs. Arren Campbell, Helen Jenkins, John Paul and James H. Champion.

PRICES AND OFFERS EFFECTIVE IN KINGS MOUNTAIN STORE



ROUND-UP OF THE FINEST BEEF!



... ONLY U.S.D.A. CHOICE SOLD HERE

W-D BRAND U. S. CHOICE

SIRLOIN STEAK lb. 89¢

W-D BRAND U. S. CHOICE... BONELESS BOTTOM

ROUND ROAST lb. 79¢

W-D Vacuum Packed

GROUND BEEF

2 LB. PKG. 89¢

3 LB. PKG. \$1.29

5 LB. PKG. \$1.99

SWIFT'S PREMIUM

BACON... 1-LB. PKG. 49¢

PINKY PIG FRANKS 1-LB. PKG. 39¢

Limit 1 of your choice with a \$5. order.

COFFEE.. 59¢

DEEP SOUTH... Limit 1 with \$5. order

MAYONNAISE.. 39¢



W-D U. S. CHOICE

T-BONE STEAK LB. 93¢

ASTOR MAXWELL HOUSE

COFFEE.. 69¢

SOFT-WEVE WHITE OR ASSORTED

TISSUE

Limit 2 Twin Packs with \$5. order

PKG. OF 2 19¢

PALMETTO FARMS

OLEO

Limit 4, please!

1-LB. PKGS. 2 29¢

PET EVAPORATED

MILK

Limit 6 cans with \$5. order

6 TALL CANS 79¢

Clip These Coupons



SUPERBRAND (6 DELICIOUS FLAVORS)

ICE CREAM.. HALF GAL. 49¢



LETTUCE 2 HEADS 35¢

CARROTS 2 LB. PKG. 12¢

Fish Sticks 2 99¢



STRETCHING YOUR DOLLARS

© by Philip J. Goldberg
Chairman, Institute for Financial Planning, Inc.



I would like to tell you about some of the methods manufacturers use to make you think you are getting a bargain. This American way of salesmanship is an unavoidable form of economic competition. Generally, it produces benefits for the public since manufacturers are constantly improving their products to win your vote at the cash register. However, by being aware of the devices manufacturers use to sell their products, you can help stretch your dollars.

I'm sure you have noticed the line above the price of a garment which indicates that its comparative value is considerably more than the selling price. Obviously, this is done to create the impression that you are getting an exceptionally good buy. But what is a comparative value? It is only an imaginary amount put on the price tag by the manufacturer or retailer pretending that this garment is considerably under priced.

It does NOT mean that the coat, jacket, pants or shirt that you are planning to buy would cost that comparative amount elsewhere. Do not be influenced by this selling device. A true bargain, as I have written in a previous column, is something you buy today that actually sold for more yesterday.

One of the most popular sales stimulants used today is the premium. You are familiar with these as steak knives, dishes, bed sheets, and clocks that are given away by manufacturers if you buy a particular product, or for saving a certain number of box tops or coupons. Frankly, most of these premiums offered by manufacturers are really good buys. Manufacturers do not make a profit on the set of steak knives, the clock, or children's toys offered. These are given away for other reasons. Chiefly, to have you try the manufacturer's product or to keep you using it if you are a regular customer.

However, the wise shopper will not be lured into buying a product merely to get a gift. The shopper must decide whether the product is the one needed; does it do the most effective job; can you get an equally good one for less money; or can you buy larger size competitive products for the same money? Therefore, you should be guided by your needs, price, quantity and performance rather than being stimulated to buy because of receiving a bonus.

On the other hand, there are occasional premium offers which are so lavish that it is almost obvious that the cost of these items must be included in the price. For example, watch out for the carpet company which will do three rooms of your house for a flat price, and then give you a beautiful end table. If you inspect this offer carefully, you will find the three rooms are limited to a certain amount of yardage. If you check the quality of this carpeting and the amount that you are to be given, you can frequently buy it somewhere else at a better price.

Be suspicious of the developer who is selling his homes with a "free" air-conditioner. Generally NOTHING so costly is given away free. This, too, is usually included in the basic price of the house. Be sure to have a qualified home inspector give you a very accurate appraisal of the value of the house before you buy it. This is the single largest investment you will make in your entire lifetime.

Be wary of those washing machines, television sets and lawn mowers offered free if you remodel your basement or add a room. Compare their prices with companies not offering any high priced incentives. You will find that you are paying for all the items that you are allegedly getting free.

Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID QUICK RELIEF OR NO COST

Ask About 15-Day Trial Offer!

Over five million packages of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upset Stomach, Gas, Heartburn, Headaches, Sleeplessness, etc., due to Excess Acid. Ask for "Willard's Message" which fully explains this new treatment—Free!

MEDICAL PHARMACY, INC. KINGS MOUNTAIN DRUG CO. 2-4-3-11

Finally, I would like to remind you that American industry spends millions each year to put their products in the most attractive packages possible. Standing on the congested, competitive shelves of the supermarkets, drug stores and department stores, products, more than ever before, must act as their own silent salesman. Therefore, whether you are buying a cake mix or a deodorant, you will find them handily packaged. Be careful—be wise and thrifty. Don't just reach for the prettiest box. Buy the one that gives you the most for your money.

If you have any questions on how you can STRETCH YOUR DOLLARS more effectively, send them to me at the Institute for Financial Planning, Inc., P. O. Box 3176, Grand Central Station, New York, N. Y. 10017.

VA Officers Set Visits Here, In Shelby

Veterans who wish to take advantage of a new law concerning veterans who served between October 8, 1940 and Dec. 31, 1956, will have an opportunity to do so March 15, when a Veterans Commission district officer will be at the Cleveland County Courthouse at 315 E. Warren street in Shelby.

Also, an officer will be at Kings Mountain City Hall March 18 from 10:30 a.m. to 3 p.m. to assist veterans and their dependents.

Under the amendment to the present non-service connected disability and dependent pension law, which allows certain changes in amounts of pension, certain veterans may apply for new insurance or add to any present service insurance.

C. E. WARLICK

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UPSET OR NERVOUS STOMACH?

New medical achievement absorbs acid like a sponge. Settles your stomach like nothing else can. TRIALKA's formula is so effective doctor's recommend it for ulcer sufferers. For heartburn, gas and stomach distress due to excess acidity ask your druggist for soothing tranquilizing TRIALKA.



TRIALKA

COM-61-8-42L-NEWS-784

Griffin Drug Company

1-28-3-13

DON'T LET A STORM STRIKE YOUR POCKETBOOK — INSURE

Storm damage may happen any time, but at all times, proper farm insurance coverage can make sure you don't suffer financial loss. Cost is low. Check with us.

THE ARTHUR HAY AGENCY

"ALL KINDS OF INSURANCE" PHONE 739-3659