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Bulloch Herald

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MINKOVITZ CELEBRATES 48th ANNIVERSARY WITH OPENING OF NEW DEPARTMENT STORE FRIDAY AT 9:30 A. M.



THE H. MINKOVITZ & SONS new building which has just been completely remodeled and refurnished at the intersection of North and South Main street and East and West Main street is having their formal opening Friday.

Anniversary And Grand Opening Sale To Reveal Completely Remodeled Dept. Store

Minkovitz of Statesboro will celebrate their 48th Anniversary during their Grand Opening Sale. The entire exterior and interior of the building has been remodeled. All three floors and the Mezzanine have been refurnished and redecorated covering an area of almost 17,000 square feet at a total cost of approximately \$100,000.

Since their modest beginning in Brooklet, Ga., in 1911, steadily increased business during the nearly half century, has required new locations and an ever increasing addition of experienced personnel until now the staff numbers about 175 during the Christmas shopping season in the various stores.

Hyman Minkovitz, founder of this mercantile business, came to Brooklet, Georgia, in 1911 from New York City. He now serves as Chairman of the Board for the firm's varied interests.

The Mezzanine features a complete young boys shop and carries nationally known lines in boys' sizes 8 to 16. On the Mezzanine will also be found a complete Boy Scout Department which serves several counties in this area. Canvas footwear is sold on this floor too.

The second floor houses the finest and largest fashion store for women to be found in the entire Southeast. Over 5000 square feet is devoted to the newest styles in ladies dresses, coats, suits, furs, better sportswear, better millinery, better lingerie, foundation garments, etc.

The third floor features a most complete and outstanding infants and children's department. Boy's wear is featured from infants to size 14. A most complete and interesting fabrics department, linens and domestics, notions, home furnishings, housewares, and an exciting Toy department is located on the third floor.

The entire store is arranged with the shoppers convenience celebration and the Grand Opening of the newly remodeled Minkovitz store in Statesboro.

LOW PRICES—Greater buying facilities and efficient distribution methods enable Minkovitz to bring you Quality Merchandise at lower prices. And you receive FREE S&H Green Stamps with each purchase.

FRIENDLY SERVICE—48 years of serving customers has taught us what to do to please you most. Every Minkovitz employee is pledged to courteous service. It's our business to serve you.

FAMOUS NAMES—Minkovitz brings you America's best known Famous Brand Names in clothing for the entire family and in home furnishings. Everything you buy at MINKOVITZ is guaranteed twice. The Manufacturer and us. A satisfied customer is our most cherished asset.

COMMUNITY SERVICE—Minkovitz is sincere and an active member of every community it serves. Minkovitz personnel participate individually and collectively in community affairs and functions. You will always find Minkovitz a good neighbor.

NORMAN D. CAMPBELL Advertising and Display Mgr.

FOYLAND NOW OPEN AT MINKOVITZ All of the Kiddies are invited to come to Minkovitz third floor and look over the great collection of toys.

Watch for the announcement of SANTA'S ARRIVAL



IKE MINKOVITZ President & General Manager

Ike Minkovitz is President and general manager of H. Minkovitz and Sons. Born in New York and reared in Brooklet and Sylvania, he is a graduate of the University of Georgia. He and his wife, the former Miss Elizabeth DeLoach of Statesboro, have four children.

In 1936 H. Minkovitz & Sons bought out Finex which is now the present Minkovitz store and endorsed all of the worthy projects and promotions for the good of the community, holding office in different civic organizations.

Coastal Empire area and is determined to aid and contribute to every effort for the growth and progress of this, the best area to work, live, and play in the entire Southeastern United States.

MINKOVITZ... BELIEVES IN THE FUTURE OF STATESBORO—BULLOCH COUNTY AND OUR SOUTHEASTERN TRADE TERRITORY.

A personal message from Ike Minkovitz:

We're celebrating our 48th Anniversary during the Grand Opening of our brand new store and are proud to present for your approval what we consider (and hope that you do, too) one of the finest small city stores in the South. We've remodeled and refurnished an area which approximates 17,000 square feet at a cost about \$100,000.

We certainly appreciate our many fine friends who have made this possible and extend a most cordial invitation to them to visit us on this fine occasion.

Ike Minkovitz, Pres. H. Minkovitz & Sons

Minkovitz Is Famous For:

LOW PRICES—Greater buying facilities and efficient distribution methods enable Minkovitz to bring you Quality Merchandise at lower prices.

FRIENDLY SERVICE—48 years of serving customers has taught us what to do to please you most.

FAMOUS NAMES—Minkovitz brings you America's best known Famous Brand Names in clothing for the entire family and in home furnishings.

COMMUNITY SERVICE—Minkovitz is sincere and an active member of every community it serves.

48th Anniversary Feature... Minkovitz Offers Many Free Prizes For Grand Opening Of New Store

The shoppers in this area will have more prizes to participate in than they can shake a stick at when they join in the celebration of Minkovitz Grand Opening of their newly remodeled and refurnished Department store.

On Friday which is the opening date, from 9:30 a.m. until 8:30 p.m. all the shoppers will register one time only for a free \$50.00 trade certificate. The drawing will be at 8:35 p.m. (The store closes at 9 p.m.)

Starting Monday November 30th and continuing everyday throughout the sale all shoppers can register on all four floors for a valuable prize which will be given away each Saturday at 6:30 p.m. (Store closes at 7 p.m.)

Throughout the 30 day sale period. On Saturday evenings the winners will enjoy such prizes as portable TV sets, Trade certificates, Perfumes, Bicycles, record players, many other exciting gifts including a \$200.00 Mink Store.

In addition to the prizes mentioned several departments will offer free trade prizes such as in the Men's department to the first 100 men making a purchase of \$5.00 or more they will be given one \$2.00 plastic raincoat free.

On the second floor to the first 100 ladies making a purchase of \$5.00 or more they will be given a \$2.00 plastic raincoat with hood and carrying case free.

To the first 100 customers making a purchase of \$5.00 or more they will be given one \$2.00 plastic raincoat free.



B. FLOYD BRANNEN Office and Credit Manager

Just Say "Charge It" At The New Minkovitz

Mr. Floyd Brannen, Minkovitz Office and Credit Manager, offers a liberal credit plan for the convenience of the shoppers of Southeast Georgia.

Mr. Minkovitz is married to the former Miss Gussie Mason. They have three sons and a daughter throughout the Coastal Empire.

The 4-way plan consists of 1. Minkovitz Revolving Budget Account—6 months to pay with small liberal credit plans for the convenience of the shoppers of Southeast Georgia.

Mr. Minkovitz is married to the former Miss Gussie Mason. They have three sons and a daughter throughout the Coastal Empire.

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Hyman Minkovitz Business Founder

Hyman Minkovitz, founder of this mercantile business, came to Brooklet, Georgia, in 1911 from New York City. He now serves as Chairman of the Board for the firm's varied interests.

Mr. Minkovitz often tells of the many fine friends in Brooklet who were so wonderful during periods of illness in the family and during the difficult days of five cents cotton and script money. In 1915, feeling that there might be a greater opportunity in a larger town, he moved his family and stock of merchandise to Sylvania, Ga.

Faith in the future of this area and appreciation for his many friends was responsible for the expansion of his business during the next forty-four years. Additional branches of affiliated stores were opened in Sylvania; two in Statesboro; a department store and later, a men's store, in Savannah; and in Douglas.

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The Bulloch Herald Aging recognized as a community responsibility

By Charles T. Brown Medical Director, Seventh District, Headquarters in Statesboro, Ga.

During recent months a renewed interest is being taken in our older population. Groups working locally are cooperating with state and federal agencies in an effort to determine what can be done on a community level to assist our older citizens in living a more productive and happy life beyond the years of retirement.

Growing old gracefully is not a virtue attained by all of us as the years come and go. Lack of hobbies, declining health, loss of income, and the feeling of not being wanted cause many to approach old age with fear and repitiation.

The older citizens want essentially the same things that the rest of us want—to be loved, to belong, and to be a part of our society and to feel that their skills and talents attained after many years of experience will be used and appreciated.

To live fully and richly old people must care, but they will not care unless society makes it clear that it cares; that everyone in the community values the wisdom and experience of the elderly and is anxious to use them.

At the present time there are more than 15,000,000 Americans who are 65 years or older. As our population increases, the proportion of our older people will continue to rise also.

Communities must prepare to meet the older persons particular needs whether that be in housing, recreation, or community understanding and acceptance. This challenge will not be met over night and will take the cooperative effort of every segment of our population, every profession, occupation, industry, labor organization, religious denomination, civic groups, community, and most important of all our family unit.

It's At CURTIS YOUNGBLOOD

Inventory REDUCTION SALE

Everything Must Go!!! Buy Now For Big Savings -- It's Your Chance

NEW SYLVANIA "SQUARE PICTURE" PUTS A NEW FACE ON TV!

Compare...and see!



Ordinary 21" Face



New 23" Squared Face



The nation's newest TV styling... Sylvania's Sylouette Regency, Model 23S23M. Regency contains all the Sylvania advances listed below, in a beautiful traditional cabinet of fine mahogany grained finish.

Big things have happened to the face of TV! Sylvania squared the picture tube... gives you more of the scene as the camera takes it!

Yet the new face of Sylvania's 23" TV takes no more space than a 21" set. See it bigger... see it better... see it easier... with a new Sylvania 23" TV! It's TV at its finest.

New 23" tube for bigger picture...better vision

... plus HaloLight the soft frame of surround light... Magic Touch tuning, that covers the entire tuning range in seconds... Picture Prompter, that automatically fine-tunes the picture with each channel change... Lifetime Engraved Circuitry, for trouble-free performance... a Balanced Sound System.



SYLVANIA MODEL 23C19 Enjoy a more pleasing 23" picture! Hear rich room-filling sound! SYLVANIA top-value Slimline console, grain-finished in mahogany or blonde oak. With HaloLight, Magic Touch tuning, convenient recessed controls, hi-fi speaker jack, 23" overall diagonal measurement, 27 1/2" sq. in. viewing area.



SYLVANIA MODEL 23C20W Mellow walnut veneer lowboy provides a charming setting for 23" wide-screen TV. Featuring SYLVANIA HaloLight, Magic Touch tuning, convenient recessed controls, hi-fi speaker jack, 23" overall diagonal measurement, 27 1/2" sq. in. viewing area.

ONE GROUP LAMPS Buy one \$4.95 Get One FREE

7 Piece DINNETTE SUITE \$49.95

DISHES cups — saucers — plates 10¢ & 15¢

KROEHLER SWIVEL UPHOLSTERED CHAIR Buy One \$49.95 Get One FREE

Living Room Group 10 PIECE \$179.95 Sylvania FM-AM Hi-Fi & Radio Console \$129.95 Upright—10 Cu. Ft. GE Freezer \$199.95

CURTIS YOUNGBLOOD CO.

In Statesboro... Bulloch County's Leading Furniture Store... In Portal

2-PIECE DIAMOND LIVING ROOM SUITE — \$99.95 (10 Year Construction Guarantee)



CHARLES BUREN CHANEY Store Supt. and Manager of Men and Boy's Dept.

Interior Designers Still Working At Minkovitz

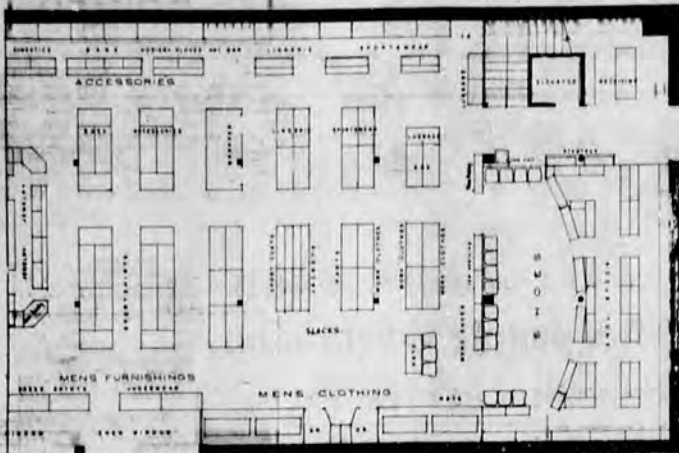
In plans made several months ago for this grand Opening Celebration we did not anticipate there would be any doubt about us being completely finished with our remodeling program by November 27th.

kind or another, some of the equipment has not yet arrived. We humbly ask that our friends and customers be patient with us a little while longer in the completion of our beautiful store which has been designed to truly make shopping an exciting experience.

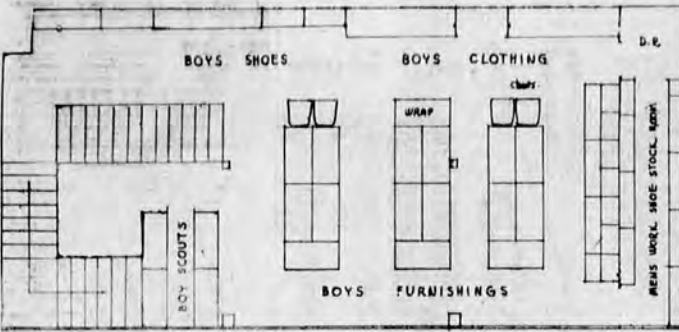


"Statesboro's Largest And Most Modern Department Store"

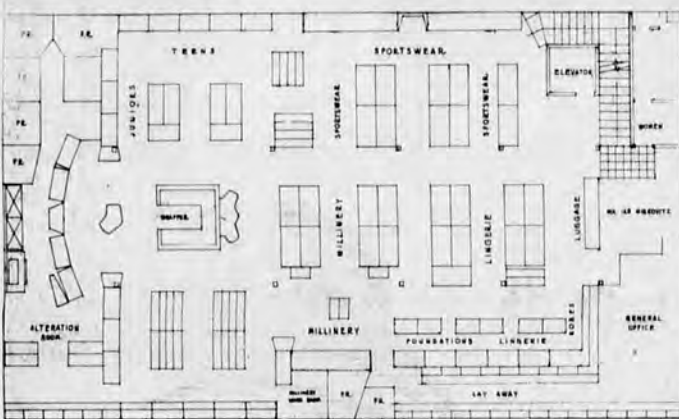
Sketches Show Where To Find New Relocated Depts. at Minkovitz



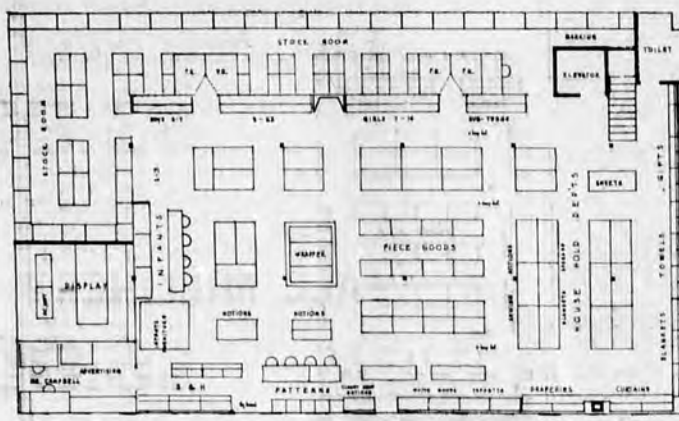
STREET FLOOR—The above sketch shows the location of the departments on Minkovitz newly remodeled street floor for your shopping convenience and guidance. Section A, clothing, furnishings, shoes, work clothes, sportswear, hats, Section B, cosmetics, accessories, hosiery, budget millinery, budget lingerie, Budget sportswear, Gourmet foods. Section C, Men's, women's and children's shoes.



MEZZANINE—The above sketch shows the location of Minkovitz new Young Man's Varsity Shop featuring sizes 8 to 18. Complete layout of wearing apparel, Canvas footwear, Boy's dress shoes, Work shoes and boots, BOY SCOUT department.



FASHION SECOND FLOOR—This sketch shows the locations of the various departments on the Fashion Second Floor. Complete selection of ready-to-wear, Section E, Better Millinery, Better Lingerie, Better Sportswear, Dresses, Coats and Suits, Foundation Garments and Teen Department. Section F, General offices, managers office, credit manager's office and lay-away office.



NEW THIRD FLOOR—The above sketch shows the location of various departments on the Third Floor. Section G, S&H Green Stamp Department, Toys, Housewares, Home furnishings, Linens and Domestics, Piece Goods and notions. Section H, Infants wear, men's shoes 3 to 7, Girls wear, sizes 3 to 14. Advertising and display offices.

Blue Prints Of Floor Plans Show "Where To Find It" At Minkovitz

Minkovitz of Statesboro now boasts one of the finest small city department stores in the South. Several new departments have been added. Others have been considerably expanded. The Main Floor includes a complete Men's Store, a family shoe department, a spacious ladies accessories department including cosmetics and toiletries. Budget millinery, budget sportswear, budget lingerie and Gourmet foods.

The Mezzanine features a complete young Varsity shop and carries nationally known lines for boys in sizes 8 to 18. On the Mezzanine will also be found a complete Boy Scout Department which serves several counties in this area. Canvas footwear is sold on this floor too.

The second floor houses the finest and largest fashion store for women to be found in the entire Southeast. Over 5000 square feet is devoted to the newest styles in ladies dresses,

coats, suits, furs, better sportswear, better millinery, better lingerie, foundation garments, etc., in the finest nationally known brand names. In connection with this floor Minkovitz furnishes a fine well staffed alteration department serving their customers with most alterations at no charge. The general offices are also located on the second floor.

The third floor features a most complete and outstanding Infants and children's department. Boy's wear is featured from Infants to size 7. Girls' wear from Infants to size 14. A most complete and interesting fabrics department, linens and domestics, notions, home furnishings, house wares, and an exciting Toy department is located on the third floor.

The S&H Green Stamp mail order department is most attractive and attracts stamp savers from a wide area. The Advertising and Display Managers office also found on this floor.

BOYS WIN THIS \$100.00 REAL STRIP DOWN

RACER

Free!

Register in One Boy's BOY'S DEPT. Mezzanine

TOYLAND NOW OPEN

ON OUR NEW THIRD FLOOR

WATCH FOR ANNOUNCEMENTS OF SANTA CLAUS ARRIVAL

Minkovitz

THIRD FLOOR

A BRAND NEW DEPARTMENT FOR MILADY'S SHOPPING PLEASURE

COSMETICS at Minkovitz

AND RELATED ITEMS

And An Experienced Cosmetician Who Joins Us After Several Years With A Leading Augusta Department Store



EVELYN CROUCH
Manager Cosmetics & Accessories

FREE! OPENING SPECIAL FREE!

150 Bottles of Perfume To The First 150 Customers Making A Purchase

To the first 150 customers making a purchase in our new Cosmetics and toiletries departments a sample bottle of MY SIN or ARPEGE perfume by Lanvin will be given free. Limit 1 to each customer.

Evelyn Crouch, Cosmetician

Evelyn Crouch cosmetician, joins the H. Minkovitz & Sons as manager and buyer of the exciting new Cosmetics and toiletries departments and also as manager of the accessories department. Coming from one of Augusta's leading department stores, well experienced.

Featuring Famous Lines Carried By Leading Department Stores

Helena Rubinstein

Complete stocks of all wanted items such as:

- Treatment Items
- Hair Preparations
- Make Up Items
- Eye Cosmetics
- Fragrance Items
- Fragrances to Choose

Dorothy Gray

Featuring their famous

- Nosegay Series
- Vintage Series
- Figurine Series
- White Lilly Series
- Hidden Charm Series
- New Sheer Velvet Items, and gift specialties.

Perfumes Eryan

Fragrances: Perfumes and Colognes

- White Shadow
- Most Precious
- Great Lady

Lavin

Fragrances: Perfumes & Colognes

- Arpege
- Scandal
- My Sin
- Pretexte
- Lanvin Gift Sets

SHULTON'S—Desert Flower, Friendship Garden, Escapade, Early American Old Spice.

Other Outstanding Lines Will Be Added Later... Watch For Announcements.. As Soon As Stocks Are Received...

Minkovitz

S&H Green Stamps
Are Also Given In Minkovitz Cosmetic Dept.



EUBIE RIGGS Fashion Ready-To-Wear
THETIS MCCORMICK Fashion Ready-To-Wear

MY SIN by LANVIN

...a most provocative perfume!

Minkovitz
Cosmetics - Street Floor

EXTRACT	1/8 oz. \$3.00
	1/4 oz. 5.00
	1/2 oz. 9.00
EAU de LANVIN	2 oz. 3.00
	4 oz. 5.00
TALC 2.00



ANNIVERSARY FEATURE

SPECIAL PURCHASE OF TO \$149.00 VALUE

3 AND 4 SKIN

Mink Scarfs \$99.00

It's fur scarf time and this special purchase is just in time to save you \$50.00. Perfect for Christmas gifts. A grand selection of wild, pastel, ranch, silverblue, cerise, baum martin, America sable Mink, 3 and 4 skins.

2-SKIN MINK CONTOURS

Choice of ranch, silverblue or pastel \$69.

mink. Compare at \$98.

Minkovitz

SECOND FLOOR

Minkovitz Anniversary Sale!

GRAND OPENING AND GIGANTIC STORE-WIDE



MILDRED CHANEY
Mgr. Millinery, Coats & Suits

Drastic Reductions - Just In Time For Our 48th Anniversary and Grand Opening Celebration

GROUP FAMOUS NAME BRAND - BETTER FALL

COATS and SUITS

FORMERLY SOLD 29.98 TO 89.00

20% OFF and More

Smart famous brand names such as Lillia Ann, Betty Rose, Reinis, Kippness, and Reveler, Jr. Many fine fabrics as Tweeds, reverse twist flannels, cashmere blends, alpacas and many others. Colors in blue, black, green, grey, brown and beige. Sizes 10 to 44. Fashion Second Floor.



TREMENDOUS SELECTION OF BETTER MILLINERY 12.98 to 26.98

Always a grand selection of better hats at Minkovitz. Original and pattern hats. Just one of a style. Assorted feathers and mink trim. Blacks, browns, Sapphir and Autumn glow. Fashion Second Floor.

USE OUR LAY-AWAY PLAN

Anniversary And Grand Opening Special
BRAND NEW SHIPMENT OF 39.98 TO 59.98 VALUE

Smart New Fall SUITS \$34.00

Just in time for plenty of fall and winter wear and just in time for a tremendous savings. You'll find the newest fall colors in many styles. Fine fall fabrics in reverse twists, wool crepe and botany flannels. Colors in royal, green, brown, black and fawn. Sizes 12 to 44, and half sizes. Fashion Second Floor.



Toppers and Short Coats \$10. to \$19.

Formerly 24.98 to 59.98

A fine assortment of coats at a tremendous savings. Tweeds, 100% cashmeres, light weight wools, and botany flannels. Colors in red, beige, black, white. Sizes 6 to 16. Fashion Second Floor



Anniversary Feature... Special Purchase FALL MILLINERY

Values up to 6.98 **\$3.00**

Very special purchase for fall millinery just for our Anniversary. Velvets, wool felts, and feather hats. New fall colors.

SPECIAL GROUP OF 8.98 TO 10.98 FALL MILLINERY

Anniversary feature group **\$6.00**

Falls most popular styles in this special group of beavers, felts, and velours. Fashion Second Floor.

FRIDAY - SATURDAY - MONDAY ONLY

Special Anniversary Feature

ACTUAL \$79. AND \$98. VALUE

100% CASHMERE COATS \$48.

3 DAYS ONLY

By special arrangements with the manufacturer we were able to bring you such an outstanding value. 2 special styles and many colors to choose from. Fashion Second Floor.





LOIS NESMITH
Asst. Mgr. Sportswear
2nd Floor



BESS OUTLAW
Asst. Mgr., Accessories and
Hosiery Dept.



BERNICE DAUGHTRY
Asst. Mgr. Budget Lingerie
and Sportswear, Street Floor



BETTY RAY HENDRIX
Asst. Manager Shoe Dept.



MARY ALICE HENDRICKS
Manager Shoe Department



JOE BRANNEN
Sales - Shoe Department

Street Floor Personnel, Shoes, Budget Lingerie, Accessories

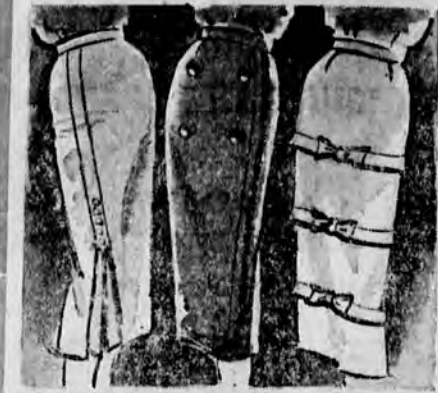
With the transfer of lots of the departments from one floor to another, there will be transfers of personnel to these departments.
Lois NeSmith will be assisting in Sportswear on the Second Floor. Bess Outlaw will remain on the Street floor as assistant manager of Accessories and Hosiery. Bernice Daughtry will be in accessories on the street floor. Mary Alice Hendricks manager of the shoe department, Betty Ray Hendrix, assistant manager of the shoe department and Joe Brannen all remain on the street floor.

Minkovitz New Budget Millinery
1.00 to 2.98
NOW LOCATED ON STREET FLOOR
The new budget millinery department will feature the newest styles in casual and dressy hats. Be sure to visit our New hat bar when you shop the street floor.

Minkovitz New Budget Lingerie
37c to 3.99
NOW LOCATED ON THE STREET FLOOR
This new department will specialize in terrific special purchases as well as basic stock items at great savings to the customer.

Minkovitz New Budget Sportswear
88c to 7.99
NOW LOCATED ON THE STREET FLOOR
A brand new department to bring you terrific values in the smartest and most exciting styles in the leading fashion markets.

Minkovitz GRAND OPENING Sale Starts FRIDAY 9:30 A. M., NOVEMBER 27th Anniversary Sale!



WOMEN'S FALL SKIRTS
Compare at 5.98
3.88
Imported fabric skirts in nubby tweeds and fleeced Glen plaids. Assorted colors. An amazing value. Smartly styled. Street Floor.



Long Sleeve, French Cuff Fall Blouses
1.98
Compare at 2.98. Fine mercerized cotton, 5 colors to choose from. Sizes 32 to 38. Street Floor.



SPECIAL GROUP OF COSTUME JEWELRY
48c
Compare at \$1.00
A very special group including plus earring matching sets. Street Floor.



SPECIAL GROUP OF SILK SCARVES
1.29 ea.
Compare at 1.98
A lovely assortment of colorful silk scarves in varied patterns. Street Floor.



SPECIAL GROUP OF FALL BAGS
2.48
Compare at 2.98. Special group assorted fabrics and leathers. Street Floor.



WOMEN'S 1.98 VALUE PANTIE GIRDLES
1.00
White only. Budget Lingerie. Street Floor.



OPENING SPECIAL STADIUM BOOTS
3.88
Compare at 5.98
Fur-like cuff, cold weather boots. Colors black or grey. Sizes 5 to 10. STREET FLOOR



FAMOUS BUSTER BROWNS For Children
1.99 to 8.95
Buster Browns the best known and best wearing line of Children's shoes in America. A wide range of styles and leathers. STREET FLOOR



GRAND OPENING SUPER SPECIAL
Fri., Sat., & Mon.
1st. Quality 60-Gauge **NYLON HOSE**
48c pr.
Unbelievable purchase, the manufacturer gave us a concession just for our Grand Opening. Their usual \$1.00 hose. Save 1/2. Limit 2 pairs. STREET FLOOR



SAVE ON MEN'S SHOES!
Actual 11.95 to 14.95 values. Including Naturalizers and Rhythm-Steps. Suedes and leathers.



SPECIAL GROUP OF MEN'S TO 21.95 FALL SHOES
20% OFF
Discontinued styles in American Gentleman, Wrights, Bob Smarts and other famous brands. All good current styles, broken sizes. STREET FLOOR



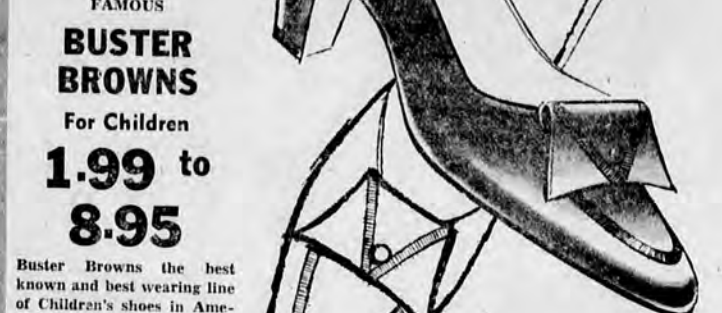
MEN'S - COMPARE AT 5.95 HOUSE SLIPPERS
\$3.88
Men's leather house shoes in moccasin style, ramps with waffle soles. Sizes 7 to 12. STREET FLOOR

America's Finest Name Brand Shoes Will Be Found At Minkovitz For The Entire Family

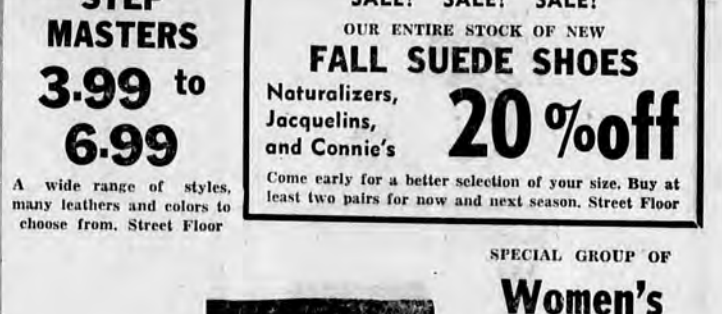
★ Connie
★ Jacquelin
★ Glamour
★ Debs
7.99 to 11.95



Naturalizer
THE SHOE WITH THE BEAUTIFUL FIT
The very smartest in styles, colors and materials for fall. Will be found in this fine group of Nationally Famous shoes for Women. STREET FLOOR



FAMOUS STEP MASTERS For Children
3.99 to 6.99
A wide range of styles, many leathers and colors to choose from. Street Floor



SALE! SALE! SALE!
OUR ENTIRE STOCK OF NEW **FALL SUEDE SHOES**
Naturalizers, Jacquelines, and Connie's
20% off
Come early for a better selection of your size. Buy at least two pairs for now and next season. Street Floor



SPECIAL GROUP OF Women's SHOES
\$4.00
Actual 11.95 to 14.95 values. Including Naturalizers and Rhythm-Steps. Suedes and leathers.



SPECIAL GROUP OF MEN'S TO 21.95 FALL SHOES
20% OFF
Discontinued styles in American Gentleman, Wrights, Bob Smarts and other famous brands. All good current styles, broken sizes. STREET FLOOR



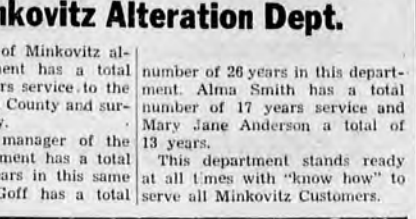
MEN'S - COMPARE AT 5.95 HOUSE SLIPPERS
\$3.88
Men's leather house shoes in moccasin style, ramps with waffle soles. Sizes 7 to 12. STREET FLOOR

90 Years of Experience and Service From Minkovitz Alteration Dept.

The personnel of Minkovitz alteration department has a total number of 90 years service to the people of Bulloch County and surrounding territory.
Genie Miller, manager of the alteration department has a total number of 33 years in this same location. Laula Goff has a total number of 26 years in this department. Alma Smith has a total number of 17 years service and Mary Jane Anderson a total of 13 years.
This department stands ready at all times with "know how" to serve all Minkovitz Customers.



GENIE MILLER
Mgr. Alteration Dept.



ALMA SMITH
Alteration Dept.



LAULA GOFF
Alteration Dept.



MARY JANE ANDERSON
Alteration Dept.

Minkovitz
STATESBORO, GEORGIA
STORE HOURS DURING OPENING DAYS OF
GIGANTIC GRAND OPENING AND 48TH
ANNIVERSARY SALE
Friday - - - - - 9:30 to 9 P. M.
Saturday, Nov. 28th --- 9 to 8 P. M.
Other Saturdays - - 9 to 7 P. M.
Other days during sale 9 to 6 p.m. From Wednesday, Nov. 25th. Open all day until Christmas.



CHAVIS COOPER
Head Porter



MATTIE LOU HENDRIX
Elevator Operator



MELVIN DOUGLAS
Asst. Porter

Minkovitz Features Top Service Department
Chavis Cooper the head porter has been with Minkovitz for 17 years. Cooper handles all deliveries, cleaning duties . . . Mattie Lou Hendrix is the elevator operator and also has certain duties pertaining to the cleaning of the fashion second floor. Melvin Douglas who attends William James High School works in the afternoon as assistant porter.
The best known of many health springs in Georgia is Warm Springs—one of the principal clinics in the world for the treatment of infantile paralysis.

Minkovitz Sale Starts Friday 9:30 am Nov. 27th A Store-Wide Event Anniversary Sale!

Tremendous selection's of nationally famous name brand dresses for our Grand Opening and 48th Anniversary Sale

GROUP **FALL DRESSES**
FORMERLY 14.98 TO 49.98
Anniversary Priced At **25% OFF**



Minkovitz Famous Fashion Ready-to-wear offers one of the finest collection of nationally famous name brand lines of coats, suits, and dresses in Southeast Georgia, such as Jonathan Logan, Candy Jr., Bobby Brooks, Jerrell Jr., Carol Rogers, Helen Whiting, Crystal Jr., RAK Originals, Franklin, Manfords, Holiday Originals, American Goffer, Sensibly, Young Pat Perkins, Bea Young, Kay Whitney, Toni Hunt, Korell, Classic Lady, Pam Pickett, Peg Palmer and Roseweb. During our Grand Opening and 48th Anniversary Sale, All these fall dresses, coats and suits will be offered at 25% off.



KATHERINE BAILEY, Mgr.
2nd Floor Lingerie Dept.

SPECIAL GROUP OF ASSORTED Formals and Cocktails
1/2 OFF
Special group long and ballerina length dresses of net, chiffon, and velvet. Formerly 24.98 to 49.98. 2nd Floor.

Group Specially Priced For Our Anniversary
Famous Brand Dresses
4.88 to 8.88
Formerly sold from 5.98 to 12.98. Famous brand dresses. Many styles, fabrics and colors. 2nd Floor.

Advance Spring and Holiday styles arriving daily. Priced from 5.98 to 45.00

SPECIAL TABLE OF 1.98 TO 12.98 ASSORTED LINGERIE
1/2 OFF
On Sale On Our Second Floor

YOUTHFORM
Shadow panels front and back
100% NYLON
Slips
2.99
Compare at 5.95 val.
Slip bottoms, hand appliques and embroideries, shadow panels front and back, lace bottoms. A perfect gift for Christmas. Second Floor



Gowns Slips Robes Peignoir Sets
5.98 - 29.98
Shop for Christmas now while our stocks are most complete. Famous Rogers, Seamprofs, Lorraine and Shrewbergs, many styles and luscious fabrics and colors.

GOSSARD Girdles & Bras TO MATCH
3.95 to 8.95
For that personal Christmas gift. A matching bra and girdle. Colors in blue, black, beige and white. All sizes. Second Floor.

SPECIAL GROUP OF BRAS AND GIRDLES
1/2 OFF
Formerly from 2.95 to 8.95 Gossard, Hollywood V-Kite, and Lwella Girdles and bras. 2nd Fl.

PANTIES TO MATCH SLIPS IN ALL BRAND NAMES
1.95 - 2.95
SECOND FLOOR



The Contractors & Sub-Contractors Welcome You TO Minkovitz

"Statesboro's Largest And Most Modern Department Store"

The contractors and sub-contractors take great pride in extending a special invitation to all of the people in this trade area to visit the New H. Minkovitz & Sons Department Store. We especially want you to see the part we played in constructing this fine store and we want to congratulate Mr. Ike Minkovitz on the opening of the New store, in the heart of the best town in Georgia—Statesboro—which so richly deserves such an outstanding store . . . This message sponsored by the following contractors and sub-contractors.



IKE MINKOVITZ
President

THE H. MINKOVITZ & SONS new building which has just been completely remodeled and refitted at the intersection of North and South main street and East and West Main street is having their formal opening Friday, Nov. 27. The exterior Architects were Levy & Kiley, Savannah, Ga. The interior store planners were Stearns & Brommer, Memphis, Tenn. The general contractor was John C. Jerome, Savannah, Ga.

Compliments Of
John S. Jerome
Contractor
Savannah, Ga.

Compliments Of
H. A. Sack Co.
Electrical Contractors
Statesboro, Ga.

Compliments Of
Dixie Neon Service
Neon and Billboard Signs
Statesboro, Ga.

Compliments Of
Thackston Steel Company
Steel Fabricators and Erectors
Statesboro, Ga.

Compliments Of
Southern Glass Company
Window Glass - Aluminum Awnings
Savannah, Ga.

Compliments Of
Claude Howard Lumber Company
Statesboro, Ga.

Compliments Of
Kelly-Stewart, Inc.
Roofing
Augusta, Ga.

Compliments of
E. A. Smith Grain Co.
Building Materials
Statesboro, Georgia

James W. Waters
Tile Floor Covering
Statesboro, Georgia

Compliments Of
Morrison Furniture & Fixture Co.
Bank and Store Fixtures
Statesville, N. C.

Compliments of
Savannah Floor Covering Co.
Acoustical Tile - Floor Covering
Savannah, Georgia

Lee Shuman
PAINT CONTRACTOR
Statesboro, Georgia

Compliments of
Levy and Kiley
Building Architects
Savannah, Georgia

Starnes and Brommer
Store Engineers and Designers
Memphis, Tennessee

Compliments of
Ben Cassidy
PAINT CONTRACTOR
Statesboro, Georgia

Johnny Flythe
PAINT CONTRACTOR
Sylvania, Georgia



IKE MINKOVITZ
President

Minkovitz CELEBRATES THE GREATEST OF ALL OUR 48th Anniversary Sale! and GRAND OPENING OF OUR NEW STORE . . .



★ OPENING SPECIAL ★
Thurs., Fri. & Sat. Only
27 x 27 BIRDSEYE
DIAPERS
1.48 doz.
Regular 2.49 value. Limit
1 doz. Third Floor.



★ OPENING SPECIAL ★
While 72 last. Size 7 to 14
GIRLS CORDUROY
SLACKS
1.99
Compare at 2.98, well tall-
ered. Assorted colors. Third
Floor - Girls



★ OPENING SPECIAL ★
200 Hi-Lo big 22 x 46
SULPTURED
RUGS
98¢
Assorted decorator colors.
30 x 60, 1.98, 48 x 72, 2.98
Third Floor



★ OPENING SPECIAL ★
White 144 last. Girls 7 to 14
FLANNEL
PAJAMAS
1.88
Compare at 2.98, 3 lovely
2-piece styles. Third Floor.

★ GRAND OPENING SPECIAL ★
While 288 prs. last. Compare at 1.49
JUNIOR BOY'S SLACKS
98¢ pair
Sizes 3 to 8 in cotton gabardine, assorted brown, navy,
charcoal. Elastic back with belt front. Third Floor.
Children's Department

★ GRAND OPENING SPECIAL ★
While only 48 last. Every home needs one
Large 14" x 50" Door Mirror
2.88
Compare at 3.98. Framed in white or natural wood.
Third Floor - Housewares - Limit 2.

★ GRAND OPENING SPECIAL ★
Cannon sold us towels at unbelievable low prices. 3
special groups.
1200 Luscious Cannon Towels
Values 78¢ Values 58¢ Values 38¢
to 1.29 to 98¢ to 69¢

Cannon helped to give you a real
★ GRAND OPENING SPECIAL ★
25 Dozen slight irregular 2.98
Cannon Percale Sheets
81 x 108 or
Double fitted bottoms 2.28
Limit 4. 45 x 38 1/2 cases to match
THIRD FLOOR - LINES 58¢



★ OPENING SPECIAL ★
While only 60 last
LARGE WILLOW
CLOTHES
BASKETS
98¢
Compare at 1.49. Limit 1.
Third Floor. Housewares



★ OPENING SPECIAL ★
1000 yards of 36 in. wide
GOOD GRADE
OUTING
28¢ yd.
Solid colors. Compare at 39¢
Third Floor - Fabrics



★ OPENING SPECIAL ★
Full Size, 3.98 value
ACRYLON & FOAM BED
PILLOWS
2.88
Limit 4, either or both, Third
Floor - Domestics



★ OPENING SPECIAL ★
100 only 72x84 & 72x90 size
RAYON-ORLON
BLANKETS
3.88
Compare at 5.98. Solids, strip-
es, plaids. Limit 3. 3rd Fl.

★ GRAND OPENING SPECIAL ★
While only 100 last. Long 100 foot
PLASTIC CLOTHES LINE
88¢
Real flexible with steel core. Usual 1.29 value. Limit
1 . . . Third Floor - Housewares

★ OPENING SPECIAL ★
Slight irregulars 2.29
CANNON 81 x 99 MUSLIN
SHEETS
1.48
Limit 4, 59¢ cases to match
38¢. Third Floor - Linens

★ GRAND OPENING SPECIAL ★
500 yards just for our grand opening
45 INCH ANTIQUE SATIN
DRAPERY FABRIC
\$1. yd.
Compare at 1.49. colors in white champagne, nutmeg,
thistle, green and gold. Third Floor - Fabrics.

★ OPENING SPECIAL ★
2500 yards usual 70¢ & 99¢
FINE QUALITY
GINGHAMS
58¢ yd.
Tartan plaids, checks, Wash
'n wear prints. Third Floor.

★ GRAND OPENING SPECIAL ★
While only 12 last, super-value 19.95
9 x 12 Ft. CUT-PILE RUGS
14.88
Cotton cut-pile rugs with rubberized non-skid backs.
Smart colors in grey, green, beige, brown and red.
Third Floor

★ OPENING SPECIAL ★
While 144 last, Junior Boy's
FLANNEL
SHIRTS
78¢
Sanforized assorted patterns.
Sizes 3 to 8. Limit 2. Third
Floor

★ GRAND OPENING SPECIAL ★
While only 144 last, Girls 7 to 14 Roll-Up Sleeve
COTTON BLOUSES
88¢
Solid colors and plaids. Compare at 1.69. Third Floor.
Girls Department

★ GRAND OPENING SPECIAL ★
Usual 2.98 value. Lightweight
FOLDING TRAVEL IRON
2.35
Guaranteed heavy chromium folding iron, ideal for
school, home and travel. Complete plastic moisture-proof
case. Third Floor

★ GRAND OPENING SPECIAL ★
Compare at 1.19 yard, 36 inch wide
SOLID COLOR CORDUROY
68¢ yd.
We reserve the right to limit quantity washable in a
wide selection of colors. Third Floor - Piece Goods



★ OPENING SPECIAL ★
100 Dozen Usual 10¢
CANNON WASH
CLOTHS
6 for 48¢
Assorted solid colors. Limit
6. Third Floor - Domestics



★ OPENING SPECIAL ★
While Only 25 Lasts
COMMODORE
SEATS
3.48
Compare at 4.98 in pastel
colors and white. Third
Floor



★ OPENING SPECIAL ★
While 120 last, compare
at 1.29
Sponge Mops
88¢
Limit 2. Long wood handles.
Third Floor - Housewares



★ GRAND OPENING SPECIAL ★
Search-proof, resists-foam, Plastic Foam
IRONING PAD & COVER
1.98
New silicone treated cover over foam rubber pad. With
elastic edge for smooth fit. Third Floor - Housewares.

"DOOR BUSTERS"
For Our 48th Anniversary And
GRAND OPENING
FRIDAY, NOV. 27th-9:30am
STORE OPEN UNTIL 9 P. M. FRIDAY NIGHT

Store Will Be Open All Day Wednesday
Closed All Day Thursday - Sale Opens Friday

REGISTER EVERYDAY AT MINKOVITZ DURING THIS TREMENDOUS CELEBRATION—MORE PRIZES THAN YOU CAN SHAKE A STICK AT—READ MORE

Save as You Spend with **S. & W. Green Stamps**



IRMA McCORKLE
Cashier - Third Floor



MARION GRANT
Manager Fabrics Dept.



SUE WILLIAMS
Sales - Third Floor



DONNIE BLACK, Mer. Toy's
Housewares & Checking Dept.

**Minkovitz 3rd Floor Personnel
Welcomes Friends And Customers**

Minkovitz new third floor personnel consists of Donnie Black, Toys, Housewares, & checking, and Betty Smith of Sperry & Hutchinson Co. Manager of the Department, Sue Williams, Sales, Idell DeLoach, Manager of Linens, notions, draperies, Lillie Stephens, Assistant manager of Children's Department, Irma McCorkle, Cashier, Marion Grant, Manager of fabrics, and Betty Smith of Sperry & Hutchinson Co. Manager of the Department, Sue Williams, Sales, Idell DeLoach, Manager of Redemption Center.

**Sale!
Samsonite
BEAUTY CASE
SPECIAL**



Hold's 52 Travel Needs!
Formerly \$17.95, now **\$14.95** PLUS TAX

Save \$3.00 on this Christmas Special!
Buy this Samsonite Streamlite Beauty Case for Christmas giving—or for your very own. This is the luggage that keeps its first trip look... and the classic beauty of Streamlite soaks in style! Sectioned tray for cosmetics and toiletries lifts right out. Full-width mirror for full viewing. Triple-strength construction means years of good use. Don't miss this Holiday buy on a Samsonite Streamlite Beauty Case.

JUST LOOK AT THESE VALUES:
BEAUTY CASE, full mirror in lid, removable tray. Was \$17.95. Now \$14.95
HAT BOX, Great for short trips. Can't roll shape. Was \$15.95. Now \$14.95
LADIES' WARDROBE, 4 hangers and elasticized curtain. Was \$25.95. Now \$24.95
MEN'S COMPANION CASE, Holds 1 suit, 3 shirts, accessories. Was \$19.95. Now \$16.95
TWO-SUITER, 2 hangers, hold-fast bay for neatness. Was \$25.95. Now \$24.95



Minkovitz Grand Opening And 48th Anniversary Sale!

Tremendous Values in Our New Third Floor Piece Goods Department



**Thousands of Yards of Fabrics
At Special Anniversary Prices**

- 36 In. Wide Corduroy**
Compare at 1.49. A wide range of assorted colors in florals and checks. Completely Washable. Third Floor. **98¢**
- Solid Color Corduroy**
Compare at 1.19. 36 in. wide pinwale corduroy, washable, in a wide range of colors. We reserve the right to limit purchases. Third Floor. **68¢**
- Reg. 1.39 Cohama Estrado Prints**
45 inches wide wool and rayon fabric in beautiful floral patterns. On sale in our Third Floor piece goods dept. **99¢**
- Reg. 1.98 Cohama Dunshire Tweed**
A smart collection of colors and patterns in 45 in. wide washable spun rayon. On sale in our Third Floor piece goods **1.68**
- Gayley & Lord "High Ply"**
Regular 1.19. A wide range of assorted plaids and solid colors in a fine combed cotton, wrinkle resistant wash and wear fabric. Third Floor. **88¢**
- Gayley & Lord "Shagbark"**
Regular 1.69. A rough finish all cotton wash & wear fabric in multi-color stripes and checks. 45 inches wide. Third Floor. **1.28**
- 500 yds. To 1.98 Formal Fabrics**
Special purchase of 45 in. and 50 in. formal fabrics for fall sewing. Approximately nine different fabrics in assorted colors **99¢**



PRINTED COMFORTERS

Compare At 10.98 **6.88 & 8.88**
Completely washable, down-filled in assorted pastel prints on colored grounds. Size 72x84 at 6.88 and 80x90 at 8.88. On Our New Third Floor.



HOBNAIL SPREADS

COMPARE AT 4.98 VAL. **3.48**
Lady Linda Hobnail. Lint free, spreads in white and pastels. Double bed size. Third Floor.



IDELL DeLOACH, Mgr.
Linens, Notions, Draperies

Compare at 6.95 CANNON BED SPREADS 4.99 Double and twin size, 3 colors to choose from. New Third Floor	Regular 1.29 Value IRONING BOARD COVERS 88¢ Elastic edge tailored to fit. Silicene scorch-proof. New Third Floor	Close-Out, 500 Yds. PRINTED COTTONS 28¢ yd. Usual 42" value, assorted colors in stripes, checks, plaids, solids. New Third Floor	Usual 1.19 Value BABY TWILL OVERALLS 77¢ Assorted colors in soft twill overalls in sizes 12 to 24 months. New Third Floor	Compare At 5.9¢ WOMEN'S RAYON Tricot Panties 3 prs. \$1. White only, regular and extra sizes. Liner-free. Street Floor
Regular 1.29 Value SILVER PLATED ASH TRAYS 77¢ Lovely silver plated ash trays in Shell design copy of Sheffield. New Third Floor	Usual 1.49 Value BRASS MAGAZINE RACKS 1.00 Attractive brass magazine racks of heavy gauge wire. Limited. New Third Floor	Compare At 3.98 FOLDING TRAVEL IRONS 2.35 Heavy Chromium, lightweight, Folding latch handle. Carrying case. New Third Floor	Compare At 1.58 WOMEN'S COTTON BLOUSES 1.00 Many styles and assorted colors. Solid and patterns. Sizes 32 to 38. Sportswear. Street	Compare At \$1.00 WOMEN'S NYLON Tricot Panties 2 pr. 1.10 57¢ each. Regular and extra sizes 5 to 10. White and pastels. Street Floor



LILLIE STEPHENS, Assl. Mgr.
Children's Department

Many famous lines to Choose
CINDERELLA, FEIN, BOW AGE AND NANNETTE
2.98 TO 10.98
All sizes for Babes and Toddlers to 14 year olds. A wonderful collection of styles and fabrics. Children's Dept. Third Floor



Famous Group of CHILDREN'S DRESSES **3 OFF**
Sizes 1 to 14. Nannette and Cinderella. New Third Floor

SPECIAL GROUP OF GIRL'S ROBES **1/3 PRICE**
Cotton quilt print and nylon quilt. Value to 7.98. New Third Floor

REG. 2.98 VALUE BABY BLANKETS **2.48**
36 x 50 Peppercorn in assorted pastels. Satin binding. New 3rd Floor

OUR ENTIRE STOCK OF 7.98 TO 29.98
GIRL'S and TEENS FALL COATS
20% OFF!
Our Anniversary feature. Newest styles and colors. Many fabrics to choose from including rough and smooth fabrics. All wool and blends. Sizes 7 to 14 and teens 8 to 14. New 3rd Floor



GIRL'S CAR COATS **8.98 TO 10.98**
Poplin, quilted lined. Orion pile lining and with zipper hood. Colors in red and beige. Sizes 4 to 14. New 3rd Floor

Regular 10.58 Value MISSES CAR COATS **6.88**
Misses size 10 to 18, cotton twill with pile lining. Zip-off hood. Beige only. FIRST FLOOR

THIS CHRISTMAS
Save while you spend



with **S&H** and **Minkovitz**
"Statesboro's Largest and Finest Department Store"

With **S&H** Green Stamps you're **SURE** to get exactly what you want—when you want it

Also Shop With The Following To Get S & H GREEN STAMPS!

- WINN-DIXIE MARKET
- H. MINKOVITZ & SONS
- BEN FRANKLIN 5 & 10 STORE
- ELLIS FURNITURE STORE
- FARMERS HARDWARE CO.
- FRANKLIN CHEVROLET CO.
- PARKERS STOCK YARD
- ROBSONS HOME BAKERY
- STATESBORO GIN CO.
- STILES MOTEL
- TRANS OIL CO. (Phillips 66 Service Station Hwy. 80)
- TRANS FUEL OIL CO.
- TRANS OIL CO. (Phillips 66 Service Station, Hwy. 301 S)
- BOSWELL GAS CO.
- GAUDRY 66 SERVICE STATION
- STUBBS TIRE CORP.
- RAN EW & MIKELL (Shell Service Station)
- LANIERS JEWELRY
- PIGGLY-WIGGLY SUPER MARKET
- ANDERSON & TURNER STORE Nevlis, Ga.
- ANDERSON SERVICE STATION Nevlis, Ga.
- ALLEN'S GIFT SHOP Hwy. 301 South
- M. B. HODGES GENERAL STORE R. F. D. 2, Middle Ground
- CROWN OIL CO. (Hwy 301 South)
- Joe HODGES (Service Station) R. F. D. 6, Hwy. 67
- HIGHWAY 301 SERVICE STATION
- BRADFORDS GENERAL STORE Brooklet, Ga.

"You're Dollars Ahead"
When you save **TWICE . . .** By Shopping at S&H Green Stamp Stores . . . Located everywhere.

FREE! FREE!
30 S&H Green Stamps
Friday - Saturday Monday Only
The Sperry & Hutchinson Co., will have two girls in Minkovitz store all day Friday, Saturday and Monday, giving away 30 S&H Green Stamps to each customer . . . Be sure to see these girls when you are in the Store.



This Page Courtesy
Sperry & Hutchinson Co.

Save as You Spend with S&H Green Stamps



BETTY SMITH
Mgr. S&H Green Stamp M. O. Redemption Center
THIRD FLOOR

Bring Your Filled S&H Green Stamp Books . . . To The S&H Green Stamp Mail Order Redemption Center . . . On Minkovitz Third Floor . . . For Your Choice Of Over 1500 Distinguished Merchandise Items



LENNIE HOWARD
Office Secretary



DONNICE BROWN
Asst. Credit Manager



JOYCE GERRALD
Office Clerk



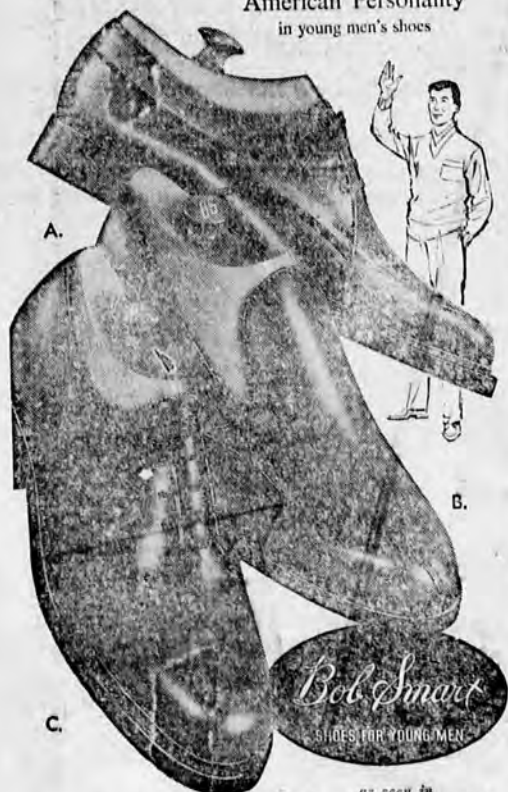
WINNIFRED SMITH
Office Clerk

Minkovitz Office Personnel Has Many Years Of Experience

Minkovitz Statesboro office is the head bookkeeping office for all the H. Minkovitz & Sons stores, also the Ben Franklin 5 & 10 stores. All of the personnel in this office are well trained and have many years of actual experience. Mr. B. Floyd Brammer, Credit manager, Office manager, and assistant store manager. Donnice Brown is assistant Credit Manager. Lennie Howard is Office typist and secretary to the President. Winnifred Smith and Joyce Gerrald are office clerks.

Bob Smart
is the name

for the
American Personality
in young men's shoes



7.95 to 10.95

One of the most popular budget priced shoes for men are Bob Smart. The Bob Smart line features shoes right up with the finest in smart styling. Good smooth workmanship, and fine quality leathers. You'll find just the shoe you want in the Bob Smart line.

Minkovitz
We Give S&H Green Stamps

Minkovitz Celebrates Our greatest of all Anniversary Sale

SALE STARTS FRIDAY, NOV. 27th - 9:30 A. M.



FRIDAY AND
SATURDAY ONLY
MEN'S VERY
FAMOUS BRAND
Dress Shirts
3.48

Regular at 4.25

We can't dare mention the name but you'll recognize it at a glance. All of the important collar styles. Loads of white and some fancies. Street Floor.

ANNIVERSARY FEATURE

Men's Top Value \$45.00

FALL SUITS
35.00

★ All Wood Flannels - Worsteds

A tremendous selection of all wool flannels and worsteds in Ivy, Continental and Regular models. Newest fall patterns. New fall colors. Tailored for perfect fit and smart looks. Regulars, longs, shorts and slouts. Street Floor



CHARLES B. CHANEY
Store Superintendent
Mgr. Men's & Boy's Dept.

MEN'S WINDBREAKER'S
Zelan water-repellent fabric, zipper front. Ideal for all 'round wear. 3.98 value. Street Floor **3.48**

MEN'S COTTON JACKET
Warm cotton "O-D" twill for warmth and long wear. Knitted cuffs and waist. Regular 9.98 val. **5.88**
Street Floor

MEN'S RAINCOATS
Water proof rubberized black raincoats. Double yoke, extra length, extra heavy for extra wear **5.48**
Street Floor

MEN'S SWEAT SHIRTS
Heavy cotton fleece lined, sanforized shrunk. On sale 2 for \$3.00 or each St. Floor **1.59**

MEN'S TWILL PANTS
Heavy twill wash 'n wear, nylon added for 70% extra wear. Tailored to fit. Khaki or grey **4.48**
Street Floor

MEN'S GA. KNIT SOCKS
Your choice of old time Georgia knit or navy type work socks. Limit 5 pairs. 5 for 1.00 **29c ea.**
Street Floor

MEN'S WORK SHIRTS
Heavy twill wash 'n wear work shirts to match pants advertised above. Reg. 2.98 value **2.48**
Street Floor

MEN'S LINED JUMPERS
Full lined of warm cotton flannel. Blue denim button front, coat style or zipper jacket style **4.48**
Street Floor

Men's Chambray Shirts
Regular to 1.10 men's full cut sanforized, 2 pocket front chambray work shirts. Limit 2 **1.00**
Street Floor

Men's 10 oz. Dungarees
Regular 2.99 value full cut sanforized shrunk. White stitched. Big pockets. Limit 2 **1.98**

Men's Stretch Nylon Socks
Regular 59c value solid and fancy nylon socks. One size fits all sizes. Buy several pairs. **48c**
Street Floor

MEN'S HUNTING CAPS
The No. 1 hunting cap and also good for general everyday wear. Heavy duck brown. 1.98 val **1.48**
Street Floor

MEN'S WHITE HANKIES
Anniversary feature special. Men's large white handkerchiefs. Regular 10c value. 6 for **48c**
Street Floor

Men's FLANNEL ROBES
Wrap around full belt. Shawl collar. Sanforized shrunk. Plaids and stripes. 5.95 value **4.48**
Street Floor



Regular to \$25.00
MEN AND YOUNG MEN'S FALL SPORT COATS
19.48

All wool coats in flannels and tweeds. New burnished tones. Solids & fancy patterns. Sizes 36 to 44. Street Floor

Regular to 17.95
MEN'S DRY CLEANABLE FAMOUS QUILON SUEDE JACKETS
15.48

Good quality suede, knit cuffs and collar, full length zipper. Quality rayon-lined. Sizes 36 to 46. Street Floor



Regular to 24.95 Value
YOUNG MEN'S BERKRAY Wool & Cashmere CAR COATS
19.48

This fine quality blend of fleece wool and cashmere makes an ideal warm coat and not too heavy. 36 inches long with split side vents. A must for every young man's wardrobe. Street Floor

Anniversary Feature
Men's 2.95 Fall
SPORT SHIRTS
1.99

A grand assortment of flannels, broadcloths, Gingham, gabardines in Ivy and regular models. Street Floor

Regular to 6.95 Value
Young Men's Crew NECK SWEATERS
5.48

Bulky knit in Lambswool fleece. The first of young men for fall wear. Colors in Charcoal, Green and brown. Street Floor

FREE! To the first 100 Men Buying \$5.00 or more - Minkovitz will give a reg. \$2. Vinyl Plastic Raincoat FREE

ANNIVERSARY FEATURE
MEN'S REGULAR 10.98 VALUE
WASH 'N WEAR
Flannel SLACKS
8.48

★ NEW FALL PATTERNS
All wool and wool and orlon wash 'n wear flannels and worsteds. Pleated and ivy models. New Fall colors and patterns. Street Floor

YOUNG MEN'S REGULAR 4.98 VALUE
Continental PANTS
3.98

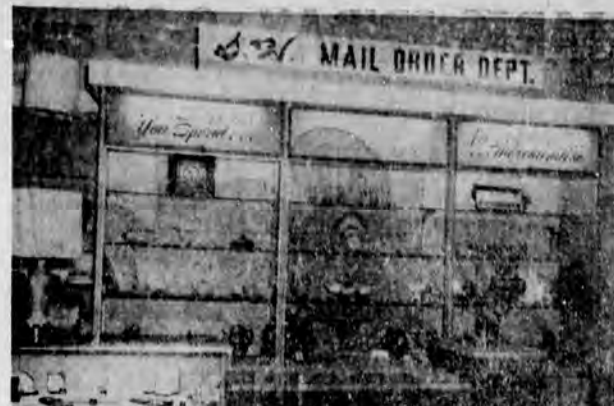
Young Men's popular bedford cords, continental styled by Siegfried. Cut slim and trim. No cuffs. Waist size 28 to 38. Street Floor

Special Group to 7.95
Men's Fall Hats
4.48

Genuine fur-felt hats, new styles, new colors. Wide and narrow brims. Sizes 6 1/2 to 7 1/2. Street Floor

Compare at 3.98 value. Men's
Flannel Pajamas
3.00

Assorted stripes and small prints. Sanforized shrunk. Sizes A B C D. Street Floor



S&H GREEN STAMP MAIL ORDER REDEMPTION CENTER THIRD FLOOR
SPERRY & HUTCHINSON COMPANY GIVES 30 STAMPS TO EACH CUSTOMER VISITING MINKOVITZ

Friday - Saturday and Monday.

S&H WORKS AT GIVING AWAY AS MUCH AS POSSIBLE TO AS MANY AS POSSIBLE

Success stories in the great American marketplace are not rare. Thanks to our unique system of free competitive enterprise, untold thousands of individuals and companies have stories rivaling that of Horatio Alger written in their record books and annual reports.

But the story of The Sperry & Hutchinson Company, the nation's oldest and largest firm in the trading stamp industry, is still unique. In 1896, Messrs. Thomas A. Sperry and Shelley B. Hutchinson devised a way to complete the chain of cash discounts. Wholesale, manufacturers, retailers, and distributors allowed an extra discount for cash. Trade practices had long recognized that the customer who paid cash deserved a discount. But, pity the consumer. There was no easy-to-use system or unit of money suitable for paying cash discounts to the housewife buying groceries. Two percent of a 27¢ purchase, for example, is still only half a cent.

Sperry & Hutchinson forged the final link in the discount chain with a tiny summed rectangle... the Green Stamp. Today, Sperry & Hutchinson maintains more than 600 modern redemption centers at strategic locations throughout the country. The interiors of these centers are designed for the customer's convenience in selecting merchandise and completing the redemption transaction. Modern, attractive fixtures provide a pleasant atmosphere similar to that of other quality retail outlets, which are identified with the words "S&H Green Stamps".

Interesting enough, high on the list is an old maxim, "Never keep a lady waiting." Translated for the benefit of S&H employees, it means "when a customer is ready to redeem her stamp books make it fast and easy. Never keep her waiting for the item she wants." Over 95% of all stamps issued are returned to the centers and redeemed for merchandise. It is apparent that The Sperry and Hutchinson Company does not keep the lady waiting.

Minkovitz 48th Anniversary Sale AND Grand Opening Sale

BETTER BUYS for BOYS

FROM OUR BOY'S DEPARTMENT ON OUR NEW MEZZANINE FLOOR

BOY'S FAMOUS 2-BUTTON Tom Sawyer Suits

Regular 18.95 **16.48**
Size 8 to 12

Regular 23.95 **19.48**
Sizes 13 to 20

The new continental look by Tom Sawyer in Hopsack material in assorted patterns and colors. Tailored slim 2-button, 2-button coat and belts on side on the slacks. Mezzanine Floor.



Boy's Regular 14.95 Value

New Fall SPORT COATS
13.48

3 Button Models
Regular 14.95 brand new sport coats in sizes 8 to 20. New patterns. New colors. Tweed fabric, fully rayon lined. Be sure to shop for pants to go with on our Mezzanine Floor

Minkovitz GRAND OPENING AND GIGANTIC 48th Anniversary 1911 - 1959

GRAND OPENING OF OUR NEW BOY'S 8 TO 18 DEPARTMENT ON THE MEZZANINE

EVERYTHING FOR THE 8 TO 18 YEAR OLDS



FREE! 150 BOY'S HICKOK BELTS
To the first 150 customers making a purchase of \$5.00 or more in our Boy's 8 to 18 Department on the Mezzanine. Limit 1 to a customer.



BOY'S FAMOUS NAME BRAND JACKETS
Tom Sawyer And Campus **4.98 to 19.95**

A tremendous selection of jackets of every wated material and style. Lightweight Zelans, fleeced car coats, polished cotton car coats. Wash 'n wear jackets. Our largest selection we have ever had.



BOY'S 100% ORLON Lo-holer Sweater
8 to 12 **2.98**

Sizes 30 to 38 **3.98**
New style 4 button cardigan in warm orlon. Navy, grey and red. MEZZANINE



BOY'S REGULAR 3.98 VALUE CONTINENTAL and IVY LEAGUE PANTS
3.48

Boy's sanforized cotton bedford cord pants. Continental style in tan, grey and black. 8 to 16. Mezzanine Floor



BOY'S 8 TO 16 FALL DRESS PANTS
4.98

Brand new fall patterns in Continental and Ivy styles. Wash 'n wear flannels and hopsacking. Mezzanine Floor



BOY'S! GIRLS! REGISTER FOR THIS \$100.00 Real Strip-Down Racer
To be given away absolutely FREE. All you have to do is go to our Mezzanine Varsity Shop and drop your name in the box. Register only one time each time you are in the Store.
Drawing To Be Held Saturday December 19th, 6:30 P. M.



BOY'S FLEECE-LINED SWEAT SHIRTS
1.19

Sanforized warm fleece lined sweat shirts in white or grey. Sizes 8 to 16. Mezzanine Floor.



BOY'S 10 OZ. REG. 2.59 Western Cut Dungarees
1.98

Size 6 to 16 Boy's Western cut, sanforized denim with nylon for 70% more wear. Mezzanine Floor.



BOY'S 288 VAL. 13 1/2 OZ. Wrangler Dungarees
2 for 5.

The first choice of all boy's Western cut jeans in slims and regular sizes from 4 to 6. Mezzanine Floor



BOY'S SIZE 8 TO 16 Plastic Raincoats
With Helmet **2.98**

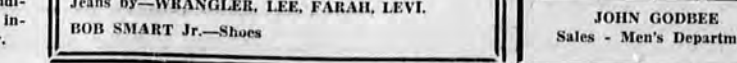
Boy's Almar plastic raincoats in yellow or smoke. Unconditionally guaranteed. Helmet included. Mezzanine Floor.



MINKOVITZ IS FAMOUS FOR AMERICA'S BEST KNOWN ADVERTISED BRANDS FOR BOY'S



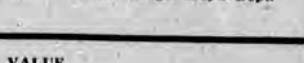
TOM SAWYER - Sport Coats, Suits, Dress Shirts, Jackets, Pajamas, Sport Shirts, and knitted sports wear.
CAMPUS - Sport shirts, Sweaters, Jackets
CARNEGIE - Sport Shirts
HUBBARD - Slacks
Casual Slacks by - FARAH, LEVI, SEIGFIELD, H-I-S
COOPER - Underwear
FRUIT OF THE LOOM - Underwear
HICKOK - Belts
GEM DANDY - Belts
Jeans by - WRANGLER, LEE, FARAH, LEVI.
BOB SMART Jr. - Shoes



JOHN GODBEE
Sales - Men's Department



VIRGINIA DAUGHERTY
Asst. Manager Boy's Dept.



JOANNY MEYERS
Sales - Boy's Department



IKE MINKOVITZ
President

Minkovitz SALE STARTS FRIDAY - 9:30 am

48th Anniversary Sale!

1911 - 1959

and GRAND OPENING OF OUR NEW STORE -

FREE PRIZES

"More Than You Can Shake A Stick At"

FRIDAY ONLY

clip this blank for

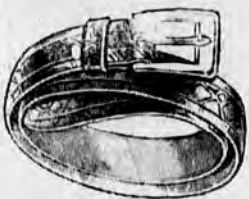
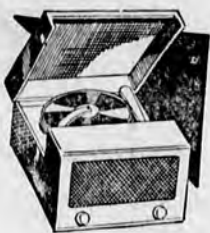
\$50.00 PRIZE

Clip this registration slip and fill in and deposit in our PRIZE BOX on the main floor in person, between 9:30 a.m. and 8:30 p.m. only. Drawing at 8:35, you do not have to be present to win, but we invite you to come in and join in the fun.

FRIDAY GIFT CERTIFICATE BLANK

NAME (16 years or older) _____
Street or Phone _____
City _____

Clip this blank, fill in and bring in person Friday only, Nov. 27th. Drop in Prize Box. MAIN FLOOR



FREE! - Extra Prizes - FREE!

Starting SATURDAY, NOV. 28th

And every day during our sale, register on all 4 FLOORS for many wonderful prizes such as portable TV set, bicycle, trade certificates, record player, perfumes and other gifts.

DRAWINGS: SAT. NOV. 28th-6:30 P. M.
SAT. DEC. 5th-6:30 P. M.
SAT. DEC. 12th-6:30 P. M.

AND ON SATURDAY DECEMBER 19th at 6:30 P.M. FOR
\$298.00 LOVELY MINK STOLE
AND
\$100.00 REAL STRIP DOWN RACER!

No Obligation, Register Every Day On Any Of Our Four Floors! There Will Be Prizes Every Day, Plus The Two Big Grand Prizes Above.



MANY EXTRA DOOR PRIZES NOT LISTED WILL BE GIVEN AWAY AT EACH DRAWING

FREE Men's \$2. Vinyl PLASTIC RAINCOAT With Carrying Case FREE! To the first 100 Men making a purchase of \$5 or more. Limit 1 to a customer. MEN'S DEPARTMENT Street Floor	FREE Women's \$2 Taffeta RAINCOAT PLASTIC With hood and carrying case FREE! To the first 100 women making a purchase of \$5 or more. Ready-to-wear DEPT. Second Floor	FREE Sample Bottle PERFUME "Arpege" by Lanvin "My Sin" by Lanvin FREE! To the first 150 customers making a purchase in our new evening COSMETICS DEPARTMENT Street Floor Limit 1 to a customer	FREE Boy's HICKOK BELT FREE! To the first 150 customers making a purchase of \$5 or more in our young Varsity Shop for boy's 8 to 18. Limit 1 to a customer. MEZZANINE	FREE FRI. SAT. MON. BALL POINT PEN FREE! To the first 1000 College or High School Students Visiting our store. 1 to a customer (no purchase necessary)
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BOY'S - GIRL'S WIN THIS \$100.00 Real Strip Down Racer Powerful 2.2 Horse Power Motor, Great Speeds, Safe, dependable. . . . All you have to do is register each time you're in our store. . . . Register in our boy's Young Varsity Shop on the Mezzanine. DRAWING TO BE HELD SATURDAY, 6:30 P. M. DEC. 19TH	FREE FRI. SAT. MON. (Mechanical) PONY RIDE FREE! For Kiddies With the purchase of \$2 or more. 1 ride to customer. Please. THIRD FLOOR	FREE FRI. SAT. MON. 9:30 A. M. to 9 P. M. COKES FREE! For All Main Floor and Second Floor	FREE FRI. SAT. MON. BALLOONS For the Kiddies FREE! TOYLAND - 3RD FLOOR (No Purchase Necessary)
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THE BULLOCH HERALD

24 Pages
This Week

DEDICATED TO THE PROGRESS OF STATESBORO AND BULLOCH COUNTY

VOLUME XIX—ESTABLISHED MARCH 26, 1937—P. O. BOX 210 STATESBORO, GEORGIA, THURSDAY, NOVEMBER 26, 1959

NUMBER 2

Wynn, Anderson, Allen, Neville are winners in Bulloch County Primary

Bloodmobile to be here on November 30

The Red Cross Bloodmobile will be in Statesboro on November 30, 1959 at the Recreation Center on Fair Road. The hours will be from 1:00 to 6:00.

This will be the last visit of the Bloodmobile for the year. Mr. Barney Averitt, general chairman of the Bulloch County Red Cross, states that this will be the last opportunity the people of Bulloch County will have to give a pint of blood for a Christmas gift of life to a loved one or a fellow citizen. "On this visit, we can give a Christmas gift of life to a loved one or a fellow citizen. Anyone whose enrollment card is more than six months old, or anyone who has pledged to give a pint of blood for any reason should make effort to visit the Bloodmobile on next Monday," he added.

THE H. MINKOVITZ and SONS building is showing here with its new "look of tomorrow." Completely remodeled and renovated throughout, including new fixtures on all three floors and mezzanine, the owners will hold a grand opening and celebrate their forty-eighth anniversary beginning Friday, November 28, the day after Thanksgiving. The store is located at the center of Statesboro where the main streets intersect. It is one of the most modern stores in Statesboro and is the largest department store in this section. See the special section of the Bulloch Herald in this issue for complete details of the celebration, the store's personnel, and the bargains they are offering during their three-day anniversary sale.

Jaycees 1959 Empty Stocking drive set for Nov. 30-Dec. 2

Camellia show is set at Rec Center Dec. 5

The Weather Ups and Downs

GTC to play Ga. Bulldogs here Wed., Dec. 2

Official Vote Tabulation In the County Primary November 18

Rec Center to be open during Thanksgiving

Thanksgiving Services Nov. 26 9 a.m.

Santa Claus Special to run in three sections

Midget Varsity to play in Tobacco Bowl on Thanksgiving night, at 7:30

SKATING RINK AT OPEN FRIDAY NIGHT

COLEMAN BLUMFIELD, one of the brightest young stars in America's pianistic horizon will appear at the Georgia Teachers College McCowan Auditorium on Monday evening, November 30 at 8 o'clock.

Shop at Home with your Home-Town Merchants and Save!

A runover vote to decide the chairmanship of the Bulloch County Commissioners will not be held on December 2 because Allen R. Lanier withdrew his candidacy leaving Edgar Wynn the incumbent, the winner.

When the final vote count was in on November 18, the day of the Bulloch County primary Mr. Wynn had 2,382 votes, Mr. Lanier had 1,962, and the third candidate, Henry J. Ellis, 536. Because the Democratic Executive Committee had ruled that a runover would be held in the event no candidate received a majority of the votes, it seemed that a runover in this race would be necessary. But Mr. Lanier in a statement on last week-end, announced that he would withdraw from the race.

In the other races Francis Allen was elected judge of the City Court of Statesboro, receiving 2,552 votes for Robert S. Lanier 2,342, W. G. Neville Sr. was elected solicitor of the City Court with 2,694 votes with Robert D. Usery receiving 2,173 votes.

J. Rufus Anderson was elected clerk of the Bulloch Superior Court with 2,467 votes to 1,711 for Joe Olliff Akins and 621 for Austin D. Rignott.

Home McElveen retained his position on the county board of commissioners with 3,091 votes to 1,648 for V. L. Mitchell.

Returned to office unopposed were Superintendent of Schools H. P. Womack, Commissioner John Paul Ellis, Tax Commissioner Winfield Lee, Sheriff Harold Howell, Ordinary R. P. McKel, and Coroner Ed L. Martin.

The votes cast in each militia district was as follows: The Sinkhole, 44th, 139; Regulator, 46th, 143; Lockwood, 46th, 84; Briar Patch, 47th, 222; Hagin, 48th, 159; Statesboro, 129th, 2,858; Bay, 134th, 147; Brookwood, 135th, 346; Elm, 154th, 110; Blitch, 157th, 150; Portal, 171th, 391; Nevis, 180th, 174.

Midget Varsity to play in Tobacco Bowl on Thanksgiving night, at 7:30

By RALPH TURNER

Statesboro's Midget Varsity team scored early to get all important lead, then Statesboro scored but failed on the first of two unsuccessful extra points attempts.

Richard Medina caught a pass from Wayne Howard and ran 30 yards for the first touchdown. Then later in the game Jimmy Wiggins scored from 35 yards out to put the Statesboro Varsity team ahead 13-7. However, the Varsity was unable to keep the fired-up Sylvania team from scoring in the second half of the game and the game ended with Statesboro on the short end of a 14-12 game.

Little Ronnie Street was again the leading defender as he made 21 tackles during the night. Street has averaged 13 tackles per game for the nine games that have been played.

Wayne Jackson and Ted Cleary were also strong defenders.

Thursday night November 26, is the big night for all football fans. This is the Second Annual Tobacco Bowl Game which pits Statesboro against Swainsboro. Game time is set at 7:30 P. M. in Memorial Park Stadium.

Thanksgiving Services Nov. 26 9 a.m.



SPECIAL THANKSGIVING SERVICES will be held today (Thursday, November 26) at 9 o'clock a.m. at the Pittman Park Methodist Church. The citizens of Statesboro and Bulloch County are invited to attend these services. They are sponsored by the Bulloch County Protestant Ministerial Association.

Santa Claus Special to run in three sections

Plans are now complete for the "Santa Claus Special" train which will meet "Santa Claus" at Dover and bring him to Statesboro on Tuesday, December 1, so that he can officially open the Christmas season in Statesboro and Bulloch County.

Mr. Lanier, president of the Statesboro Merchants Association, announced that the train will make three trips from Statesboro to Dover that day. The first will run at 11 a.m., the second at 1 p.m., and the third at 3 p.m.

The Santa Claus Special is being run by the Central of Georgia Railway Company. Santa will arrive at Dover and will meet there and ride into Statesboro with the children and their parents.

Mr. Lanier stated that the County School Board is cooperating with the Merchants Association and will arrange to have the school buses to bring the county school children to the Central of Georgia station in Statesboro in time to catch the 1 p.m. train. The buses will wait for the train to return from Dover and will take them back to school. The teachers will accompany them on the trip.

Pre-school children and adults will take the 11 a.m. train. Buses from the Sallie Zetterower School, the Mattie Lively School and the Marvin Pittman School will bring the children from these schools for the train which will run at 3 p.m.

Mr. Lanier stated that the tickets will be colored blue, green and red. The blue tickets will be for the 11 a.m. train, the green tickets for the 1 p.m. train and the red tickets for the 3 p.m. train. Parents will specify which train they will ride or send their children. Tickets may be purchased now at the Chamber of Commerce office on North Main Street, next to the Franklin Lane-Recall Drug Store. They are 35c for children and 50c adults.

Last year more than 1,100 children and adults rode the Santa Claus Special.



Shop at Home with your Home-Town Merchants and Save!