

Business Notes

Jim's Market continues to meet the community's changing needs



The change from Jim's Super Market to Jim's Sentry to Jim's Thriftway is another move in an ongoing commitment to meet the needs of the Banks community.

Jim Ward was working as a meatcutter when he bought the store and renamed it Jim's Super Market in 1970. In 1998, Jim's Super Market became Jim's Sentry, and on October 12, 2004, it became Jim's Thriftway.

In 2002, Jim Ward's son, Mark, made the transition from manager to store owner. Mark Ward started working at Jim's doing bottle counts when he was in the fourth grade. He went to work there full time in 1989 and became store manager in 1991. Said Ward,

"We're hoping to be here a long time and continue the tradition started in 1970."

Thriftway is a little more aggressive in pricing, and offers more special sales and 3-day events than Sentry, according to Ward.

In addition to changing to Thriftway, the store has also been in the process of an extensive remodeling. The remodel allowed for increased selections in almost every department, such as more specialty cheeses and more packaged salads in the produce section. This week, the produce section gets new fronts on all the produce cases.

Management is committed to trying new ideas to see if they work, as is evidenced by the

suggestion box at the front of the store. "Don't go somewhere else to get it, we'd love to have it here for you," Ward said.

Many customers mention

the great produce section, and now is a great time to check out the changes and selections in other areas of the store as well.

The staff is friendly, knowledge-

able and ready to help customers find what they need. Jim's is located at 660 So. Main in Banks and is open every day from 7:00 a.m. until 10:00 p.m.



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