

## Public Notice

The City of Winston-Salem and the County of Forsyth announced that effective June 19, 1974 funds in the amounts as indicated.

City of Winston-Salem (Section 5 funds) \$99,300.00. County of Forsyth (Section 5 funds) \$27,939.20 were received under the Emergency Employment Act of 1971, effective July 1, 1974 through March 31, 1975 and were apportioned as follows:

Program Agent or Employing Agency, Unit of Government, Area Served, No. of Jobs, Funds.

City of Winston-Salem, City, City, 11 \$32,478.00.

County of Forsyth, County County, 16, \$55,610.00.

Employing Agency to be selected, City, City, 10, \$38,912.00.

Names of highest elected officials:

City of Winston-Salem Franklin R. Shirley, Mayor. Forsyth County, John Kiger, Chairman of the Board of County Commissioners.

Application date: July 1, 1974, Total program funding: August 20, 1971 through March 31, 1975, Federal Allocation: \$1,244,534.00, Local Share: \$191,813.00.

Application included in the Modification may be examined in the Human Resources Department, 851 North Carolina National Bank Building Telephone 727-2886.

Application with Modification extending the Agreement from June 30, 1974 through March 31, 1975 will be submitted by Mayor Franklin R. Shirley to the Assistant Regional Manpower Administrator; U.S. Department of Labor - Region IV; 1375 Peachtree Street, Northeast - Room 405; Atlanta, Georgia 30309 on or before November 1, 1974.

City of Winston-Salem Franklin R. Shirley, Mayor. Post Office Box 2511, Winston-Salem, North Carolina 27102, Telephone: 727-2058.

Chron - Nov. 7

Purchase of land, construction of office and maintenance facility and purchase of eighteen used coaches for the Winston-Salem Transit Authority.

I. Notice is hereby given that a public hearing will be held by the Winston-Salem

Transit Authority at Winston-Salem City Hall Council Chamber at 7:30 p.m. on December 11, 1974, for the purpose of considering a project for which financial assistance is being sought from the Urban Mass Transportation Administration, pursuant to the Urban Mass Transportation Act of 1964, as amended, generally described as follows:

The project will include the construction of an office and maintenance facility on seven acres of land bounded by 10th Street, Trade Street, 12th Street and a line approximately 200 yards East of Northwest Boulevard. The project will also include the purchase of eighteen used buses.

The total estimated cost of the project is \$1,455,697.00 of which \$813,165.37 has already been approved by Federal and local funding sources. The additional \$642,531.63 sought through a budget amendment will be paid by 80% Federal funds (\$514,025.30) and 20%

Local funds (\$128,506.33). All Local funds will be from the sale of bonds approved in the 1971 public referendum.

No persons, families or businesses will be displaced by this project.

The preliminary Environmental Impact Statements prepared for this project indicate that the project will not have a significant detrimental environmental impact upon the urban area and may have a favorable environmental impact.

This project is in conformance with the comprehensive land use and transportation planning for the Winston-Salem Urban area. The project is currently under review by

the A-95 Clearinghouse Agency.

The project will allow the improvement and expansion of services currently provided to the elderly and handicapped under Winston-Salem's "TOTE" Transportation of the Elderly Program.

II. At the hearing, the Winston-Salem Transit Authority will afford an opportunity for interested persons or agencies to be heard with respect to the social, economic, and environmental aspects of the project. Interested persons may submit orally or in writing evidence and recommendations with respect to said project.

III. A copy of the application for a Federal grant for the proposed project, together with an environmental analysis and the transit development plan for the area, is currently available for public inspection at the Winston-Salem Transit Authority office at 157 South Main Street.

Chron - Nov. 7

## Business Profile: Photographic Studios

The photographic studio's product is more than a picture of a particular subject. The customer-whether he be an individual portrait-sitter or a business advertiser-seeks a photographic representation of his ideas about the subject being photographed. The photographer who is technically proficient in the use of camera, lighting, and development material may fail to satisfy if he cannot relate to these ideas. Particularly successful photographers not

only convey the image that the customer seeks, but have the creative talent to discover new ways of expressing the concept that the customer has of himself or his product.

This understanding of the professional photographer's role suggests the range of activities in which he may engage. Commercial studios generally perform a range of photographic work in advertising, recordkeeping, and public relations for commercial clients. These studios may

also take photographs of events in their locale on contract to other commercial clients. Portrait photographers specialize in portrait photography in their studios, at institutions such as schools, and on location elsewhere. Portrait photographers also cover the growing field of wedding photography. Only about 20 percent of all studios engage in both portrait and commercial photography.

The market for each of these two types of studios continued to grow strongly. Audiovisual expenditures rose to a new high of \$1.37 billion in 1969, with schools and business accounting for over half a billion dollars apiece. Over 26,000 photographic studios currently compete for this commercial market with about 6,000 corporate photo departments and even more photographers employed full- or part-time by schools and companies. Business management's growing awareness of the value of photography for obtaining information, selling products, and keeping records has afforded expanding opportunities for all these industry participants.

The portrait studio, considered the more traditional part of the industry, is also riding some significant growth trends. The Professional Photographers of America estimate that one-third of all households buy at least one professional portrait in a 3-year period, and this figure is expected to rise with the

growing affluence of the population and increasing acceptance of the photograph as an essential part of new life styles. The increase in the number of memorable events at which professional photographers are usually preferred - weddings, graduations, and births - is another source of strength for the portrait photographer who does onsite photo work. School photography in particular has been an excellent source of business for the studios. An industry survey taken in 1970 showed that the high school senior market alone was worth over \$100 million, and at least 70 percent of all school children are photographed for class pictures every year. This business is not only profitable the average price of a portrait package for each photographed elementary schoolchild was \$4 - but serves as an excellent device for introducing the studio product to a large number of homes in the area. Follow-on contracts for school yearbooks are often quite lucrative.

The volume of business available and the relative ease with which a photographer can acquire the necessary equipment and developing facilities combine to keep the competition among studios high. Customer needs for photography are usually continuing ones, however, and a photographer who breaks into a market with price discounts or artistic flair can often hold his customers with attentive

service and timely reminders. Industry sources indicate that customers place the greatest volume of repeat business with studios in which they feel comfortable. This characteristic of the photography business undoubtedly accounts for the considerable number of minority-operated studios operating in larger cities and suggests that these studios have a natural advantage in serving customers from their communities. While minority portrait studios are expected to capture at least some of the extra business from increasingly prosperous minority households, there are fewer minority commercial studios that have been able to complete successfully within the commercial market. Minorities moving towards the commercial market have usually done so after establishing themselves as portrait specialists, often using "affinity group" photography (church, social, recreational, civic) to obtain work in the wider business community.

The market orientation of the industry encourages the location of the studio in an area that is easily accessible to its customers. Studios have usually been located either on the fringes of commercial areas serving the target community (portrait studios; or in downtown business districts (commercial studios).

RITZ CINEMA  
2014 Greenway Ave. 723-6077  
Open 1:45 P.M.

SIDNEY POITIER  
BILL COSBY  
And  
HARRY BELAFONTE  
As Geechie Dan

UPTOWN  
SATURDAY  
NIGHT

They get funny when  
you mess with their  
money.

2nd FEATURE  
COME BACK  
CHARELSON  
BLUES