

Turning a family recipe into a corporation From Page B1

senior citizens, she says. They buy the cookies from Burney wholesale and sell them door-to-door retail.

Heading Plott Cookies' advertising and accounting, the young entrepreneur recently hired attorneys to draw up papers that will soon turn her small business into a corporation.

"Shooting for the stars? Yes, I'm going to turn Plott Cookies into a corporation," says Burney. "Within three months we're going all the way to the New York Stock Exchange."

"Studying economics helped me learn about the system and the way it works," she says. "In studying, I found out that the only survivors of the system are the ones who go into business for themselves."

The cookies are packaged in an eye-catching brown paper bag Burney designed. She says she requires nothing but the best from her staff, who are employed not only as distributors and bakers, but as deliverers, quality controllers and packagers.

"My employees think I'm very strict," says Burney, who, as a child, says she used to let cookies burn while caught up in midnight horror movies.

"You'd be surprised at the number of calls I get with people wanting to make money -- legal

money," she says. "And I feel very strong about that. In the past, a lot of blacks hustled to get money and went to jail. I'm laying a foundation for a legal means of making money and I don't have to hide. I have license to do what I do. My cookies are good and good for you. No one can take that away from me."

In fact, investors think Burney's cookies are so good, she says, that they have been hounding her for shares in her company. But she says she won't sell any of the profits, presently at 45 percent, until she establishes her company in the stock market.

City businesses that distribute Plott Cookies include the Record Boutique, Ray's Seafood Market, John & Vicki's Arcade, Rachel's International, Codie's Hair Design and The Seafood House. "I don't even get to sell anymore," says Burney.

Also, for every 288 bags of cookies Burney packages, coupons of several business are included.

Burney is well aware that her idea of selling homemade cookies isn't new. Cookie magnet Famous Amos is one of her predecessors.

"I'm proud of Famous Amos," she says, "but he isn't reaching the mass of people I'm trying to employ and I think people tend to sup-

port your product even more when they can get something out of it."

No one in Burney's family really took her serious at first, she says, simply because their recipe of oats, brown sugar, flour and spices was just a family thing.

"My family doesn't understand my energy," she says, "because I can go to work for somebody else for eight hours and work another 10 on my cookies. But they believe in me and they don't doubt that I'm going to be somebody."

"But right now," Burney says, "they just see me running around crying when something doesn't go right. People are like that, though, when you're starting out. They don't understand."

Burney is insulted when someone doesn't take her or her business seriously, and for those who would rather criticize than support her, she says they have no place in her life. Most of all, she feels good about what she's doing, she says, because it's not just to her advantage.

"I find great satisfaction in seeing me and others make money," says Burney. "There's no sense in making it all the way to the top of the mountain and you're up there by yourself. I'd rather bring some people with me."

She likes Winston just fine -- now From Page B1

people," she says, "and it gave me a perspective of why people stay on jobs that are non-paying and unappreciative."

Because of her aggressiveness and her learned ability to communicate well and charm others, Scott soon gained a resourceful contact who offered his assistance in getting her present position.

"A man that I waited on gave me his card," says Scott, "and about three months before the restaurant closed I gave him a call."

Not long after, Scott was hired by Summit Cable as a telephone sales person and moved up quickly. It's not hard to grasp that she not only enjoys her job but that she's come to appreciate Winston-Salem and cast aside the not-so-fond

memories she once had.

"It's not the existence I envisioned five years ago," says Scott. "The people here are more aware than I first gave them credit for. My problem was the preconceived notion that Southern accents made you stupid."

"But I really do like it here and I like the people in Winston," she says. "They are honest hard-working people. Some of those girls that antagonized me don't even remember those years any more and it's forgotten."

Appreciating Winston-Salem for its cultural offerings, Scott says she would like to volunteer her services to SECCA and a community theatre. Right now, her time is spent getting to know her job and walking her dog, Bailey. The

one thing that still continues to baffle and bother her, she says, is racism.

"I'm an integrationist simply because I've been exposed to both worlds," says Scott. "But in Winston-Salem, racism is apparent. They are open about it and they will tell you that they don't like you, but there have been changes in both races."

What Scott says she would like to do, although she knows she can't do it alone, is re-educate the white community about black people, to let them know that both races are the same, just different colors.

"I want to help others know that black people are human, that they have variety and they are diverse," she says. "I hope I did that this morning while I got my tune up."

Don't be reluctant about asking your doctor questions

Some people are reluctant to ask their doctor questions. They assume that they'd be taking the physician's time and that questions are not welcome. The North Carolina Medical Society says this is a mistake and urges all patients to ask their physicians questions.

Physicians are busy people, but they welcome your questions. They want you to understand your illness and its treatment.

Many patients are embarrassed about mentioning fees when they first start going to a physician. Actually, the doctor would prefer that you open the subject, since you are aware of your own financial situation, and the doctor

is not. Many physicians have office brochures that explain their work hours, describe the kinds of treatment they offer, and outline their fee policies. Ask for an office brochure, and don't be shy about getting other information.

Select a physician that you trust and follow his or her advice.

Finding an eye doctor

To a lot of people, any health care practitioner who works with the eyes is an "eye doctor." The North Carolina Medical Society notes that not all eye care practitioners have the same training or offer the same scope of services.

An ophthalmologist is a doctor of medicine (M.D.) who specializes in the care of the eye and all its related structures.

The ophthalmologist uses a comprehensive medical examination of the eyes to diagnose eye diseases and defects, and signs of possible diseases elsewhere in the body. The ophthalmologist prescribes whatever eye treatment necessary, including prescribing of eyeglasses, fitting of contact lenses and optical aids, prescribing of medication and/or surgery when needed and performs eye surgery when required.

An optometrist is a person specifically trained, educated, and state licensed to examine the eyes and related structures to detect the presence of vision problems. The optometrist fits corrective lenses.

The optician is a person trained in the science, craft, and art of optics, as applied to the interpretation of the ophthalmologist's or the optometrist's prescriptions and to making the proper lenses or accessories.

All of these providers offer eye care, but only the ophthalmologist is a licensed medical doctor.

Thalhimer's CELEBRATING BIRTHDAY #1 WITH SAVINGS OF 25% AND MORE FOR BABY

Our Baby Registry is one year old this spring and we're celebrating with savings throughout the department! You'll find just the right prices on Carter's layette and clothing items, nursery bedding and accessories, shower gifts and more for newborn through toddler-aged children. So come to our birthday party—where values are the icing on the cake!

HAPPY BIRTHDAY BABY! You and Mom are really special to Thalhimer's. We're inviting expectant mothers to register their gift and layette preferences at our Baby Registry. You can let us know your nursery colors...and, if you're expecting a girl, we'll hint around for pink dresses instead of blue shortalls. We have Twin Insurance too for double the fun!

WIN A BIRTHDAY PRIZE! Enter a drawing to win one of our special gift sets. No purchase necessary. Read complete details when registering thru April 29 at our Baby Registry, Childrensworld.



2000 W. First St.
Suite 400
Winston-Salem, NC 27104

Styles Come and Go
Stockton Keeps You In The Know

1984 Dress For Success
in a traditional suit by H. Freeman & Son of Philadelphia. The 2-piece Trendaire suit has the correct look of natural shoulder styling with just a hint of shaping. Altogether, quality fabrics and superb tailoring give the Trendaire that quiet, solid look of success. Visit us soon and try one on.

1929
The market had sunk to new lows. But men's casual clothes were knee high. Knickerbockers were a fad after wear they grew longer and baggier and more popular. And after twenty years of service, Norman Stockton had assembled an expert staff able to advise customers on precisely which styles were most fashionable—plus fours, plus sixes, plus eights.

Style change Knickerbockers are a thing of the past in the 80s. Today, the latest fashions for the well-dressed man include traditional suits and sportswear from world famous manufacturers.

Today, style-conscious gentlemen and ladies still depend on Norman Stockton's expert advice to keep them abreast of changing styles. Knowing what the well-dressed man is wearing, keeping it in stock, and helping customers select a coordinated wardrobe are responsibilities that are taken seriously at Norman Stockton. Knowledgeable service is one more reason we're celebrating 75 years in business. It's an important part of the Norman Stockton difference.

Norman Stockton, Inc.

DOWNTOWN Daily 9:00-5:00	HANES MALL Daily 10:00-9:00	THRUWAY Daily 9:00-9:00 Sat. 'til 5:30
--------------------------------	-----------------------------------	--

Celebrating 75 Years of Service with Style

COME TO LIBERTY'S APRIL

Double Discount Days!

'84 MARQUIS BROUGHAM 4-DOOR

LIST PRICE \$12,528
DOUBLE DISCOUNT \$2,530
(Factory discount - 1,210)
(Liberty discount - 1,320)

YOUR PRICE \$9,998



15 AVAILABLE SEE 'EM TODAY!

FEATURING:

- Air Conditioning
- Automatic transmission
- Power steering, brakes/window
- Power driver's 6-way seat
- Power lock group
- Speed control
- Tilt wheel
- Electronic digital clock
- AM/FM stereo
- Tinted glass
- Interval windshield wipers
- WSW steel belted radials
- Defroster-electric rear window
- Full undercoating
- Paint/interior fabric protection
- Twin comfort seats with dual recliners
- Right hand remote mirror
- Front carpet mats
- Dual vanity mirrors
- Pivoting front vent windows
- 6-Way power seat
- Electric rear window defroster
- AM/FM cassette
- Power lock group
- Dual power remote mirrors
- Power side windows
- Wire Wheel covers

'84 COUGAR 2-DOOR

LIST PRICE \$13,139
DOUBLE DISCOUNT \$2,003
(Factory discount - \$695)
(Liberty discount - \$1308)

YOUR PRICE \$11,136



15 AVAILABLE PICK YOURS TODAY.

WITH:

- Factory Air
- Power steering/brakes/windows
- Individual cloth seats 40/40
- 3.8 V-6 engine
- Steel belted radial tires
- Vinyl body side moldings
- Bumper stripes
- Seat belt reminder chime
- Interval windshield wipers
- Tilt steering wheel
- Paint/interior fabric protection
- Full undercoating
- Leather wrapped steering wheel
- Fingerprint speed control

'84 GRAND MARQUIS 4-DOOR

LIST PRICE \$14,805
DOUBLE DISCOUNT \$2,009
(Factory discount - \$500)
(Liberty discount - \$1,305)

YOUR PRICE \$12,796



10 AVAILABLE. Great Selection.

COMPLETE WITH:

- Factory Air
- Power brakes/steering/windows
- Twin comfort seats
- Electronic fuel injection
- Deluxe belts
- Warning chimes/coach lamps
- Heavy duty battery
- Coach vinyl roof
- Front and rear floor mats
- Illuminated entry system
- WSW radials
- Conventional spare tire
- Tilt steering
- Single control power seat
- Front/rear window defroster
- AM/FM 4-speaker stereo/cassette
- Right hand remote control window
- Pivoting front vent windows
- Cast Aluminum Wheels
- Rocker panel moldings
- Vinyl bodyside moldings
- Tinted glass
- Convenience group
- Light group
- Power locks
- Hood Accent stripes
- Automatic overdrive transmission
- Dual recliners
- Dual note horn
- Electric clock
- Paint/interior fabric protection
- Full undercoating

'84 LYNX \$5795

DELIVERED (Plus tax)
Or lease it now with CAR-TERM
Based on 48 months



\$125 PER MONTH

Advance payment \$124.97 plus security deposit of \$125.00. Payment includes taxes and local fees. \$25 license and title fee due to delivery. Total \$5,998.96. Ford Motor Company Red Carpet Lease Plan.

COME SEE LIBERTY YOURS TODAY! LINCOLN-MERCURY

1500 Peters Creek Parkway 725-0411 NCL 4268