

Business

New Franklin Street store to dish up ice cream treats

By KATHY PETERS
Staff Writer

Those wacky guys whose company is known worldwide for its commitment to social aid and zaniness — and for its ice cream — are here.

North Carolina's first Ben & Jerry's Homemade Inc. franchise will open in less than two weeks at 102 W. Franklin St., between Bruegger's Bagel Bakery and Logos Bookstore, adding to the long list of frozen dessert shops in Chapel Hill.

But Ben & Jerry's will bring flavors such as Cherry Garcia and White Russian, currently available only at a few local grocery stores.

Workers are renovating the building; it will open the first or second week in October, manager Kathy Kennedy said. Two weeks ago the floor was dirt, and loose wood shards were strewn about. This week parquet flooring has replaced the dirt. Construction workers will soon paint the walls pink, and the Ben & Jerry's trademark cow mural will line one wall.

The shop will seat about 25 people. It will feature brownies and cookies and serve 32 to 36 ice cream flavors. Why 32 to 36? Ben & Jerry's likes to experiment, so the flavors will change continually, Kennedy said.

The Franklin Street store is one of about 50 franchises around the world, including stores in Canada, the Caribbean and one about to open in Moscow.

Ben & Jerry's, which ranks third

in sales in the national superpremium ice cream market, recently made Inc. magazine's list of top growing businesses. So the ice cream business that started out in a deserted gas station in Burlington, Vt., has become a growth company, doubling in size each year through 1986, reaching sales of \$31.8 million last year.

Because of fears that it would grow too big for its down-home britches, the company did try to limit franchises, according to Kennedy. She said she was lucky to get one.

The 10-year-old company decided to locate in Chapel Hill because it does best in college towns, according to Kennedy. She is hiring 12 to 13 part-time scoopers and is doing her scheduling around student workers' class schedules.

Ben & Jerry's will try to fit students' hours, Kennedy said. It will be open 11 a.m. to 11 p.m. Sunday through Thursday and from 11 a.m. to 12:30 a.m. Friday and Saturday.

The store adds its name to a list of Franklin Street frozen dessert shops that includes Baskin Robbins 31 Flavors Ice Cream, Gelato D'Oro, The Yogurt Pump, Haagen-Dazs Ice Cream Shoppe and Swensen's Ice Cream Factory. Despite the plethora of ice cream and yogurt shops, Ben & Jerry's quality products, marketing and promotion techniques will help it survive in Chapel Hill's market, according to UNC marketing professor Paul Bloom.

"I think they will be very successful," Bloom said. "Although there are many competitors in the market, their innovative approach gives them a good chance."

Kennedy said Ben & Jerry's status as a superpremium ice cream, one with a high butterfat content and low air and fat contents, may decrease competition.

But Haagen Dazs, just a few steps away, is also a superpremium. And according to Bloom, the coming of Ben & Jerry's may hit Haagen Dazs even harder than it will affect the other frozen dessert competitors.

"I think the only thing that will help Haagen Dazs is the strategy it has been using in California — a strong effort on frozen yogurt," Bloom said.

The manager of Chapel Hill's Haagen Dazs said she didn't know yet how business would be affected and declined further comment.

Kennedy also said she thinks Ben & Jerry's philosophy — or "mother-earth marketing," as Bloom terms it — appeals to people.

"We're a high-quality product for the average person," Kennedy said. "That's why we have the cow motif . . . we don't use snob appeal."

Ben & Jerry's community involvement works hand-in-hand with its folksy approach, according to Kennedy. The company donates money to philanthropic causes on the national level and in the areas where its franchises are located. In September 1985 the company



Seniors Becky Elliott and Denise James enjoy the unusual flavors of Ben & Jerry's ice cream

created The Ben & Jerry's Foundation Inc., which receives 7.5 percent of the company's pre-tax income and donates it to social causes. The company has paid for dorms for students from lower-income single-parent families and even supported a drama troupe that traveled to prisons for performances.

Ben & Jerry's plans what Kennedy called "a soft opening." It will do little promotion until its grand opening Nov. 1. Kennedy said her long-term plans are to open shops in Raleigh and Cary, spreading Ben & Jerry's across the state. Another owner will open a Charlotte franchise soon.

But as the opening of her first franchise approaches, Kennedy's hours have gotten longer and longer. She's in and out, answering phone calls, running to nearby restaurants for interviews.

"Doing all this is the hard part," Kennedy said. "Once we open the doors, the easy part begins."

Downtown agency provides travel opportunities, services

By JESSICA LANNING
Staff Writer

Taking advantage of another empty space created by the business turnover on Franklin Street, ITG Travel agents are now offering their expertise to Chapel Hill residents.

Located across from the Hardee's at 208 W. Franklin St., ITG Travel is in the space previously occupied by Pizza Inn.

Chip Deems, manager of ITG Travel, said the full-service travel agency makes airline reservations, car rental arrangements and hotel accommodations for its clients.

"When a customer comes into the office, travel agents try to meet the needs, budget and time concerns of the individual wishing to travel," Deems said.

"We try to feel the client out," he said.

The important job of ITG is to try

Downtown: A Changing Scene

to recommend the best packages for the client and make suggestions. "That's the whole idea behind a travel company," he said.

ITG Travel's parent company, International Travel Group, was started in 1972 as a group chartered by Art White, the current owner.

The company previously has done mostly wholesale business involving groups of people traveling to different locations.

It was not until the early 1980s that it became a retail travel agency serving individual needs.

ITG has opened up three other offices in the last three years in the Research Triangle Park, Glenwood

and Greenville. The company hopes to keep growing, Deems said.

The company also has affiliate offices in Athens and London, both of which are wholesale offices.

Deems predicts his clientele will be about one-third vacation people, one-third students and one-third business people.

There are some student air fares available, Deems said. Student programs of TWA and student standby fares are some of the possibilities.

The agency also offers travel packages at a reduced rate. Recently, 1,000 people went to Tennessee, and the company hopes to send 1,000 more people to Las Vegas, he said.

Airlines, car rental agencies and hotels pay the travel agency to promote their business, so the services provided by ITG Travel are free, Deems said.

ITG Travel is not the only travel agency on Franklin Street, though. "There's a lot of competition," Deems said.

But he said he was optimistic about the agency.

"We feel we have a niche being on Franklin Street," Deems said. "We have a lot of parking in the back. We also feel our 16 years of experience will help."

Agents of ITG Travel are assisted by American Airlines Sabre computer software that provides flight schedules and prices, available car rental agencies and their prices, and possible hotel accommodations.

ITG Travel will also install the computer system in a large company for an already established employee, who will then act as a liaison between the company and the travel agency.

Some agents of the company are also placed in large businesses to serve as in-house travel agents.

ITG Travel is open Monday through Friday from 8:30 a.m. until 7 p.m.

Career Corner

Résumé Drop Oct. 4/Open Sign Up Oct. 19

PRESCREENING COMPANIES

Date	Company	Job	Major
10/24/88	Deloitte, Haskins & Sells	Accounting	ACCT/BS
10/24/88	NCR Corporation	Prog., Soft., Sanl.	COMP/BS, MS, PHD
10/24/88	Southern Bell	Acct., GMgt., Sales	BU/BS, ACCT/BS, ECON/BA, ENGL/BA, INDR/BA, POLI/BA
10/25/88	Defense Intelligence Agy.	Libs.	LIBS/MS, PHD
10/25/88	Duke Power Co.	Accounting	ACCT/BS
10/25/88	General Electric Co.	Finance, Chemistry	ACCT/BS; BU/BS; ECON/BS; MATH/BA, BS; CHEM/BA, BS
10/25/88	RJR Nabisco, Inc.	Accounting	ACCT/BS, COMP/BS
10/26/88	Hitachi Telecom (USA)	Soft.	APMA/BS, COMP/BS
10/26/88	KMart Apparel Corporation	RMgt.	BU/BS
10/27/88	Durham Martin Jenkins	Accounting	ACCT/BS
10/27/88	Kinney Shoes	RMgt.	BU/BS
10/27/88	Office of State Personnel	Accounting	ACCT/BS
10/27/88	Procter & Gamble	Sales	ANY/BA, BS
10/27/88	Armstrong World Inds.	Marketing	BU/BS
10/28/88	Deere & Company	Mktg., Sanl.	BU/BS, COMP/BS
10/28/88	Jefferson-Pilot Fin. Serv.	Insurance	ANY/BA, BS
10/28/88	Merck, Sharp and Dohme	Qual.	BIOL/BS, CHEM/BS, ENVR/BS, APPS/BS
10/28/88	Morgan, Stanley & Co.	GMgmt.	ANY/BA, BS
10/28/88	Radian Corp.	Chemistry	CHEM/BA, BS, MS

OPEN SIGN-UP

10/24/88	First Southern Savings Bank	Graduate School	ANY/BA, BS
10/24/88	Indiana University	RMgmt.	ANY/BA, BS
10/24/88	Roses Stores, Inc.	Chemistry	CHEM/PHD
10/24/88	Tennessee Eastman	Analysis, Math	LING/BA, MA, PHD; RUSS/BA, MA, PHD; SLAV/BA, MA, PHD
10/25/88	National Security Agency		
10/26/88	IBM Corporation		
10/27/88	Fletcher School of Law		
10/27/88	International Paper Co.		
10/28/88	Investor's Center		
10/27/88	Johns Hopkins University		
10/27/88	Milliken and Company		
10/28/88	Mobay Corporation	Chem., Resc.	APPS/BS; CHEM/BS, MS, PHD

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