

New Years Mail

MEMPHIS, TN-- The U.S. Postal Service will operate on a holiday schedule on Monday, January 1, in observance of New Year's Day.

No residential, business or rural delivery will be provided on Sunday, December 31, and Monday, January 1, except for the delivery of Special Delivery articles. Express Mail and perishables.

One mail collection from collection boxes labelled with time decals will be made on Sunday, December 31. No mail collections will be made on Monday, January 1.

All retail windows will be closed on Sunday, December 31, and Monday, January 1. Lockbox service will be determined by the local Postmaster dependent on local customs and conditions.

The collection boxes at 5th and Trade Streets, and in the main Office Lobby, will receive collection service on January 1, 1979.



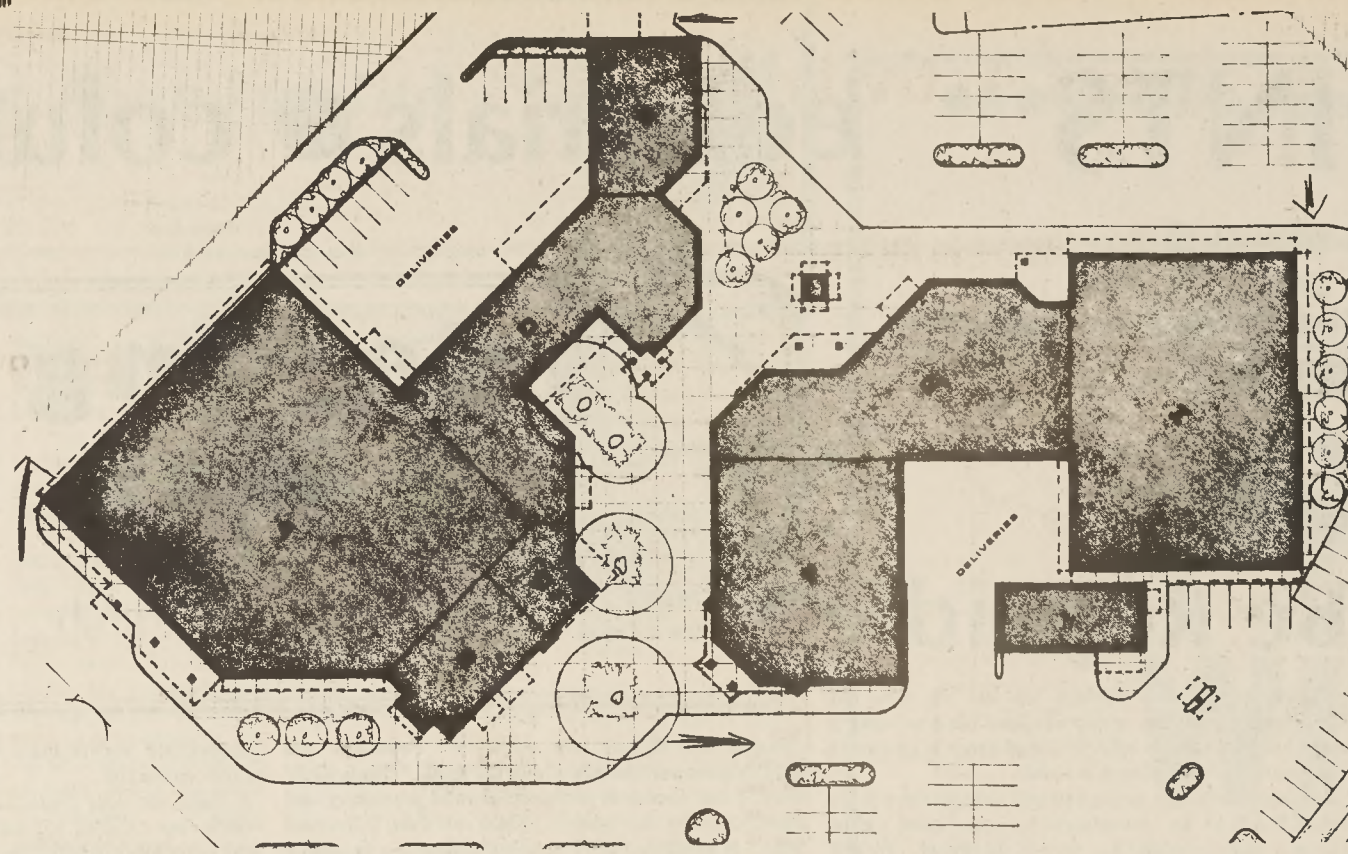
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Architect's Conception of East Winston Shopping Center Ward Gambles on Shopping Center

By Yvette McCullough
Staff Writer

Robert Ward, a suspended WSSU professor most known previously for his letter writing, has bet his luck on a roll of the dice across a coveted 6.5 acre tract in East Winston.

If Dr. Ward's gamble pays off, he will have succeeded in doing what a host of others have failed to do -- put a shopping center on the land bounded by Cleveland Avenue, East 5th Street and Claremont Avenue.

The key to his success, said observers, will be whether he can convince a major supermarket and other stores to commit themselves to placing stores there.

This tract of land near the Winston Mutual Insurance Company, has been designated for a shopping center by the Winston-Salem Redevelopment Commission since 1963. Numerous other projects have failed to materialize. A group of black businessmen failed in an attempt to purchase land in 1966 and another group of investors failed in 1971.

In 1975 Cumberland Development Corporation of Greensboro proposed a \$2 million shopping center for that site and it was approved by the redevelopment

ment commission. John Duncan, executive director of Midwest Piedmont Area Business Development Organization provided technical assistance to the project which also failed to appear.

Duncan cited the lack of sufficient financing and the failure of the tenants to acquire leases as the reasons for this project's failure.

James K. Haley, director of the housing authority and the director of the redevelopment commission at that time also said that the problem in the past was the failure of companies to get strong tenants on leases.

"The problem has been simply the failure to get leases from rated companies," Haley said. "To get the mortgages you have to have some backing and they were unable to get strong tenants on leases."

Robert Ward said that he is aware of the fact that over the years, several groups have attempted to develop this site, and failed.

"The proper development of East Winston-Salem has been delayed far too long," Ward stated. "We cannot and should not allow this part of our city to remain undeveloped."

"The people living in the area have expressed real

and true concern time and time again for a shopping center and their hopes have been raised time and time again and died; this must never happen again," Ward continued.

The shopping center Ward proposes would include a supermarket, a hairdresser, a toy shop, office space, a savings and loan, a drug store, a variety store, an auto store, a bank, tire center, and a shoe store.

The shopping center is estimated to cost between \$1.5 to \$2 million. Ward said that the center has been in the planning stages since May of 1977 and that he expects to have leases for space in the center signed by early spring and hopes construction can begin by May. Projected completion for the center is December 1979.

Ward said that he is developing through different sources financial backing, including financing from insurance companies. John Cockerham, who is the real estate manager of the city said that he has seen the site plan but that he has had very little contact with Ward.

"I would be delighted if he can pull it off," Cockerham said. "I don't know how many tenants he has, but we would have to see his financial statement."

In order for Ward to get the land the Board of

Aldermen would have to authorize the land to be put up for sale and then Ward would have to submit his bid.

Alderman Larry Little, of the North Ward and the only alderman to attend the press conference said that he was optimistic about the project.

"There is an important need for a center in this community and it's about time we started putting money back into East Winston.

Little also added that he thinks Ward has some support on the Board of Aldermen, maybe enough to get his plan approved. However, if Ward's plan is to survive where others failed he would have to have some chain stores and supermarkets, according to James Haley.

"To be successful, the center would need a full supermarket," Haley said. "The nearest one is at Eastgate or North Point or Northside.

"It would also need some junior variety stores like Roses, and beauty parlors," Haley continued. "Having adequate shopping facilities would have a spillover effect and it would definitely improve the development of the area."

Presently a McDonald's franchise is under construction, and a Mr. Bojangles' Chicken, a laundromat, and an ABC Liquor Store and

Burger king are also in the area of the proposed shopping center.

Ward said that because of the rapidly increasing prices of gasoline and other automobile operating expenses that inner city residents can no longer afford

the luxury of traveling to outer suburbs.

"Development of the site will allow Winston-Salem to continue in a growing pattern and this will ward off what many cities are now undergoing: dying a slow death," Ward stated.

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Smoke Signals from page 1

repeated words over and over to the horse. Finally one of the guards asked him why he had made such a promise. "You know you can't teach a horse to talk!"

"Yes," said the thief. "I know. But at least I get an extra year. And in that time--who knows? The king may die, or the horse may die, or I may die. At least I have a year." **Sharyn Bratcher**

Consumer on the go

Travelers Advice: Treat Credit Card As If It Were A \$1,000 Bill

Security is one thing you want to worry about, especially when traveling. The following seven tips to guard your charge cards should save you annoyance, frustration and a possible \$50 liability, according to American Express Company.

- 1. Keep these Do's and Don'ts in mind:
- 2. DON'T put the card into your coat pocket after making a purchase.
- 3. DON'T put the card in the glove compartment of your rental car.
- 4. DON'T lend your card to acquaintances.
- 5. DON'T carry more cards than you need. Two or three well selected cards will provide the same services as 10

or 15, if you are thoughtful in your selections.

5. DO carry your card in a noticeable place in your wallet so you will quickly spot it if it's missing.

6. DO treat your card as cash—guard it. Hint: visualize it as a \$1,000 bill and, act accordingly.

7. DO promptly report a card theft to the issuing company, and your law enforcement agency. By federal law, you may be liable for up to \$50 for unauthorized use of each card.

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'78 FIESTA Monza	\$3895	'76 CHEVROLET Scottsdale Pick-up	\$4395
'78 VW	\$2295	'70 GMC Jimmy	\$3995
'75 CHEVY Monza	\$2195	'74 CHEVROLET Pick-up	\$2995
'75 MUSTANG	\$1800	'75 COURIER Pick-up	\$2995
'74 PINTO Wagon	\$1600	'74 TOYOTA Pick-up	\$2495
'73 TORINO 2-dr.	\$1000	'60 FORD Pick-up	\$800
'72 TOYOTA 2-dr.	\$1000	'69 DODGE Pick-up	\$600
'73 LTY 4-dr.	\$850	'55 FORD Pick-up	\$600
'72 CHEVROLET 4-dr.	\$700		

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