

amusement

'Gold' In East Winston

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center) places number two in sales and they tell me that Family Dollar made a quarter of a million dollars in one or two months. We need to take over the economic development of East Winston, but we can't do it alone."

Archia agrees that black people are hesitant investors. But he cites different reasons.

"Black contractors have not marketed their skills," Archia says. "Why? Well, number one, they don't realize how good they are; second, they don't have the money to put into a marketing plan or program; and third, they don't realize that, in order to get bigger and better, they have to market their skills. We have the skills and the knowledge, but we don't know what to do with it after that."

"There is simply money to be made in East Winston, and for a reasonable profit," he says.

White, city executive of Mechanics And Farmers Bank, says the black developer is out there and interested, but the financial market is not quite ready to invest in the black man.

"Minority developers need the kind of association that the local government has given others," White says. "The foundation support for black developers is not on the same line as with white developers."

White says his bank is interested in helping black investors but the amount of help it can offer is limited. "Our size limits us," White says. "A developer would need a larger institution to lead the package and we would be a part of the investment team, like we were with the shopping center."

But local businessman Tom Trollinger says the city's banks are not willing to approve large loans to black people; therefore, blacks have a difficult time trying to get their projects off the ground.

"We are fighting the financial community," says Trollinger. "Every time we take the initiative to do something, we get knocked back."

Trollinger, along with Dr. Charles Kennedy and Simon Johnson, made a request to the Multi-Family Housing Committee of the North Carolina State Housing and Finance Agency for the financing of an apartment complex they proposed to build near the Smith Reynolds Airport. Their application was denied because of what the committee deemed an undesirable location.

"Whenever we go to do something, it is always found 'not feasible at this time,'" Trollinger says. "We are interested, but we can't get the money to do anything."

A lack of finances is only one obstacle that keeps the blacks from being involved in major projects, but, according to Trollinger, it's the major obstacle.

Trollinger says he hopes the agreement made by a consortium of major Winston-Salem banks and savings and loans to provide funding for housing development in Winston-Salem will open the way for black developers. The announcement to provide the money was made the Friday before the \$35 million bond referendum vote and was contingent upon the passage of the bonds.

"The people have delivered. Now we are just waiting to see who they will be lending the money to," Trollinger says.

Johnson agrees that a lack of finances has kept the black investor from participating in major projects, but he says black developers and contractors are involved in some of the smaller projects in East Winston.

"A black developer along with the East Winston Restoration Association is developing a single-family housing project on the corner of 11th and 12th streets," he says. "And a black developer, along with the East Winston Restoration Association and Innerfaith Housing Alliance (a group of churches and others who work to better housing conditions), are working together to convert the (St. Benedict the Moor) convent (on 14th Street) into apartments for senior citizens. But with major projects, they (black developers) have trouble finding money."

Johnson says black people also need to team with others to become involved in major developments.

"Black developers need to join forces with white developers and become active in seeking federal financing and they have to be willing to take a risk," Johnson says.

Black developer John Duncan's partnership with white developers George Carr, Jack Covington and Clinton Graveley in the Summit Square project is what is needed, Johnson says.

"Why not do it this way?" Duncan says. "There is money to be made in East Winston, but I'm not gonna sit around. A white developer can get the money and I'm getting in on the ground floor."

STARSCOPE

Clare Answeil



WEEK OF: NOVEMBER 17, 1983

AQUARIUS - January 21-February 19
You can advance in a professional organization, but don't be afraid to be a little aggressive. Rapport with older person deepens. Accounting chores require prompt attention.

PISCES - February 20-March 20
Differences of opinion lead to healthy debate with family member or neighbor. Drop-ins arrive at your door through the weekend. Writing talents can lead to profit.

ARIES - March 21-April 20
Restraint and a more conservative approach help resolve recent financial difficulties. Nip any work or family problem in the bud - it can get out of hand very quickly.

TAURUS - April 21-May 22
Romantic relationship becomes less intense and more relaxed. Aiming high helps you realize goals a little ahead of schedule. Brand new career opportunity opens up by Tuesday-Wednesday.

GEMINI - May 23-June 21
Home improvements are positively accented, but stay within your budget. Time is favorable for taking on part-time job. Libra or Sagittarius can enter the friendship picture now.

CANCER - June 22-July 22
Accent is on continuity; focus on present tasks rather than starting all-new ones. Strained relationship becomes sweeter when you take the initiative. Career conflict ends amicably.

LEO - July 23-August 22
Anonymous suitor reveals identity and romance in general thrives through the period. Diplomacy is your present strong point, winning you plaudits in professional and volunteer organizations.

VIRGO - August 23-September 22
Thriftly Virgo does about turn, finding it delightful to enjoy new extravagances. Happily, you're blessed by modest financial good fortune. New acquaintance develops into faithful friend.

LIBRA - September 23-October 22
Shift in roles starts taking place with romantic partner or coworker. If traveling, enjoy surplus of pleasant surprises. In diet and exercise, make moderation your keyword.

SCORPIO - October 23-November 21
Accent is on simplification - in dress and in decorative touches. Friends go to extremes while neighbors are supportive. Travel planning and educational pursuits favorably spotlighted.

SAGITTARIUS - November 22-December 22
Partnership dispute intensifies before easing up. Compromise is the key, but don't give in more than 60 per cent! Long-distance letter or call offers pleasant surprise.

CAPRICORN - December 23-January 20
Vitality peaks and you're able to tackle any work chore, no matter how intimidating. One thing you cannot handle is a showdown with loved one. Bargain hunting favored on weekend.

BIRTHDAY THIS WEEK
Energetic, passionate, suspicious, mysterious, fair-minded. Quite simply, you're one of the most complex characters around. Spotlight is on financial expansion. Your energy proves a great help around midyear, but suspicious nature may be a liability.

BORN THIS WEEK
November 17th, actor Rock Hudson; 18th, actress Brenda Vaccaro; 19th, host Dick Cavett; 20th, host Richard Dawson; 21st, actress Goldie Hawn; 22nd, actor Robert Vaughn; 23rd, actress Vera Miles.

Trekking

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Wrinkled and the Michael Jackson looks after realizing that he knows precious little of the art of doing one's laundry.

Thus, the fact that he'll be back is definite. Whether he'll survive while driving his Ford pickup ("Truck Trek?") where no man has gone before we'll have to see. Beam him up, Scotty.

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Yolanda

From Page A10

at the businesses you can handle, or learn to handle within a few years.

In our neighborhoods, small businesspersons are our heroes. Why? Because they are the only ones who understand that, when we hire ourselves, we solve the unemployment problems in our community.

It all begins when you learn to control that impulse to blow your money on trivial things.

Night

From Page A10

on entertainment nights, special happy hour rates and a key to the club.

Though the primary job of Brothers III is to entertain, say McKnight and Campbell, the lounge is also community-oriented. Its newly-created board of directors is handling such community service projects as raising money for sickle cell anemia research and providing Thanksgiving baskets for the elderly. The club has also planned a special appreciation night for Winston-Salem State Head Football Coach Bill Hayes.

"We wouldn't want people to think we're here just to drink liquor," says Campbell. "Most of us have more on the ball than that."

 <p>77¢</p>	 <p>30's \$1.87</p>	 <p>3 for \$1.00</p>	 <p>.5 oz \$1.97</p>
 <p>5's 50¢</p>	 <p>24's \$2.27</p>	 <p>30's 77¢</p>	 <p>16's 77¢</p>
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Keeping You In Touch With The Piedmont.



Rick Amme



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NEWSCENTER 12

Weeknights 6 & 11 PM

WXP

WKII