

Business Briefs

New directory available

New and improved Black Business Directory offers more

By YVETTE N. FREEMAN
Chronicle Staff Writer

The *Winston-Salem Chronicle* has made some well-deserved changes in its annual Directory of Minority Businesses, including a new upscale look for the 1991 edition, which became available last week.

This year, instead of being in the format of a tabloid insert with the weekly newspaper, the directory is now in the form of a glossy magazine-style booklet, comparable to *Ebony*, *Cosmopolitan* and other large-scale publications.

Chronicle Publisher Ernie Pitt says he decided to change the look of the directory because "The magazine format lasts a lot longer. It's easier to handle and I think it's more attractive."

He added that another reason for the change was that "we wanted to produce something first-class, that those businesses in it would be proud to be in it, and would be proud to refer it to others."

The Directory first came out four years ago, when Pitt felt that the Winston-Salem/Forsyth County area needed a listing of businesses owned by African-Americans, for people in the community who wanted to utilize their services, but didn't know where to go.

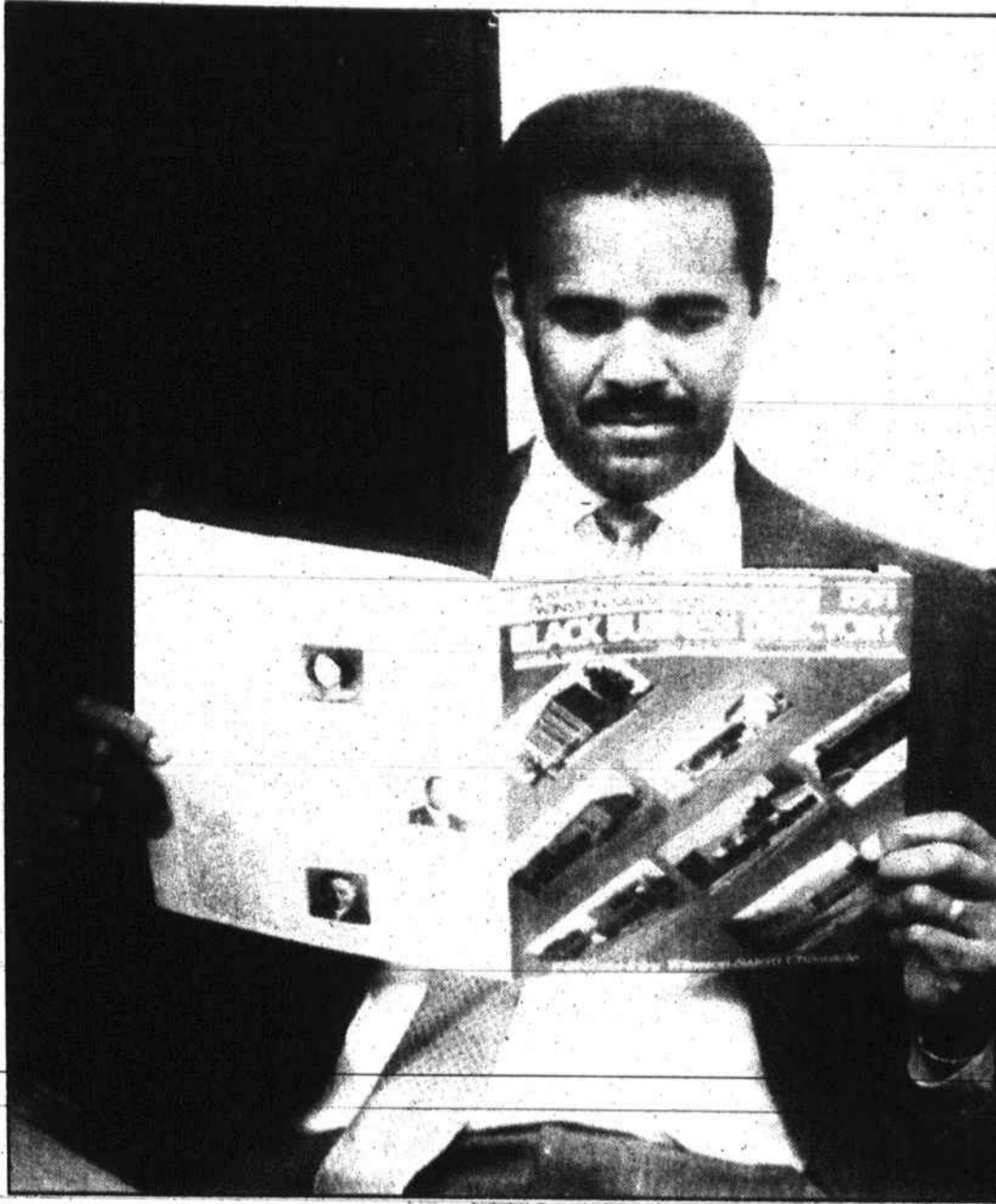
"We saw, as did other minority business agencies, a need to have a listing of all the minority businesses, black-owned businesses in the city," he said.

Local businesses were notified of the directory through advertisements that were run in the *Chronicle* and flyers that were sent out. Any African-American business can be listed in the directory for free, the owners just have to notify the *Chronicle* of their existence.

Local and national businesses, as well as governmental agencies also have the option of taking out paid advertisements in the directory; and social, medical and educational institutions can run public service announcements.

Copies of the directory will also be sent out to all of the minority recruitment agencies and major purchasing departments of large companies in the city, as well as the city government.

Each year the number of African-American businesses in the



Piedmont businessmen and women, as well as the rest of the community, should find the new Black Business Directory extremely useful when searching out the services of minority businesses.

directory has increased, as more and more established African-American entrepreneurs have found out about the directory, and others opened up businesses.

This year the directory, which is updated annually, boasts nearly 500 listings of the names, addresses and phone numbers of local African-American businesses, ranging from doctors and lawyers to hairdressers and mechanics, plus many more professions.

But Pitt says there are still more minority businesses in the city that are not listed.

"We estimate that there are 700. Our directory contains about 500. So we still have a few more to dig up, and we are going to dig them up," he stated.

Also, beginning this year, the new upscale directory costs \$3 to cover production expenses, where in the past, the booklet was free and inserted into the *Chronicle* newspaper.

The 1991 Minority Business Directory is available at the *Winston-Salem Chronicle* office, the East Area Council, and various other locations in the city.

Triad Pest Control

is offering its customized Pest Control Service for **\$25⁰⁰** inside and out. Excluding flies, fleas, & wood destroying organisms.



Marilyn Gilliam
Vice President

Termite Control **\$75⁰⁰** call for details

- Odorless Chemicals
- Certified Radon Testers
- One time, Monthly or Quarterly Service
- Money Back Guarantee
- Senior Citizen discount

1535 Martin Luther King Jr. Drive
788-3020 1-800-TRIAD-99
N.C. Lic.#PW967 N.C. Watts

Mundy Realty honored by East Area Council

The East Area Council of the Greater Winston-Salem Chamber of Commerce presented Mundy Realty Company with its April "Business of the Month Award," during its monthly membership meeting at the

Library Science. She taught business classes and was a school librarian before getting her real estate brokers license. She was on the Board of Directors of the Winston-Salem Multiple Listing Service and

Baptist Church.

The East Area Council, which was formed by the Chamber to meet the needs of area minority-owned businesses, recognizes the accomplishments of a local minority

better business environment and offers services to strengthen existing businesses, to encourage small business creation and growth and to promote the area as a destination for conventions and visitors.



Pictured (left to right) are: Nancy Mershon, Chamber; Zack Wall, East Area Council; Carolyn Hardy, Mundy Realty; James Grace, Chair-East Area Council; and Rita Naegle, Stoffer.

F. Roger Page Business and Technology Center.

Mundy Realty, located at 2001 New Walkertown Road, was started by Carolyn Hardy in June 1976. It is a full service real estate company specializing in residential sales. The firm also lists and sells commercial and industrial properties and vacant land.

Presently five full time agents are employed by Mundy, but future plans include hiring two additional agents to accommodate its growing clientele.

Hardy graduated from Bennett College in Greensboro with a degree in Business Education and

currently serves on the Professional Standards Committee of the Local Board of Realtors. Hardy has been a consistent Multi Million dollar producer.

Community service is a high priority for Hardy who served as PTA president for Old Town Elementary, Northwest Junior High School and Mt. Tabor High School. In addition, she has served on various school committees including the School Improvement Team at Mt. Tabor High School. She has been on the Board of Directors of the Salvation Army Boy's Council, the local YMCA and is an active member of the United Metropolitan

ty firm each month. Monthly winners are eligible for the Business of the Year Award presented in the fall at an Annual Banquet. Stouffer Winston Plaza Hotel provides dinner for two at the Quill Restaurant and a plaque to the monthly recipients. For more information on Council activities, contact Nancy Mershon at 725-2361.

The Greater Winston-Salem Chamber of Commerce is a leading business organization in Winston-Salem and Forsyth County, representing more than 2,000 area businesses who are committed to increasing economic development in the region. It works to promote a

Free investment workshop is scheduled

"Investing in Mutual Funds," a free workshop to help people understand how to invest in the stock market by using no-load mutual funds they contact by calling toll-free 800 numbers, will be presented four times at three different library sites beginning tonight. The first workshop is scheduled for 7 p.m. tonight at the Rural Hall Library. Next week, the workshop will be repeated at 7 p.m. Wednesday, at the Kernersville Library and then twice at the main library downtown in Winston-Salem at 6:30 p.m. on Thursday, May 30 and 10 a.m. Saturday, June 1.

Led by Dr. Larry Hungerford, Director of the WSSU Center for Economic Education, the workshop focuses on long-term investment success that can begin with

amounts as small as \$25 or \$50 a month. Dr. Hungerford will explain how \$40 a month invested for 20 years can grow to more than \$56,000 (based on average stock market returns). He will also discuss ways to lower investment risks and how to select mutual funds.

The workshop's overall purpose is to help investors develop a systematic long-term investment strategy, using mutual funds, that will provide money for retirement or to pay for a child's college education. Over 2,000 people have attended Dr. Hungerford's previous investing workshops during the past five years at local libraries. Printed materials are given to everyone who attends; if workshop participants would like to keep the materials there is a \$5 charge. (Call the libraries for more details.)

EAST WINSTON

1. Model Pharmacy
2. Pic'N'Pay (Claremont)
3. Laundry Center (Claremont)
4. Brown's Beauty
5. Etna Gas
6. Great American Foods
7. Smith Cleaners
8. Reynolds Health Center
9. Sunrise Towers

NORTHEAST

10. Merita Breadbox
11. Record Boutique
12. Minit Market (13th & Liberty)
13. Salem Seafood
14. Fairview Cleaners
15. Silver Front Cleaners

OGBURN STATION

34. Laundry Center (Old Rural Hall Rd.)
35. Paragon Food Center

NORTHWEST

36. Etna Gas
37. N.W. Blvd. Pantry
38. Hazel's Beauty
39. Real Food Bakery
40. Ray's Fish
41. Joe's Shop Rite (Patterson)
42. Great American Foods
43. A Cleaner World
44. Brown's Produce
45. Ervin's Beauty
46. Bojangles

SOUTHSIDE

66. Paw's Grocery
67. Amoco (Fourth & Broad)
68. Hop-In (First St.)
69. Food Fair (First St.)
70. Baptist Hospital
71. Amoco (Cloverdale)
72. Kroger
73. Hop-In (Stratford Rd.)
74. Papers & Paperbacks (Hanes Mall)
75. Crown Drugs (Hanes Mall)
76. Forsyth Hospital
77. Rainbow News
78. Crown Drugs (Peters Creek)

The Winston-Salem Chronicle is Closer Than You Think



available at these locations:

16. Gulf Gas
17. Mama Chris
18. Jamal's Grocery
19. Chandler's
20. Westbrook's
21. Minit Market (27th & Liberty)
22. Chick's Drive Inn
23. Mack's Grocery
24. 3 Girls (Northampton)
25. Shop Rite (Northampton)
26. A Cleaner World (Carver Rd.)
27. Carver Food
28. Joe's Shop Rite (Bowen)
29. Garrett's (311)
30. Wilco Gas (311)
31. Garden Harvest
32. Bernard's
33. Jones' Grocery

47. Northside Fish Market
48. Eckerd Drugs
49. 1 Stop Food (Akron Dr.)
50. Food Fair (Patterson Ave. Exit)
51. Motel 6
52. Winn-Dixie
53. Tickled Pink Cleaners (Cherry St.)
54. Food Lion (University Plaza)
55. Fast Fare (Cherry St.)
56. Maytag Laundry (Cherry St.)
57. Forest Hills Curb Market
58. RJR World Headquarters
59. Jimmy the Greek
60. Fast Fare (30th St.)
61. Super X Drugs
62. K&W (Coliseum)
63. Golden Comb
64. Best Bookstore (Reynolds Shop. Ctr.)
65. Mr. T

79. Marketplace
80. Gulf Gas (S. Broad St.)
81. Garden Harvest
82. Post Office (Wauhtown Station)
83. Hop-In (Stadium Dr.)
84. Revco Drugs
85. Belview House
86. Gold Fish Bowl
87. Joe's Shop Rite (S. Main)

DOWNTOWN

88. Chronicle Office
89. Lincoln Barber
90. Post Office
91. Benton Convention Center
92. Cecelia's (Hyatt House)
93. Rite-Aid
94. Revco
95. NCNB Building
96. Wachovia (Main St.)
97. RJR Plaza
98. Brown's Restaurant
99. Forsyth Seafood
100. Sanitary Barber Shop