



Leon Levine
...Board Chairman

Family Dollar Growth Rate

Exceeds Early Expectations

By Susan Ellsworth
Post Staff Writer

When Leon Levine, at age 22, founded the first Family Dollar Store in 1959 on Central Avenue in Charlotte, he expected someday to own a chain of 50-100 stores.

Levine, who is now chairman of the board, has exceeded his own expectations. Within 20 years he has acquired about 200 stores in North Carolina and South Carolina.

"Family Dollar is still in its infancy as a company," Levine declared recently.

He recalled obtaining the discount idea for Family Dollar from observing a small store in Kentucky which had no items priced over \$1.00.

His retail experience began at age 12, when he started working in his family's small department store in Rockingham, N.C.

At 18 Levine began his own business with a partner in Wingate, N.C. manufacturing chenille bedspreads while attending school. Money from the sale of his share of the bedspread business helped finance the Family Dollar venture.

Within a year after opening his first store, Levine opened a second and third. By 1962 he had 10 stores in convenient locations for shoppers in Charlotte. The company's Executive Offices and Distribution

Center are located just outside Charlotte on Old Monroe Road.

"The idea," Levine asserted, "is to have the stores go to the people, rather than forcing customers to drive miles away to a large store."

Levine said he chose to offer small discount stores instead of one large store to have less overhead and offer lower prices.

Donald Rhine, senior vice president-merchandising and advertising, emphasized that Family Dollar customers can find the latest looks in fashion at low prices.

"If velvet is in fashion, then Family Dollar will have velvet; if terry is in style, then we carry terry," Rhine commented.

Family Dollar Stores, Inc. has 319 retail discount stores in North Carolina, South Carolina, Georgia, Tennessee, Virginia, West Virginia and Alabama. Levine said the company intends to expand and have 380 stores operating by the end of August.

In Charlotte, Family Dollar Stores are located at these places: 3416 Wilkinson Blvd., 123-125 W. Trade St., 2048 N. Graham St., 5436 E. Independence Blvd., 1614 South Blvd., Central Square Shopping Center, 5605 Wilkinson Blvd., 6000 N. Tryon St., 1600 W. Trade St., 5615 South Blvd.

YWCA's Looking For 100 Volunteers

The YWCA is looking for 100 volunteers to assist with a wide range of jobs, from front desk to handicap swim.

Kicking off its recruiting campaign, the Y has designated two weeks between April 22 and May 4 as YWCA Volunteer Weeks. The campaign will coincide with National Volunteer Week, April 22 to 28, and National YWCA Week, April 30 to May 4.

The volunteer program is unlike past volunteer activities at the YW. Heretofore, volunteers have concentrated their work by serving on Y committees. The present campaign will key volunteers into a long list of specific jobs which require commitments ranging from once a week to spot assignments.

The list of volunteer requirements are:

- Front desk
- Clerical office
- Class registration clerks
- Team Sports scorekeeper, timers
- Gymnastics
- Typist
- Kamp-A-Long
- Health, Physical Ed and Recreation Task Forces on Gymnastics team, Swim team, ENCORE (post-mastectomy program), Trade St. Center program,

- Athlete of the Year
- Hostess - traffic guides
- Swimming instructor assistants
- Photographer
- Exhibits, displays, lettering
- Manning fairs, displays, etc.
- Telephone assistants
- Lockerroom Supervisor
- Record keeping
- Daycare volunteer
- Substitute Housemother
- Task Force Member - Informal Education
- Instructors - not physical activities

Teen program assistance: arts, crafts, sewing, gymnastics, voice, dance, macrame, modeling, piano "Project Children" Coordinator

Beautification coordinator

Tutorial coordinators

Mom-Tot Swimming assistant

Tumbling assistant

Tutors - Day Care Center

Handicapped Swim Aides

For more information, call Eleanor McNair, Volunteer Coordinator, at the Y, 525-5770, or at home, 536-7196. Lynne Rayburn, Associate Executive Director, is also available to answer questions, and can be reached at the Park Road Center, 525-5770.

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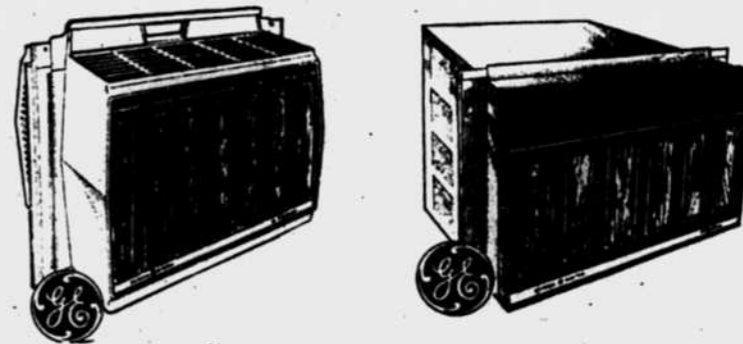
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