

According To Woolworth

4th Quarter Is

Most Important

by Susan Ellsworth
Post Staff Writer

The fourth quarter of a year is the most important for retailing businesses.

For Woolworth Company the fourth quarter of its century of existence has been its most important 25 year segment.

In the 1950s, two major changes occurred in retailing, according to John Lynn, senior executive vice-president of Woolworth, Inc.

"These two developments radically changed the shopping habits of American consumers," Lynn said of the mass-proliferation of self-service stores and the rapid development of suburban shopping centers.

The mid 1950s saw Woolworth, Inc. expanding throughout the U.S. and Canada in addition to opening stores in Mexico City.

In 1959 Woolworth set up operations in Puerto Rico, and in the Caribbean and opened 89 more shopping center stores in the U.S.

"During a five-year period beginning in 1959," Lynn said, "the company underwent its largest modernization and expansion program, adding a

total of 488 new stores, improving 163 others and completely refurbishing another 349 units."

Woolworth also entered into the discount field during that year period. In one year, 1962, it opened seven Woolco stores, which were full-line department stores that emphasized nationally advertised merchandise.

"Our first Woolcos carried some 50,000 items in stores that averaged 100,000 square feet in area," Lynn explained.

Woolworth also began to diversify in the 1960s, first by acquiring a major manufacturer and retailer on family footwear which today operates under the subsidiary name, Kinney Shoe Corp. The \$45 million acquisition marked the company's first departure from its policy of growing from within.

The purchase involved 584 stores, located in 45 states and the District of Columbia as well as five factories.

Pursuing its program through the 1960s, Woolworth established operations in Spain; continued to enlarge and modernize its units and upgrade merchandise in the U.S., and by 1965 had doubled its number of Woolco stores.

As the 1960s came to a close, the company had also acquired the Richman Brothers Co., manufacturer and retailer of men's and boys' clothing.

These changes and development has had a dramatic impact on the company's sales. In 1972 sales topped \$3 billion reflecting a billion-dollar increase in four years. Within the next two years sales had surpassed \$4 billion, and in 1976 they topped the \$5 billion mark. In 1978 sales exceeded \$6 billion.

A century after Frank Woolworth founded his retailing empire the company was operating in all 50 states, the U.S., Virgin Islands, Canada, Germany, Mexico, Spain, Australia, Great Britain, Jamaica, Barbados, Eire, and Trinidad.



EASTERN STARS HOLD BABY CONTEST

Deborah Chapter No. 424 of the Order of Eastern Stars culminated a successful Baby Contest recently at the Greenville Center. The three winners were: First place, Edwin Colbert, son of Mr. and Mrs. Ervain Colbert; second place, Cameron R. Hamlin, daughter of Mr. and Mrs. William Hamlin; and third

place, Devin Mobley, son of Mr. and Mrs. William Mobley. Pictured above, the babies are shown receiving their savings bonds from Mrs. Sarah Crowder. They are from left to right: Edwin, Cameron and Devin receiving \$75, \$50 and \$25 savings bonds, respectively.

Bynum Receives NIH Award

A distinguished alumnus of Johnson C. Smith University has been named to receive the 1979 Director's Award of the National Institutes of Health.

Edward Bynum, of the National Institute of General Medical Sciences, was honored June 18 in ceremonies at Bethesda, Maryland.

In announcing the annual selection, at the Department of Health, Education and Welfare, Dr. Donald S. Frederickson, director of the NIH, cited Bynum's "outstanding contributions and services to the accomplishment of our mission."

He also noted that the recipient's achievements have brought "special credit and distinction" to the Institutes.

In 1978, Bynum, a native North Carolinian with a 1951 B. S. in chemistry, was recognized here as Johnson C. Smith's distinguished alumnus. Only one such honor is bestowed yearly.

Bynum directs the national Minority Access to Research Careers (MARC) Program, in which the local historically black institution participates through a five-year \$500,000 grant in the sciences.

Previously, Bynum, a research chemist, was program administrator for biophysics and chief of the Office of Program Analysis for the National Institute of General Medical Sciences.

He served at the U. S. Army Infantry School, Fort Benning, Georgia, from 1954-56 and as a high school teacher in Raleigh, North Carolina, from 1951-54.

His professional affiliations include Beta Kappa Chi Scientific Society, Biographical Society and American Chemical Society.

Bynum, who did doctoral work at Georgetown University from 1956-59, has co-authored six publications, most recently a second volume in high voltage electrophoresis of amino acids and peptides.

He is married and has one son.

Youth Golf

Every Wednesday from 2 p.m. until 5 p.m., there will be golf instruction for youths ages 8-16. This will be handled through the various recreation centers.

The instruction will take place at Revolution Golf Course. This event will be free to the participants.

Commuters Turning To Public Transit

Special to the Post

RALEIGH--Gwen Hobby does it to avoid the hassles of rush-hour traffic. Margaret Keller sees it as a convenience. Brenda Poole thinks it's economical.

They are commuters. "It" is the express bus they ride from their homes in Garner to their jobs in Raleigh.

The rising cost of gasoline supplies, inadequate parking and increased traffic are encouraging more commuters in North Carolina to use mass transit.

The City of Raleigh's Capital Area Transit System (CAT) operates two bus routes to bring commuters from Garner and Cary into downtown Raleigh. CAT buses pick up riders at designated parking lots and bring them to and from the downtown Raleigh area.

The express bus service began in Cary in 1976 after two new state buildings were constructed which brought more employees into the downtown area.

Recognizing the already severe shortage of parking for state employees, the Department of Administration agreed to fund a trial park and ride program for state employees and others working in downtown Raleigh. Support of this express bus service was seen as an alternative to providing increasingly expensive parking places.

The staff of the Public Transportation Division of the Department of Transportation coordinated the service, designed the routes and schedules, and worked with the City of Raleigh to procure the necessary buses and drivers.

Cash fares for both Cary and Garner are 50 cents one way. Cary riders may purchase a multi-ride ticket for \$10 which is good for 22 rides. Garner rides pay \$10 for 25 rides, or 40 cents per trip.

Since the express bus service began, ridership has grown steadily to the point that daily passengers now

total over 200. Average daily ridership on the Cary route has increased 13 percent over last year. Average daily ridership on the Garner route has increased by 15 percent.

Ridership on express buses operated by the Charlotte Transit System has also increased, according to spokesman Al Roman.

Roman said the average daily ridership on the six routes is 655. Two of the six routes were added in June due to the demand for express bus service.

Cash fares on the express buses are 50 cents per trip and monthly passes are \$18. Roman says bus pass sales are up, and he thinks increased gasoline prices and tighter fuel supplies are among the factors contributing to the increase.

In Chapel Hill, where two express bus routes are in operation, ridership is slightly up from last year. Bob Godding, manager of the Chapel Hill Transit, said he expects more demand for express bus service as gasoline prices rise.

Since the express bus service began in Winston-Salem, the demand has steadily increased. Currently, the demand for express bus service in Winston-Salem exceeds the number of buses available to begin new routes, according

to Bruce Abel, marketing director for the city's transit authority.

The Winston-Salem Transit Authority operates five express bus routes, and Abel says the authority has been presented five petitions for five additional routes, but no buses are currently available. The city is opening bids to purchase 20 new buses June 28. However, it will be over a year before the buses are delivered.

Able thinks that the current energy situation is making public transit a more realistic alternative for commuters driving from outlying areas to their jobs in town.

State Secretary of Transportation Tom Bradshaw noted, "We are very pleased to see this continued growth in the use of public transportation services and the interest of commuters in the express service. Our partnership with local communities in working together to meet transportation needs has been active and productive. These programs reflect the Governor's commitment that we continue to develop a strong comprehensive transportation program that is responsive to the public and provides economical, energy-efficient travel alternatives."

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Kathleen Crosby
New Board member

Kathleen Crosby

To Take Oath

Of Office July 13

The Board of Trustees of the University of North Carolina at Charlotte will meet at 1 p.m., Friday, July 13, in Room 317 of the Atkins Building.

Mrs. Kathleen R. Crosby of Charlotte and Howard H. Haworth of Morganton will take the oath of office as new members of the 13-person board.

Karen Popp, president of the student body and a member of the board, will take time off from her summer internship in Congressman Jim Martin's office in Washington to return for this meeting.

The board will elect officers and hear reports from its committees and from UNCC Chancellor E. K. Fretwell Jr. Architects will be selected for a number of UNCC projects.

Committees of the board will meet the morning of July 13.

PRC To Sponsor

Citywide Pet

Circus

The Citywide Pet Circus sponsored by the Charlotte Park and Recreation Department and the Mecklenburg County Humane Society will be held on Friday, June 22 in the lake area of Freedom Park.

Registration will be held from 9:30 a.m. until 10:00 a.m. The judging will be held from 10 a.m. until noon.

Anyone 15 or younger may bring a dog, cat, duck, rabbit or anything but a reptile to the Circus. They will be eligible to win a trophy, ribbon or prize.

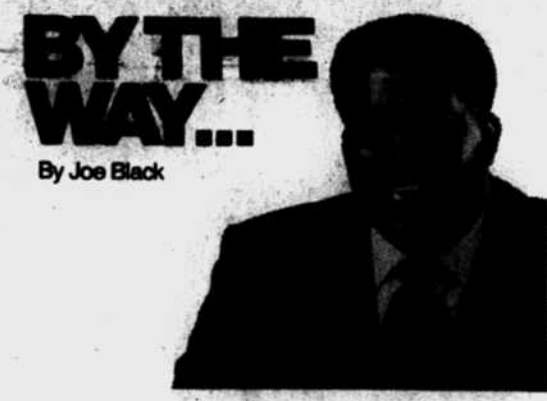
The pet must be owned by each contestant, on a leash or in a container or cage, and kept a reasonable distance from each other in the show ring.

They will be judged on a point system.

The classifications will be: large and small long-haired dogs, large and small short haired dogs, feathered pets, cats, and miscellaneous pets.

For more information call 374-2884.

Check the ads in the Charlotte Post each week for the best bargains in town.



BY THE WAY...
By Joe Black

As I travel about the country, I seem to detect an attitude of bewilderment among Black Americans. We all seem to be aware that Black progress is standing still. Have Black people been lulled into a sense of complacency because our median family income has grown from \$4,000 to \$10,000; or because more Black families now own their own homes; or is it because we now have more than a million Black students enrolled in colleges and universities?

Perhaps we are too busy feeling sorry for ourselves because of the Bakke case, the impending decisions of affirmative action through the Kaiser Aluminum, and Sears-Roebuck lawsuits. Maybe we want to just blame the slow down on that catch-all word, "racism." Well, it may shock you to learn that the upward and onward progress of Black America is being impeded by the apathy of Black Americans. We are allowing others to slowly deprive us of the gains that we've made during the past twenty-five years. How? We are not using our power wisely.

No, I am not talking about physical violence... I am referring to power that we gained through sweat, blood, and tears. Our power is the vote. But, politically, we seem to have painted ourselves into a corner. Traditionally, Black people have voted as Democrats, so that party now takes the Black vote for granted. And the Republicans are indifferent to our problems and needs. Therefore, Black people are challenged to do something so that neither party can afford to ignore us. The first priority is to register and vote.

Next we must learn to listen to all of the candidates and cast our vote for the people who include our problems in their campaign promises.

A funny thought just struck me... what do you think would happen if all Black people suddenly registered as Republicans? I'll bet that neither of the two political parties would take us for granted.

Joe Black
Vice President
The Greyhound Corporation

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