

Downtown Post Office To Open For Business

On October 13, 8 p.m., the New Downtown Station of the Charlotte, North Carolina Postal Service, located at 201 North McDowell Street, Charlotte, North Carolina 28204-9998, will open for postal business.



Karen Jacob
... "Main Squeeze" 1980

Smirnoff Vodka

To Conduct

"Star Search"

Smirnoff Vodka will launch a search for a new star for its current and highly successful "Main Squeeze" advertising campaign directed to the black consumer market.

Beginning in October, four color ads will appear nationally in EBONY, JET, ESSENCE, BLACK ENTERPRISE and DOLLARS & SENSE magazines with supporting black newspapers, out-of-home, point-of-purchase and sales promotion programs in 25 target markets. Search ads will run through October 1981. A national panel of beauty and fashion experts will make the final selection from photographs submitted by interested participants. The winner will appear in Smirnoff Vodka advertising during 1982.

The "Main Squeeze" campaign is named for a popular mixed drink made with Smirnoff Vodka and grapefruit juice and a traditional black slang expression for "best girlfriend." The campaign achieved instant success upon introduction in Spring 1980. The search contest was inspired by the volume of unsolicited photographs and letters from readers suggesting candidates for future "Main Squeeze" ads plus requests for additional ad copies and posters. The "Main Squeeze" campaign was developed by Uni-World Group, Inc., a black-owned agency providing advertising services for Heublein's Smirnoff Vodka, Don Q. Rum, Harvey's Bristol Cream and Rhum St. James alcoholic beverage brands. Now in its 12th year of operation, Uni-World has annual billings in excess of \$12,000,000. Its account roster includes the A&P, American Telephone & Telegraph, General Foods, General Motors, Gulf Oil, RCA and Welch Foods.

PREDICTIONS

EAST AT WEST
East is East and West is West and never the twain shall meet. In this case it is unavoidable. Both teams are having discouraging seasons. The home team advantage is good for six points. West by 6.

INDEPENDENCE AT OLYMPIC
The Trojans could be in first place if it wasn't for fumbles, and interceptions are at key moments. A pass at the two yard line cost the team a possible win over Harding. The Patriots have lost one now. They are vulnerable to the Trojans passing attack. Olympic by six.

MYERS PARK AT NORTH MECKLENBURG

This unit will replace the Charlottetown Station located at 1200 Baxter Street, the Dilworth Station at 208 East Blvd., and the West Trade Street Station at 401 West Trade St. These units will provide service as follows on October 9-10, 1981.

Dilworth and Charlottetown Stations: Customers will be able to pick up Post Office Lockbox mail on October 9, during regular hours. No Lockbox mail will be available at these units on October 10. It will be available at the New Downtown Station.

West Trade Street Station: Customers will be able to pick up Lockbox mail until 10 p.m. on October 9. Starting Saturday, October 10, 1981, this unit's Lockbox mail will be available at the New Downtown Station.

The issuance of keys to Lockboxes at the New Downtown Station will be at the Caller Service Window from 8 a.m. to 5 p.m. on October 10-12. Customers may exchange one or two old keys for the same number of new keys. If additional keys are needed, they will be ordered.

Effective October 10, the telephone number for the New Downtown Station will be 333-5135.

"The new Postal facility will be an asset to the community," Postmaster O. B. Sloan said today.

Mallard Creek

Barbecue Will

Be Big Feast

The 52nd annual barbecue for the Mallard Creek Presbyterian Church will be held Tuesday, October 22, at the Mallard Creek Church Community House on Mallard Creek Road about seven miles north of downtown Charlotte.

For this major church fundraising activity, volunteers plan to cook over 12,000 pounds of pork barbecue, prepare 900 gallons of Brunswick stew, make 400 gallons of applesauce, wrap over 8,000 sets of eating utensils, prepare several 60-gallon vats of coffee and provide parking and traffic control for thousands of vehicles.

Known as the "granddaddy of the barbecues" two serving lines and two take-out box lines will supply the dinners.

Each year congregation members prepare arrangements of fruits and vegetables at the head of the serving line, and deck out the barbecue grounds with banners. Flowers, pumpkins or fall leaves will decorate each table. Plates will cost \$3.50.



JUST CLOWNING AROUND
Joanie Hemphill, a sixth grader at Dilworth School has her face painted by the obliging clown, June Bug, at the Festival in the Park (Photo by Jim Black Photographers)

Special Events Set For German-American Week

The City of Charlotte will sponsor official opening ceremonies on the Square at noon, Monday, October 12, for German-American Week and will salute the observance with a celebration in Marshall Park starting at 2 p.m. on Saturday, October 17.

On Monday, October 12, Charlotte Mayor Eddie Knox will officially receive a sundial from the German people in ceremonies at noon on the Square. Dr. Ernst Ingendaay, consul general of the Federal Republic of Germany, will make the presentation. The sundial has been designed in Bonn, Germany, to commemorate Charlotte serving as host for German-American Week, October 12-17. This event will signi-

fy the official opening of the week-long celebration. The City of Charlotte will also host a public festival in Marshall Park on Saturday, October 17, as part of German-American Week activities. Events will start at 2 p.m. with a European style bicycle race and a balloon launch involving 1,000 area school children.

Rodney Marsh, coach of the Carolina Lightnin' soccer team, will conduct a soccer clinic at 4 p.m. Other activities will include a European folk puppet show by the Lynch Puppeteers, polka and oompah band contests, hot air balloon rides, exhibits by the Charlotte Nature Museum, classical ballet demonstrations and wood-carving displays. All

events are free and the public is invited to attend. German foods and souvenirs will be sold.

A limited number of tickets are still available for the Octoberfest to be held at the Charlotte Civic Center the evening of Saturday, October 17.

N.C. Central

Alumni Will Meet

The Charlotte Alumni Chapter of North Carolina Central University will meet Wednesday, October 14, at 7:30 p.m. at the Belmont Center, located on Parkwood Avenue for its regularly scheduled meeting. All alumni are invited to attend.

Black Caucus Tells Blacks To "Organize"

(Continued from Page 1)

budget?" Describing in more detail the effects of the cuts upon the black elderly, Dr. Davis-Wong said, "They will pay higher rents, higher out-of-pocket medical costs, get fewer food stamps. Energy subsidies have been slashed and weatherization programs eliminated. The elderly will face the reality of eating or freezing. Clearly, we must organize and turn this around, otherwise we may actually see older people die from malnutrition, lack of heat, or lack of health care."

ORGANIZING FOR CHANGE

"Already the administration responded to pressure from seniors. President Reagan back-tracked on his original intention to cut the minimum monthly Social Security benefit, and agreed to save the \$122 monthly minimum for current enrollees. This is a small victory, but indicates that organized strength works," Dr. Davis-Wong said. And encouraged the audience to join NCBA to help organize black elderly citizens.

Congressman Ford, a ranking member of the House Committee on Aging, went further and interrupted the agenda of the workshop to praise NCBA's efforts during the past decade. "The National Caucus and Center on Black Aged has been the

only aging organization devoted exclusively to solving the problems of black elderly. I urge you to join, and to call NCBA's toll-free number (800-424-9566)." Repeating his strong appeal and the toll-free number several times, Congressman Ford emphasized, "NCBA is a watchdog for the black elderly, I urge you to join and keep this strong voice alive."

Congressman Ron Dellums (D-California) added his support for organizing pressure. "In the first budget, the President said we're going to cut 3 million people who receive minimum Social Security benefits, then he changed his

mind and restored the \$122 a month," he told NCBA. "Why did he do that? Because millions of people stood up and challenged the President, that's why!"

In announcing NCBA's current membership drive, Dr. Davis-Wong told the group, "We have never talked membership before, but there are four million black elderly out there who need to speak collectively through NCBA. The path to strong advocacy is a strong, organized membership. I urge you to call and join today."

Information on NCBA is available by calling the national headquarters toll-free 800-424-9566.

Wachovia To Open Office Here

Wachovia Bank and Trust Company has applied to the U.S. Comptroller of the currency to open an additional office in Charlotte.

The new office, Wachovia's 19th in Charlotte, would be located in the Three Guys Shopping Center on Tyvola Road between Pineville Road and Highway 77.

"We are very pleased to announce this proposed further expansion in Charlotte," said Harold G. Hoak, regional executive of Wachovia in Charlotte.

"We are convinced that having a new office in the shopping center and on Tyvola Road will be a real

convenience for our customers."

This Is
Your Paper.
Use It.

GOD SAID, AS THE HEAVENS ARE HIGHER THAN THE EARTH, SO ARE MY WAYS HIGHER THAN YOUR WAYS, AND MY THOUGHTS THAN YOUR THOUGHTS.

Isaiah 55:9
For strength and peace of mind, read your King James Bible and pray to God everyday.

IT'S Football Time

JOHNSON C. SMITH UNIVERSITY

"Golden Bulls"

-VS-

SOUTH CAROLINA STATE UNIVERSITY

"Bulldogs"

Oct. 10, 1981

1:30 p.m.

CHARLOTTE MEMORIAL STADIUM

Wishing The Bulls

Much Success

This Page Is Sponsored By The Following Civic Minded Merchants

"Good Luck Bulls!"

North Carolina Mutual
Life Insurance Company



Life Insurance
Health Insurance
Group Insurance
Disability.

"For Information Call"

375-5594

N. L. Payne

District Sales Manager
103 Beatties Ford Road

"Back The Bulls"

Adroit Cleaners

1709 West Trade St

334-2931

We Specialize In Altering,
Repairing And Cleaning

"Good Luck"
BULLS
Mechanics
&
Farmers
Bank

The Bank For
All
Your Needs

101 Beatties Ford Rd.
- 332-2121

2101 Beatties Ford Rd.
394-3725

951 S. Independence
Blvd. -
333-2171

"Come By"

PETE'S LOUNGE

Immediately after the game!!

formerly

PETE'S BARBEQUE & FISH HUT

Specializing in: Bar-B-Que Ribs,
(Pork and Beef), Black Pat Fried Fish,
Chitterlings, Baked Beans, Potato Salad,
Coleslaw, Hushpuppies, Cornbread and
Beverages

* Disco under the stars! *

Saturday Disco 9-1

Music By

WPEG's Ron Cunningham

Fri. & Sat. Til 2:00 am

185 At Beatties Fd. Rd

For Reservation Call 392-1306



PETE'S
RENT-A-CAR

DAILY RATES 3-DAY SPECIAL

50 Free Miles

150 Free Miles

\$17.00

WEEKLY RATES

\$45.00

450 Free Miles

\$85.00

Deposit Required, Refunded On
Return of Vehicle

Monthly Rates Available! Call 394-5802

MEAC To Hold Basketball Clinic

DURHAM - The Mid-Eastern Athletic Conference will conduct its annual Basketball Coaches and Officials Clinic, Sunday, October 11, at the Happy Inn 1-85 in Durham. Registration begins at 8 a.m. in the Knox Room, with the meeting slated to start at 8:30 a.m.

MEAC Commissioner Ken Free and Ed Boyd, MEAC Supervisor of Officials, will preside.

The MEAC Head Basketball Coaches are: "Jack 'Cy' McClaire" (Bethune-Cookman College), Ajac Triplett (Delaware State College), James "Josh" Giles (Florida A&M University), A. B. Williamson (Howard University), Kirkland Hall (Maryland-

Eastern Shore University), Don Corbett (North Carolina A&T State University), and Johnny Jones (South Carolina State College).

Williamson became the first MEAC coach to participate in the NCAA Division I Basketball Championships, when he took his Bison to UCLA's Pauley Pavilion last March and Corbett became only the third league coach to compete in the NIT, when the Aggies met Duke in Durham last March. Hall has guided the Hawks to the NAIA Playoffs for the past two years, and returns to the MEAC after a two-year UMES absence from the Conference.