

# All World Tours Travel Agency Fulfills Pride's Dreams

By Karen Parker  
Post Staff Writer

All World Tours, Charlotte's first black-owned, Interstate Commerce Commission (ICC) approved travel agency, is a fulfilled dream of Betty Pride.

A partner with her husband, James A. Pride, Sr., Mrs. Pride knew more than 15 years ago she wanted to own a business related to travel. "My father owns a trucking company; I worked with him nearly 10 years in the common carrier business," Mrs. Pride explained as she laid out her background for expertise in her new career.

Along with working in the trucking business, Mrs. Pride was employed by Eastern Airlines as a reservations agent for nearly six years. Accustomed to transportation laws, and to the arrangement of flight and hotel reservations, Mrs. Pride decided to use her professional skills more creatively by becoming her own boss.

Also as a part of All World Tours, the Prides own a 39 capacity Motor Coach. Mrs. Pride's husband manages this portion of the business. The Prides usually recommend the bus service for people who want to plan gatherings such as family reunions or large group trips.

A company member of the United Bus Association, the Prides' biggest upcoming promotion by bus is to the Central Intercollegiate Athletic Association (CIAA) Basketball Tournament in Norfolk, VA. The tournament



Mr. and Mrs. James Pride  
.....Travel agency owners

is scheduled February 22-25. However, the buses from All World Tours won't roll back to Charlotte until the 26th.

According to Mrs. Pride, that allows the riders to be chauffeured to various land-

marks and other tourist attractions in the area. She will also arrange accommodations for passengers for three days and two nights in the Omni Hotel. It's probably recognized as the most reputable hotel in

Norfolk.

Arranging any tour, trip, family reunion, etc., is exciting for the Prides. Mrs. Pride stated arranging an African tour for July 7-14 is one of her more thrilling projects.

She has arranged a trip for eight days and seven nights at a special price given only to All World Tours. The entire African tour is \$1,100. She spoke excitedly "Anyone can check around and find that price is usually just the airfare to Africa," Mrs. Pride continued.

However, in the All World Tours package, the quoted price includes: round trip flight from New York to Dakar; first class hotel accommodations; one day excursion to Gambia (Alex Haley's roots); sightseeing; two meals per day; English speaking tour guide and many other specialties.

Mrs. Pride stressed the

\$200 deposit must be paid by March 6. She has prepared several brochures describing all the African cities which tourists may visit.

If you would like to discuss the CIAA and/or African trips with Mrs. Pride, the office is located at 5928 N. Tryon St., or she may be telephoned at 596-7199. The office is open Monday-Friday, 8 a.m. until 5 p.m.

Mrs. Pride informed that

the company also has some special packages for the World's Fair, Charleston, S.C., and Disney World: "Whether it's for individuals, groups or businesses, I can arrange everything, and all the traveler has to do is enjoy." Pride voiced.

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