



Renny Mobley  
...1st place winner

## Mobley Wins Fundraising Contest

At the conclusion of the annual pageant of the Playmates' Day Care at Amay James Center, a new winner had been crowned.

Renny Mobley, the son of Valerie Mobley and the grandson of Bobby and Bertha Mobley had been announced the winner of the fundraising contest.

A member of Mount Zion AME Zion Church, Renny at age 2 is described as a "very active and lovable attention getter."

Four year old Maucia Covington was the second place winner and Chaz Boyce was third runner-up.

Also during the program four Playmates were awarded their pre-school diplomas. They were: Michelle Branch, Maucia Covington, McKinley Tucker and Ricky Dunlap.

Playmates Day Care is located on Norwich Place and is run and operated by Olive and Sarah Massey.

This summer, Playmates will be offering a variety of summer fun activities such as swimming lessons, dance lessons, and skating. All children from ages one thru 12 are eligible and registration for the summer is now underway.

# Tri-Ad Survey Firm Says "Your Opinion Counts"

A telephone call interrupts the evening news. A stranger stops you in the shopping mall. The mailman brings you a long questionnaire.

What, you ask yourself as you ponder such distractions from your busy routine, do these people want?

Your opinion, that's all. But it means a lot.

Your feelings, attitudes, beliefs, or viewpoints on a variety of subjects—from what flavor toothpaste you like, to where you'd like to spend your next vacation—are extremely important to the companies that produce the goods we buy and the agencies that provide the services we use.

In other words, your Opinion Counts...not as an individual, but as one of many citizens or consumers in your neighborhood, city, age group, income or occupational category.

"Marketing and survey research is the American way of finding out what people want — and what they like and dislike — so that business and government can plan and evaluate what they do without making costly mistakes," says Charles V. Richardson, President of Tri-Ad Research Services, a New York based company that regularly conducts research surveys among Black consumers for many Fortune 500 companies. "It's not a foolproof system, of course," he is quick to add. "There is no such thing. But finding out what people think, feel and want

by asking them directly has an enormous impact on what happens in this country — and practically everyone benefits in the process, from new and improved products or services that are made more efficient and responsive to people's needs."

Some examples: convenience foods for people with

little time for cooking; automotive vehicles tailored for leisure-time and recreational activities; appliances designed for left-handed users; automated banking services for after-hours transactions; the location of restaurants and retail stores for customer convenience.

"We want people to

realize that everyone — the citizen and the consumer as well as business, industry, and government at all levels — benefits from voluntary cooperation and participation in the marketing and survey research process," says Mr. Richardson.

"That's why May 13-19 has been designated Mar-

keting Research Week this year. We want to encourage people to say 'of course' rather than 'no thanks' when a survey researcher asks their opinion."

For further information please contact: Charles V. Richardson; Tri-Ad Consultants, Ltd.; (212) 246-1138.

# KOOL JAZZ FESTIVAL 1984

Presented by  
Hampton Institute,  
The City of Hampton and  
Brown & Williamson  
Tobacco Corporation

Produced by  
George Wein

June 22-24, 1984  
Hampton Coliseum  
Hampton, Virginia



Fri., June 22, 7:30 p.m.  
Gladys Knight and the Pips  
B. B. King, Les McCann  
Stanley Turrentine and Shirley Scott

Sat., June 23, 7:30 p.m.  
Al Jarreau, David Sanborn  
Patti Austin with the Tom Scott Band

Sun., June 24, 3:00 p.m.  
Patti LaBelle, Pointer Sisters  
Bob James, Pieces of a Dream

Ticket Prices: \$15 and \$14 per night, per person  
All seats reserved

#### Ticket Information

Tickets for all shows are available at the Hampton Coliseum and all Ticketron outlets in the Peninsula and Tidewater areas  
Richmond, Washington and Baltimore.  
For ticket information call (804) 838-4203

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Filter Kings, 17 mg. "tar", 1.1 mg. nicotine  
av. per cigarette. FTC Report Mar. '84

© 1984 B&W T Co

READ THE  
CHARLOTTE  
POST

## FISH FARE

Fine Family Seafood Restaurant



FEATURING  
All U Can Eat

Fresh Fillet Flounder

**\$3.95**

Children Under 3 Free

Take Out Orders No Extra Charge

Located:  
Exit 1A off 77

Corner of Westinghouse  
and Nation's Ford Rd.  
11200-B Nation's Ford Rd.

Call 588-2447