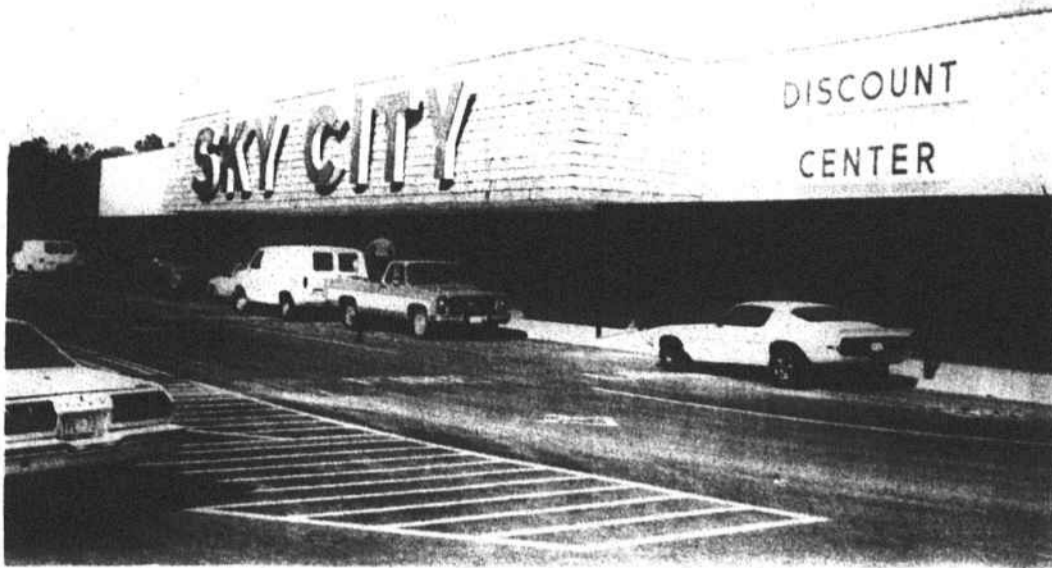


Business/Industry



Ready for shoppers in Raeford-Hoke Village



Checkout areas were being prepared Monday afternoon for Wednesday morning's Sky City opening when this picture was taken. Part of the sales area of the store can be seen in the background.

Sky City Discount Store Opens Door Wed.

The newest Sky City Discount Store opens for business at 9 a.m. Wednesday at Cole Avenue and 401 Bypass in Raeford.

The Raeford Sky City Store is the 72nd (the 31st in N.C.) in Sky City's fast-growing chain, now spanning five southeastern states. Sky City's regular hours will be 9 a.m. to 9 p.m. Monday through Saturday, and 1 a.m. to 6 a.m. on Sundays.

The main reason for Sky City Stores' success is that they sell an extremely wide variety of nationally known and trusted brand-name merchandise at low "discount" prices, while their competitors often stock lesser-known brands or unbranded items.

Sky City stores carry such names as Wrangler, Hanes, Fruit-of-the-Loom, Today's Girl, Lovable, RCA, Panasonic, GE, Hoover,

Polaroid, Kodak and hundreds of others.

The Raeford store is large -- in the 40,000-square-foot range -- and has over 40 departments, carrying men's, women's, and children's clothing, appliances, hardware, cameras, toys, and almost every other type of product most shoppers look for. It will also have a comfortable snack bar where shoppers may relax and enjoy a light meal.

Except for top management people, most department heads and all of the staff have been recruited from the Hoke County area.

The manager of the new store is Lee Pittman. Sky City stores are basically self-service (which helps keep prices down), but there will be a sales force of 30 to 40 persons to help shoppers when needed.

Despite the large size of the Raeford Sky City store, shoppers will find shopping easy. Aisles are extra-wide; fixtures are especially built to insure easy reach and visibility.

Departments are clearly marked with overhead identification signs. Multiple checkout counters eliminate long lines. Light walls and daylight lighting systems provide warmth and friendliness throughout the store.

A unique feature in Sky City stores is the way the chain buys ladies' fashion items. Because most women don't want a fashion item that is sold to hundreds of other women in the same area, Sky City limits the number of items it buys for any one location. This also allows Sky City to offer a wider variety in all its stores.

A very popular service offered by

Sky City is the Layaway Plan. Any item in the store can be put on Layaway with 10% down and regular payments until it's paid for. On items of \$100 or more, a 25% down payment is necessary.

Additional financing can be arranged for higher-priced merchandise such as color TV's, stereos and similar items. Sky City also honors VISA and MasterCard credit cards.

Robert E. Peterson, Chairman of the Board of Sky City Stores, Inc., said "We were delighted when the Raeford location became available. The people, the area...everything is to our liking for a successful operation. We hope to become a welcome addition to the fine business community that exists in Raeford."

Sky City is an outgrowth of a chain of conventional stores

founded in 1919 by B.A. Bower in Knoxville, Tennessee. This chain of small, department-type stores operated in five states. In 1948 M.C. Peterson succeeded Bower as President of the company and moved the headquarters to Asheville.

In 1962 Peterson founded Sky City Department Stores as an evolution of the Bowers chain. He thought a store that offered many stores under one roof and had plenty of free parking would be attractive to shoppers. Most downtown areas had become very limited in the number of parking spaces available to shoppers.

Many new merchandising techniques were adopted which enabled the stores to carry brand-name merchandise at prices discounted from the normal retail selling price. Self-service, mass purchasing, and low operating costs were important factors in making this possible. The first Sky City store became an immediate success as soon as it opened.

The success of the first store in Asheville was so great that in 1963 the original size of the building was doubled. Plans for additional stores became a reality when Sky City opened its second store in Hickory in 1964; the third location was opened in High Point in 1965.

What started with an idea and a single store has now become a regional chain, covering five southern states, Georgia, Alabama, North Carolina, South Carolina and Tennessee.

Four other new Sky City stores have opened or will open during 1982: West Jefferson, Sanford, Newland, and Clinton.

Management of Sky City intends to add from four to eight new stores to the chain each year.

Sky City has become an important part of the total economic cycle in many southern states. The chain purchases many manufactured goods from the same regions in which it operates stores.

Local economies are also helped by the new jobs created as stores open, as well as by making necessary products available to more people at lower prices.

Since Western North Carolina has long been called "The Land of the Sky," that name was adopted by Sky City in honor of its first store location.

Most of the Sky City advertised promotions are planned months in advance, and there are times because of shipping, manufacturing, or other problems that a specific item may not reach the store in time for the sale.

If this happens, Sky City will issue a rain check for the specific items, or at its discretion offer a similar item at a similar saving. Satisfaction is always assured.

In 1977 Sky City stores merged with Intero Inc. of St. Louis, Missouri.

However, Sky City remains autonomous and is still headquartered in Asheville.

Intero operates some 25 manufacturing and retail merchandising companies, and according to its 1982 Annual Report had net sales of over 2½ billion, a 13% increase compared to fiscal 1981.

Among Intero's manufacturing companies are such names as Londontown Corp., makers of London Fog rainwear; the Florsheim Co., makers of world-famous Florsheim shoes; Big Yank Corp., manufacturers of Big Yank jeans; Broyhill Furniture; Ethan Allen Corp.; and 12 other manufacturing companies. (with the acquisition of Broyhill in 1980, Intero became the nation's largest furniture maker).

Other principal Intero companies include Central Hardware Company, Eagle Family Discount Stores, Inc., Alberts, Inc., Fine's Men's Shops, Inc., Golde's Department stores, P.N. Hirsch & Co., Standard Sportswear and United Shirt Distributors, Inc.

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