

Tourism Billboards Will Target Raleigh Area

BY HOLLY RICHARDS, EXECUTIVE VICE PRESIDENT
South Brunswick Islands Chamber Of Commerce

Last week, I attended a meeting of North Carolina's Coast Host organization. Coast Host has been in place for six years and we've been members for the past five years.

Its mission is to promote tourism from the Outer Banks to the South Brunswick Islands. It is a united effort with its membership consisting of a well balanced mix of chambers of commerce, convention and visitors bureaus and the private sector.

Through Coast Host I'll be working the Travel, Sports and Boat Show in Cincinnati, Ohio this January. Along with me will be representatives from the Outer Banks, Carteret County and Craven County. We'll all be pushing tourism for North Carolina's Coast.

The same concept goes for our chamber. We want people to vacation in the South Brunswick Islands. We need tourism dollars in our economy. Our beaches and towns must remain united in our effort to promote our area. Let's face it, tourism has a definite effect on all of our pocketbooks.

Our billboard campaign is just one example of our beaches working together. The Brunswick County Travel Package and our three beaches are running billboards for the next eight months around the Raleigh Beltline.

For that reason we will be targeting the Raleigh market very heavily this year. We have several things planned for this winter and spring. Weekly, I'll keep you informed about exciting upcoming events as they are occurring. Remember, a united effort means more money.

Speaking of money, congratulations to Barbara Holden of Shallotte for winning \$100 in our seasonal drawing for Hometown Holidays. This week's the last week for the cash!

Also, congratulations to Shallotte Marine for winning the "Best Decorated Storefront" contest.

If you get a chance, see their decorations. They are unique, creative and truly a work of art.



RICHARDS

County Inspects Food, Lodging Businesses

Environmental health officers in Brunswick County inspected 68 restaurants, as well as other food service and lodging facilities during the month of November.

Sanitation grades for restaurants and food or drink stands are based on a system of scoring for which an "A" is given to scores of 90 percent or higher, a "B" to scores of at least 80 percent but less than 90 percent, and a "C" to scores of at least 70 percent but lower than 80 percent. The permit would be revoked for any establishment that receives a score of less than 70 percent.

The following grades were issued in November:

Restaurants: Beach Country, Shallotte, 95.5; Becky's Restaurant, Ash, 96.5; Blue Water Point Cafe, Long Beach, inactive; Brickland Plantation "19th" Hole, Ocean Isle/Seaside, 91; Brierwood Golf Course, Shallotte, 94; Britt's Grill, Holden Beach Causeway, 94.5; Brunswick County Bowling Center, Shallotte, 92.5; Burger King, Shallotte, 93; Capt. Louie's, Calabash, 95; Captain John's, Calabash, 91; Carolina Shores Snack Bar; The Chart House Restaurant, Southport, 86.5; Cindy's of Fisherman Cove, Supply, permit issued; Cougar Pit Stop/Boswell's Gas and Grocery, Boiling Spring Lakes, 95; Country Cookery, Calabash, 96; Country

Corner Restaurant, Leland, 96.5; Dockside, Calabash, 92.5; Dos Amigos, Ocean Isle Beach, inactive; Duffers Restaurant and Lounge, Long Beach, permit issued; Eastside Restaurant, Calabash, inactive.

Also, Ella's Seafood Restaurant, Calabash, 91; Family House Restaurant, Shallotte, 95.5; Fisherman's Wharf, Seaside, 90; Folly's, Supply, 95; Ginny's Chicken House, Holden Beach, 74.5; Half-Time Sports Bar, Leland, 94; Harborside Restaurant, Southport, permit issued; Herman's Diner, Shallotte, 92.5; Holden Beach Pier and Grill, Holden Beach, 90; Hughes Marina, Shallotte Point, 81; Island Grill, Sunset Beach, 90.5; The Islander Restaurant, Shallotte, 91; Joe's Barbecue, Shallotte, 93.5; Jones-Byrd Clubhouse, Sea Trail Plantation, 84.5; Jose's Mexican Restaurant and Cantina, Southport, 80; Kopp's Kwik Stop, Bolivia, 92; Kountry Kitchen, Long Beach, 94; Lee's Petroleum and Auto, Leland, 95.5; Long Beach Pier and Restaurant, Long Beach, 91.5; Maco Truckstop, Maco-N.C. 87, 91.

And, Margie's Restaurant and Waffle House, Long Beach, 96.5; Market Express, Shallotte, 90; Maxton's Restaurant, Varnamtown, 96.5; McDonald's, Shallotte, 93.5; Minuteman Food Mart, Seaside Plaza, 91.5; Niblick's, Sunset Beach, 98; Ocean Isle Pier and Pavilion, Ocean

Isle Beach, inactive; The Original of Calabash, Calabash, inactive; Oyster Bay Golf Links, Sunset Beach, 93.5; The Pharmacy, Southport, 82.5; Pirate's Cove, Yaupon Beach, 75.5; Quarterdeck Restaurant, Supply, 88.5; Quick & Easy, near Holden Beach, 92; Riverside at Calabash, Calabash, 94.5; Sandfiddler, Southport, 94; Sandpiper Restaurant, Shallotte, 90.5; Senior Citizen Nutrition Site, Leland, 92; Senior Citizen Nutrition Site, Southport, 92.5; Sheila's Country Kitchen, Calabash, 94.5.

Also, Ship's Chandler Restaurant, Southport, 94.5; Shirley's Burgerhouse, Leland, 82; Sizzlin' Sirlouin Steakhouse, Shallotte, 93.5; Sunset Beach Fishing Pier, Sunset Beach, inactive; Sunset Surf & Soda Shoppe, Sunset Beach, 96; Thomas Restaurant, Calabash, 95; The Turtle Cafe, Southport, inactive; Village Mart Restaurant, Shallotte, inactive; Wilson's Deli and Bakery, Southport, 92; Y's Cafe, Southport, 91.5.

Food Stands: Coastal Beverage, Calabash, 92.5; Corner Store, Ash, 91; D & J Mini Mart, Leland, 90.5; Han-dee Hugo's, Southport, 82; Handee Hugo's, Shallotte, 90.5; Han-dee Hugo's, Shallotte bypass, U.S. 17, 91.5; Holden Beach General Store, Holden Beach, 95.5; Jones-Byrd Snack Bar, Sunset Beach, 92; Kim's Oriental Food,

Leland, 93; Long's General Store, Ash, 92.5; Ocean Harbour Golf Links Halfway House, Ocean Isle Beach, 91.5; The Pearl Golf Links Halfway House, Calabash, 85.5; Reed's Country Store, Longwood, 96; Sharkey's Den, Ocean Isle Beach, inactive; Southbound Shack, Bolivia, 92; Wilson's #8 Deli, Leland, 93.5; Wimpy's, Shallotte, 85.5.

Meat Markets: Beach Mart Meat Market, Holden Beach, inactive; Food Lion, Southport, 93; Food Lion, Shallotte, 93; Food Lion, Seaside Plaza, 93.5; Hill's Co. Meat Market, Shallotte, 96; Hill's Co. Meat Market, Leland, 86.5; Ocean Isle Super Market, Ocean Isle Beach, 91.5; Wilson's, Southport, 90.5; Wilson's, Leland, 92.

Public School Lunchrooms: Lincoln Primary, 94; Union Primary, 94; Waccamaw Elementary, 93.

Residential Care: Mr. and Mrs. James Byrd, 40; Robert Janeda, 4; Mary Louise McMillan, 5.

Rest/Nursing Homes: Brunswick Village, Shallotte, 90.

Mobile Units: Denny's Cafe, Shallotte, permit issued.

Lodging: G & G Motel, Bolivia, 95; Sportsman's Inn Motel, Long Beach, inactive.

Day Care: Longwood Head Start Center, Longwood, 4; Northwest Head Start, Northwest, 4.

BAROMETER ON THE ECONOMY

Employment Situation Worsens

Employment fell 3.7 in Brunswick County between September and October, according to the *Barometer On The Local Economy* prepared monthly by the Center for Business and Economics Services at the University of North Carolina at Wilmington. Unemployment in the county rose 9.8 percent during the same time period, to a rate of 12.9 percent.

In October statistics indicate 16,960 people working, compared to 16,836 a year earlier and 17,588 a month earlier.

The October 1991 employment level was 0.7 percent above the October 1990 level.

The October 1991 unemployment level was 67.3 percent above the October 1990 level. The October 1991 unemployment rate for the

county of 12.9 percent was above both the September 1991 and October 1990 rates of 11.5 percent and 8.2 percent respectively.

Registrations Up

New vehicle registrations rose 7.8 percent in Brunswick County between September and October 1991, with 138 registered compared to 128 the previous month.

The October 1991 level was 12.1 percent that of October a year ago, when 157 new vehicles were registered.

And, for the year ending October 1991, new vehicle registrations (1,735) were 15.8 percent below those for the 12-month period that ended October 1990 (2,061).

Retail sales data was not provided with the latest *Barometer*.

Building Permit Activity Stays Up

Figures indicate that new construction remained up for a second consecutive month in Brunswick County during November.

Building permits for more than \$2.4 million in new construction were issued in November by the Brunswick County Building Inspection Department. Previous values have included \$1.8 million for construction in September and \$4.4 million in October.

In November, seven permits for \$1.2 million in value were issued for commercial development, compared to a value of \$3 million in commercial development in October.

In 1991, permits for more than \$27.2 million in construction have been issued by the county department, which doesn't include municipalities that do their own permitting. Of that amount, \$13.7 million is for commercial and \$9.9 million for homes.

Permits for 16 single-family

homes were issued last month for \$968,198 in value along with seven commercial permits for \$1,262,144.

Also issued were the following permits: eight for additions, \$131,504; two for garages, \$24,300; one for decks and porches, \$25,960; 66 mobile home permits; and 12 signs for \$36,000.

Permits issued included: building, 133; electrical, 105; plumbing, 15;

Holiday Schedule

Garbage pickup for residences in the town of Shallotte will switch from Wednesday to Thursday for Christmas and New Year's. Garbage will be picked up on Dec. 26 and Jan. 2, rather than the Wednesday dates.

Chambers of South Carolina

SOUTH WIND SIGNS

CUSTOM PAINTED SIGNS
ANY SIZE
SPECIALIZING IN
CUSTOM ELECTRIC SIGNS
AND INSTALLATION & REPAIR
754-8439
HOLDEN BEACH ROAD

METAL FOLDING TABLES SALE

30x60\$49.95
30x72\$59.95
30x96\$69.95

HEAVY DUTY FOLDING CHAIRS
\$10.50

OFFICE FURNITURE SALVAGE

2705 MARKET ST. • WILMINGTON • (919)763-1515

CHART YOUR FINANCIAL COURSE

There's a whole new world of savings and financial options out there. Our experienced personnel will steer you right and help you weather unexpected storms. They'll lead you through the unfamiliar waters of these services:

- Interest-earning checking
- Savings accounts
- Certificates of Deposit
- Direct Deposit
- Home mortgages
- Home improvement loans
- Drive-up facilities
- Consumer loans
- Safety deposit boxes
- Traveler's checks
- Investment counseling
- IRAs

Don't set off by yourself. Set sail into our offices today.

Security

SAVINGS & LOAN ASSOCIATION



- Southport 457-5246
- Leland 371-6546
- Shallotte 754-4371
- Calabash 579-3595
- Long Beach 278-6022

IT'S JUST A SHORT DRIVE TO LORIS, SC

We Service All Makes and Models of Cars and Trucks

Service Hours: Monday-Friday 7:30 a.m.-5:30 p.m.
Sales Hours: Monday-Friday 9 a.m.-8 p.m., Sat. 9 a.m.-5 p.m.

- Drive A Little And Save A Lot
- '86 Chrysler LeBaron \$2,995
- '86 Olds Delta 88 \$4,995
- '84 Mercury Marquis \$8,888
- 1991 Dynasty \$9,995
- 1991 Shadow Convertible \$8,888
- '89 Dodge Daytona \$5,495
- '86 Dodge Caravan \$5,995
- 1991 Caravan \$14,495
- 1991 Fifth Avenue \$14,499
- '89 Chevy Beretta \$7,995
- '89 Pontiac Grand Am \$6,995
- '87 Tempo GL \$4,495
- '89 Ford T-Bird \$7,995
- 1991 Spirit \$7,995
- 1992 Dakota Sports Pickup \$9,995

With every purchase of a new or used car in the month of December, Mac White is giving a gift—choice of a microwave, TV, shotgun or bicycle.

10% Discount on All Parts & Service for Senior Citizens (62 or Older)

MAG WHITE

CHRYSLER PLYMOUTH DODGE

Hwy. 701 N. Loris, SC
Call Collect (803)756-DEAL