

Len Sullivan's

Shucks

A captive market

The Bush Administration is pushing for a 30 percent hike in in-county second-class postage in October. All second-class rates went up 17 percent and third class 22 percent last month.

This is true-to-form bureaucratic craziness, so Congress probably will go along. Of course our mail-assisted distribution is a bargain, relatively speaking, which is precisely what the Founding Fathers intended newspaper postage to be in the greater interest of an informed people.

Still, we are a captive market, as USPS knows full well. And it's far easier to gouge the customer than for Congress to insist on true operational efficiency, as USPS also knows all too well.

Read the fine print

The bureaucrat mindset has not infected the people who write ad copy for the postal service. Take "Post Office to Addressee Next-Day Service Express Mail," please.

In the ads it works beautifully every time. In real life:

Superkid Mary Elizabeth, firstborn of son Lynnie and Deborah, lives in Cary. She turned nine April 9. During a phone conversation with Gramma Lou the morning of the 8th, she said she was having tacos on her birthday "just like you made when I came to see you." That afternoon she calls back to say her mom couldn't find that particular brand.

Lou does the gramma thing: price is no object. She buys the taco kit and, at 4:05 p.m., she pays \$13.95 to send it overnight express mail. Next day, no tacos. On the 10th, no tacos. On the 11th, Debbie goes to the Cary post office and gets the package.

The explanation Lou got: two attempts were made to deliver the package to "addressee" on the 9th; no one was home. A note was left saying the package could be picked up at the post office the following morning. Deborah went for it and was told a carrier had it somewhere. She asked the clerk to keep it when it came back in and she would pick it up the next day.

All this because Lou paid the money and accepted the receipt from the postal clerk. She was not told about "waiver of signature" required of express mail until after her disappointment and her inquiries. Lou knew the "Karykids" would be in school, at work, in day care, but she was assured the package would be delivered to "addressee's" home the next day.

Everything was done according to USPS rules. No "waiver of signature" signature, no delivery.

You got to wonder, though, if a for-profit delivery service competing for market share would have handled the situation differently.

Time as an asset

Meanwhile, back to ad copy. Television watchers learned long since that the most creative parts of what they see are the commercials, where the challenge is to persuade in the shortest possible time.

Print-ad writers are responding by going back their roots. The really sharp ones are taking full advantage of their biggest advantage: time. They have the luxury of pitching to a reader whose time is his own, who reads when and how he chooses.

Consider the full-page, full-color ad in the April National Geographic.

The reader sees a handsome, wholesome, all-American family — dad, mom, three-year-old daughter — posing happily on lush lawn in front of a white frame church. Read:

"A beautiful Sunday morning. The simple joy of being together as a family. Making time for the important things in life. These are the things that last. The things that feel good. And once you find them, you want to hold on to them forever..."

Who's to argue? So what is being sold here? The good life? You bet, because "Haggar," as in men's slacks, "has a feel for the way you live."

Piled higher, deeper!

Poultry producers, it says here, will have a dinner meeting April 30 in the Iredell Agricultural Center. The speaker, one Joe Zublena, will discuss "poultry manure management."

A real chickenbleep speaker, this guy.

New Store Features Unique 'Creations'

A new store featuring a variety of hand-crafted items is now open for business in downtown Mooresville.

Appropriately named Creations, the store is located in completely renovated surroundings at 188 North Main Street.

Kathe Foster and Kelly Bowers, community newcomers from southern California, are the owners and operators of the store, which they describe as a "customer service-oriented fine gift and home decor retailer."

Complete alterations and custom dress-making are also a part of their services and all merchandise at Creations is hand-crafted.

While the store was opened for a "sneak preview" and "customer evaluation" last weekend, the official grand opening is set for Thursday. Grand opening festivities, starting with a ribbon-cutting ceremony, will last from 6 p.m. to 8 p.m.

The two owner/operators are experienced creators and have worked with and for several individuals and groups in the Mooresville-Lake Norman area.

Foster has a certificate in fashion design and for the past 10 years worked as director of operations for a national women's retail chain with more than 400 stores.

Bowers worked for the last six years as administrator of a marketing company and has extensive experience in radio advertising.

Both women have built reputations locally with their design and alteration work with Darryn's, Dancers Unlimited and Dance Techniques.

Both Foster and Bowers feel the goal for Creations is to provide a full-service shopping experience.

The merchandise mix includes kitchens to baths, personal items to gift ideas, selections for both males and females and unique home furnishings, including stained glass.

One-on-one service as well as

custom and special orders will also be Creations specialties.

Foster and Bowers will work with more than 20 local crafters to meet their goals for a merchandise mix. The co-owners will contribute approximately 30 percent of hand-crafted items themselves.

The store hours, established in response to suggestions made in a customer survey, will be Monday through Saturday, 9 a.m. to 7 p.m., and Sunday, noon to 4 p.m.

The telephone number at Creations is 664-9355.

Speaker Sunday At Area Church

A special guest will visit Mooresville First Church of the Nazarene April 21.

The Rev. Schofield E. Eversley, district superintendent of the Church of the Nazarene in Barbados, will be the guest speaker at the 10:30 a.m. worship service Sunday.

Also Sunday, at the 6 p.m. discipleship hour, the Rev. George Gately, pastor of the church, will speak on "Prescription For a Happy Christian Home."

The church is located at 135 East Wilson Avenue in Mooresville. The public is cordially invited to attend all services.

\$200,000 Grant For Catawba

Catawba College has received a \$200,000 grant from the Charles A. Cannon Charitable Trusts.

The gift will be used to support student programs that provide intercultural experiences, collaborative leadership training, and service learning.

"This gift will underwrite programs our faculty and staff have worked hard to establish," says Catawba President Stephen Wurster.

The grant will ensure continuation of reforms designed to help students develop a clear set of values and a commitment to service, according to Wurster.



BRYAN WOOD

Community Baptist To Host Concert

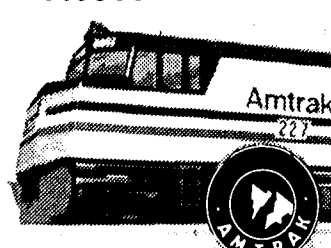
A special musical presentation will be featured April 21 at Community Baptist Church in Mount Mourne.

Bryan Wood from Winston-Salem will be the performing guest at a gospel music concert at the church.

The concert will begin at 7:30 p.m. at the church, on Langtree Road between N.C. 115 and Interstate 77.

The Rev. J.R. Speece, pastor of the church, and the members of the Community Baptist congregation invite the public to attend the program.

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...Join us for the time of your life



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Raleigh June 15
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Statesville Travel Service, Inc.
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COUPON COUPON COUPON

Cut Out This Coupon!!

FAT BOYS

Restaurant & Fish Camp

Regular \$4.99

\$3.99

Luncheon Buffet

All You Can Eat

4 Entrees Daily:
• BBQ Pork
• Shrimp
• 2 Other Meats

BREAKFAST BAR OPEN SATURDAY AND SUNDAY 7-10 AM

Must Clip This Coupon!!

One per customer

Good Thru 4/24/91 Good Monday-Friday 11 a.m. - 2:30 p.m.

Hwy. 150/I-77
MOORESVILLE
Hours: Daily 11 a.m. - 10 p.m.
663-7089

Take-Out Only

COUPONS ALSO GOOD AT LUTHERAN FAT BOYS

Or Order From Our Menu Featuring:

Steak • Seafood • BBQ

Optional School At Park View A N.C. Educational Innovation

The News and Observer of Raleigh recently ran a series on North Carolina's "Reforming Schools." The paper looked at innovative programs where educators agree reform is working.

Mooresville's Optional School at Park View Elementary was among them. Others were Bethel Elementary in Pitt County, where preschoolers are taught homemaking and social skills; South Granville High School that is offering 90-minute class periods; and Gates County schools, where 130 elementary children are in "immersion classes" in which science and math are taught in French.

This is the section of the report that examines Park View's Optional School.

The students at Park View Optional Year Round School in Mooresville don't dread summer school any more.

For starters, it's not offered in the summer.

Instead, "summer school" is spread throughout the year in one of the most closely watched programs in the state. If the calendar used in Mooresville catches on, thousands of North Carolina's students could find themselves going to school year-round.

Year-round schools are not unique; there are dozens in the United States. But in Mooresville, a student's academic and social development is the driving force behind the year-round calendar.

In other districts, a year-round schedule is driven by a lack of classrooms. By staggering nine-month schedules over 12 months, a school can hold 33 percent more students.

"We weren't worried about buildings," said Samuel H. Houston, superintendent of Mooresville schools. "We knew that children learned continuously. Our idea is that once we get this bunch hooked, we aren't going to let go of them."

Mooresville's year-round school is not even housed in a separate building. Instead, Park View has two principals, one for students following the traditional schedule and one for the 200 year-round students.

At the heart of the year-round schedule are four nine-week periods. Students who don't master 80 percent of the math and communication skills taught during a nine-week session are required to come back for one week of review.

"Summer school" money covers the cost.

The one-week review sessions are consistently singled out by

teachers, parents and even students when asked about the program's benefits.

"No one feels like they are falling," said Cathy Hyatt, a first-grade teacher. "You set a goal, you meet it and you move on."

Following the week of review, all students are invited to attend "enrichment sessions" in which they are offered lessons ranging from the arts to technology. The sessions are not taught by teachers, and students are not tested.

But Dr. Houston is quick to defend their academic value.

"The sessions are not fun and games," he said. "They are a tricky way to keep children learning."

Short breaks and constant offerings eliminate much of the review that traditional students need.

John Hough, the principal who oversees Park View's traditional schedule, said nine-month students usually needed about six weeks of review at the beginning of each year. Carol C. Carroll, principal of the year-round program, said her teachers usually reviewed for one day at the beginning of each nine-week period.

If a school district wants to use a year-round calendar, two elements are essential, Dr. Houston said: The program will not work without day care between sessions, and it will not work without air-conditioned classrooms.

With those two things in place,

school districts can pretty much tailor their own year-round plans.

Mooresville's program was given a big lift when the school district was awarded a \$534,000 grant by the RJR Nabisco Foundation in April 1990. Part of the grant's purpose is to establish a program that can be copied throughout the country.

Dr. Houston said he would have pushed the plan even if the district had not won the grant. As it is, the three-year grant will cover about 49 percent of the program's costs.

A key to the program's early success has been its small scale and unusually talented staff. It needed only eight teachers this year, and they have nurtured the program and developed close working relationships.

In addition, Mooresville — in Iredell County, about 30 minutes north of downtown Charlotte — is a strikingly uniform community of middle-class homes and small farms with only 2,500 students.

Outside of such ideal conditions, it is hard to predict how well the program would work in diverse urban systems or in poorer rural areas, Dr. Houston said.

Regardless of its future elsewhere, Mooresville will stick with its year-round calendar.

"To see what this schedule has done for the students, it just wouldn't be professional to go back to the old way," said Julie Morrow, a first-grade teacher.

Optional Year Round

Program at Park View

Elementary School

PRINCIPAL'S OFFICE

A school among state's trendsetters

ANOTHER GREAT SALE...

ANTIQUE AUCTION

SATURDAY NIGHT, APRIL 20th AT 6:30 P.M.

Waymar Auction Gallery

120 KERR ST. — MOORESVILLE, N.C. 28115

WE WILL BE SELLING THE PARTIAL CONTENTS OF A MYSTIC, CONNECTICUT ESTATE, PLUS ADDITIONAL ITEMS FROM SURROUNDING HISTORICAL COASTAL CONNECTICUT TOWNS AND OTHER LOCAL ESTATE ITEMS.

DON'T MISS THIS SALE!

Very old unusual Victorian desk w/ ornate top - MUST SEE • Victorian dresser w/ matching wash stand - tear drop pulls • Set of 4 Victorian spindle back cane seat cottage chairs • Very ornate walnut Victorian organ stool • Exceptionally nice Governor Winthrop desk w/ claw feet all around • Mahogany drop leaf banquet table w/ D-ends, tapered legs - MINT CONDITION • Beautiful mahogany Queen Ann cedar chest • Excellent Mahogany dresser w/ mirror and vanity stool • Mahogany chest on chest • Beautiful Mahogany Queen Ann dining table • Round Oak Table w/ round center pedestal • Set of 4 Oak Chairs • Exceptionally Nice Old Square Oak China Cabinet w/ original glass • Beautiful Oak sideboard w/ mirror • Beautiful Queen Ann Walnut China Cabinet • Nice selection of center and parlor tables-Oak & Walnut • Small oak chest of drawers • Ladies knee hole mahogany desk & chair • Oak pie safe w/ original tins • Unusual small oak folding writing desk-MUST SEE • Oak office chair w/ cane back and seat • Child's roll top desk - refinished-NICE • Cottage rocker w/ cane back and seat • Beautiful oak rockers • Queen Ann Record Cabinet • Child's wicker rocker • Excellent dolls from doll collection including Composition dolls, Porcelain dolls, Celuloid, Chatty Cathy Doll, Horseman, Ideal, Effanbee • 1885 Civil War Prints including Lincoln's Civil War Cabinet, Deserter's Execution Scene, Harper's Ferry, N.C. Battle scenes • Excellent selection of lamps including brass oil lamp, brass floor lamp, oil lamp w/ handle dated Sept. 20, 1870, leaded glass lamps • Excellent selection of glassware including 25 ps. of signed Heisey, over 10 ps. of green depression, Shirley Temple pitcher - old not new, over 25 ps. of Cobalt blue depression, over 10 ps. of pink depression including Sharon pattern, Cambridge, Fostoria, Carnival glass including signed Northwood, Ruby, Amethyst, Black Amethyst, Vaseline, Madrid depression, Opalescent, Slag glass, Milk Glass Spice Set - depression, Pressed & Cut glass, Sterling Silver overlay pieces • Sterling Silver pieces • Good selection of old advertising pieces including Hull's beer tray-not a reproduction, Coca-Cola bottle opener, Porcelain Helmar Turkish Cigarette sign, old bottles and tins • Coffee Grinder • Agate pieces • Early Powder Horn • Cast iron door stop and other cast iron pieces • Copper and brass pieces • Excellent selection of old mirrors • Several old paintings, paintings by listed artist, good old prints • Good selection of old picture frames • Large Roseville vase • Several pieces of Hull and Hull Art • McCoy Log Cabin Cookie jar • Stoneware and crocks • AND MUCH, MUCH MORE!

Waymar Auction Gallery

"Specializing in Antiques"

Corner of N. Main St. and Kerr St., Mooresville, N.C. 28115

Just 15 Minutes North of Charlotte!

Martha Hunsicker, Auctioneer NCAL 3684

Waymar Hunsicker, App. Auctioneer NCAL 4995

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If You Need An Auction, Call Us. We Would Like To Look! We Can Have A Sale For You At Our Place Or Yours. Think Waymar... We Make Things Happen!

Sale every 1st and 3rd Sat. Night each month. Condemned items being accepted for future sales. We reserve the right to add or delete items from available.