INSIDE: MISS DEBRA BOLDS
1977 HOMECOMING QUEEN
CLARKE CENTRAL HIGH SCHOOL
A PERSPECTIVE ON BLACK BUSINESS
MRS. ELIZABETH IRELAND
GET THE PICTURE...

IMAGE MAGAZINE

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Bacon's Body Shop

Edward Bacon, a native Athenian, graduated from Athens High & Industrial in 1964. He attended the Monroe Technical School in Albany, Georgia. From 1964-69 he served in the Air Force. While in the Air Force he attended Texas Tech where he studied body and fender repair. He also worked part-time in body shops.

In 1969, he returned home and with the aid of his G. I. Bill attended Athens Tech. After receiving his diploma in 1970, he opened Bacon's Body Shop at the present location.

His specialty is custom painting of cars and vans although he still does body and fender work. He also sells accessories for vans.

His major project, for the future, is to institute a work-study program in conjunction with local high schools. He feels that this will provide the students with one aspect of employment especially in the technical field.
CONVERSATIONS
WITH
MRS. ELIZABETH R. IRELAND
PRINCIPAL, CHASE STREET SCHOOL

When you first meet Elizabeth Robinson Ireland, her steady self-assured manner strikes you right away. You wonder how can anyone be so in control of themselves? But if your child attended Chase Street you'd be glad. It makes sense. How can someone be in charge of others unless they're in charge of themselves?

Mrs. Ireland, a graduate of Athens High and Industrial School, received a B.S. from Paine College in Augusta, Georgia. Later she earned an M. Ed. and studied extensively in reading here at Georgia. After a year at Burney-Harris Middle School, Mrs. Ireland assumed her present position as principal of Chase Street.

IMAGE: Have you served as an administrator anytime before returning to Athens?

IRELAND: Well, during my stay at Fort Benning, I served as an asst. principal for a while.

IMAGE: How have things gone for the first three months here as Principal?

IRELAND: Well, it's been very interesting and successful. We were fortunate in starting out as a team. That team has included the teachers, lunchroom workers, the custodial staff and myself, of course. More than anything else, teamwork has been the key.

IMAGE: Team work is important, but is there anything else?

IRELAND: Certainly; in the short period I've been here at Chase our P.T.O. (Parent-Teacher Organization) has already made plans for fencing in the front area. We recognized the danger of increasing traffic on Chase Street and have moved forward to ease the situation. From the beginning I have urged our parents to feel free to visit Chase and their child's classroom at anytime. I strongly believe that nothing is more informative than seeing a child as he really is.

IMAGE: What are some things that go into being a Principal. In other words what are the duties?

IRELAND: The duties are numerous. They include getting reports in on time, maintaining a working relationship among the total staff, building a rapport with parents. The list goes on and they all go into making a school what it is.

IMAGE: Suppose a parent came in upset and complaining that his third grader couldn't read at all and demanding that something be done. How would you react?

IRELAND: Well, first of all before I said anything else he or she would have to be in control of himself. Little would be discussed if he was full of rage.
Sometimes begin to mature early and can often benefit from female counseling. For boys, the woman principal can represent the mother figure away from home.

**IMAGE:** If a newcomer to Athens wanted to enroll his child here at Chase St., what would be done for encouragement? What could be said that might influence the enrollment?

**IRELAND:** Before that parent left he would know four important things about Chase Street School: (1) we are practically a neighborhood school with only one bus transporting students; (2) Contrary to how old the building looks, the education here is fresh and of high quality; (3) we have an enthusiastic P.T.O.; and above all else (4) teamwork is what Chase Street's staff strives to maintain.

These, I think, are the kinds of facts the parents would be pleased with. The aim would be to convey to him the facets of the well-rounded program we have here at Chase.

**IMAGE:** Are there any areas in education you would like to see altered or improved in the near future?

**IRELAND:** Well, yes, there are a few. First of all, I'm working toward increasing individual instruction here. I suppose my concern for this is related to the new policy on promotions. This policy requires each student to meet certain competencies in reading as he progresses through school. If he doesn't get the necessary attention in his early school years, then chances are he won't be able to meet those requirements later. Consequently he may not be promoted on schedule. In conjunction with this, I would like to see elementary schools take more of an individualized approach to such problems. I can see why all schools must function under a master curriculum, but I believe approaches to meeting set guidelines should be as varied and individualistic as each school's population. Also I would like to see a different way of evaluating those bright students who fall just short of the cut off point on tests for the gifted program. Other than these three areas, I simply want to build upon and improve what we already have.

Continue on page 11
SO . . . YOU HAVE DECIDED TO BUY A HOME

TOM COLLINS

President of Flamingo Homes Sales
Past Chairman: Board of Ga. Manufactured Housing Assoc.; Past President of Ga. Mobile Home Dealers

Yes, after living with Mom and Dad for the first few months of married life, with little or no privacy, short tempers, and many uncomfortable “corner of the eye” looks, you may have decided no home is big enough for two families, regardless of how much you love Mom and Dad. But to rent a place seems such a waste of money both investment-wise, and tax-wise. Your only alternative is to buy that “dream house”. As reality would have it, a working man’s budget just wasn’t designed for a dream home. At $20-$30 per square foot to build an on-site home, you quickly realize what inflation is all about. The only area you haven’t looked into is modular/manufactured housing. Upon studying the pros and cons, the modest $12-$18 per square foot range offers a lot. In fact, it is startling what luxury can be had for that amount of money.

Selection of your “factory built dream home” is now made, but it appears that your troubles have just begun.

What is closing cost? ...discount points? ...structural engineering bulletins? ...origination fees? ...title searches? ...perulation test? ...credit ratings? These mysterious terms, along with an often times indifferent mortgage banker, load one up to the breaking point. Again, reality will test one’s dreams and determination to join the ranks of “homeowners”.

Since the concept of building homes in a factory is relatively new, and only a few lenders have had either the time or opportunity to gain first-hand knowledge on the subject, many are not exactly sure how to handle the mortgages. Once educated as to the precision and quality by which these homes are built, most give equal terms as would apply to on-site constructed homes.

Now that you have educated your banker as to what a manufactured home is all about, the ultimate deal-killer pops up its ugly head.

No credit or bad credit. This area is probably the most misunderstood area in buying a home, or for that matter, any major item. What do lenders look for when making a substantial loan of several thousand dollars, and how may one qualify for such extensions of credit? Basically speaking, a lender is interested in one thing - getting paid back. His profit is the interest he charges you, and even though the interest seems usurious, his profit is very thin. If he feels he will not have to spend money inducing you - the borrower - to pay him back on time without those costly and annoying “late notice” reminders, collection agencies, and sheriff sales, he will probably open the vault and allow you to help yourself...within reason. The methods by which a lender goes about deciding whether you are a good credit risk are often shrouded in darkness and known only to those who make such decisions.

First, a lender will ask who you have borrowed money from, whether you have established any credit references, and who they are. He, or one of the credit clerks, will begin an investigation about your finances, and each reference will rate you according

Continued on page 11
A PERSPECTIVE ON BLACK BUSINESS
ATHENS, GA:

The growth of black business in the Athens area might be best described in terms of an increase of traditional businesses rather than an expansion into “new” markets.

Within the past twenty years, there has been a steady growth in trades, subcontracting, cosmetology and auto service. As in the past, these are still the major areas of black enterprise. (see chart).

Among the top three business, auto service and trades rank as the most common and probably the most stable. This is evidenced by Black Enterprise Magazine’s Top 100 Black listing. For the fiscal year 1976-77 black-owned automobile dealership (and services) were the most common businesses of that 100.

A key factor making the automobile business a success is that it attracts black and white customers alike, the lack of which may be the same reason other types of black businesses may be least successful.

Finance, or the lack of it, is a prime factor limiting bolder business ventures. Many aspiring black individuals often have the ideas, the plans, the right market, the right product or service in mind, but no money, and no collateral. Most private lenders are hardly willing to make a loan even for the best of dreams. Consequently, “new” enterprises are barely existent. Two
Auto Service is a mainstay.

relatively new local black businesses now operating however obtained finance through the Small Business Administration, a Federal Program developed especially to help financially when private lenders cannot.

With the exception of auto service and trades businesses, most black businesses locally have been tailored to the black community and the practice has had some very obvious side effects. While some owners have done well, others have made a living—and that’s all. Little of the profits made are pumped back into the business for advertising, expansion, or labor. As a result business becomes stagnant and no growth is realized.

A market yet to be touched by black merchants is the University community. Downtown merchants know this, “Student Night,” and “Block Dances” are just a few of the current efforts to “woo” student business. Attracting student business may be difficult and new to the interested black businessman; but the potential return can be worth the time and effort.

An Unwillingness to Gamble?

While the lack of finances has been an obstacle to black business development, a few black businessmen offered these interesting comments. One individual thought that perhaps “some persons would rather settle for a job providing a $12,000 take home income, rather than struggle with a $50,000 business and its problems and still take home no more than the $12,000 a year.” While this is very sound reasoning it is not limited to the black community. Another person felt that, “certain types of businesses attract high spending people and that such businesses are seldom run by black entrepreneurs.”

Regardless of the reasons given, black business is hardly growing at a snail’s pace. Athens is experiencing tremendous business growth and conditions are relatively favorable for business investments. The challenge and opportunity exists now.....

● ● ●
NEW IDEAS TURNED INTO REALITY
(above) Package stores and night spots have always been profitable.

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* 92 is the approximate total of black businesses.
* Black business is only 3% of the 2842 businesses licensed in Athens-Clarke County
The Nellie B-Vine Street area has not yet realized its full business potential.
Conversations
Continued from page 4

IMAGE: You seem to have some very definite ideas about education and children.
IRELAND: I have to. You see, along with this opportunity given me is the total responsibility for everything that makes Chase Street School what it is.
IMAGE: It must be a challenge?
IRELAND: It is, but I love it.

A Holiday Gift Suggestion...
Subscribe to:
Image Magazine

Continued from page 5

to how well you have handled your obligations. Ratings are given out by your previous creditors in relation to when you made your payments, and whether you were early - prompt - on time - as agreed - slow - or late. To be in the prompt or on time column is what all lenders desire for their customers. Even though most installment accounts have a ten day grace period, it is seldom wise to take advantage of this except in extreme cases.

Many lenders use a point system to rate prospective customers. Points are awarded for such items as how long one has been on his/her job, whether they are professionally skilled, or non-skilled, whether one has purchased items with equally high payments, etc. Items which give especially high points are a telephone listed in ones name, credit card holdings and checking or savings account. Then, of seeming least importance to many lenders, is how much one makes at their job. Not to say it doesn’t count, but most lenders look at how well one manages his or her income, not necessarily how large or small that income may be.

On the negative side, if you have been negligent and not paid a bill, or were unaware of an unpaid bill, and were turned over to a collection agency, such as a credit bureau, you must take the necessary steps to right these wrongs and put your credit ratings in acceptable condition. One’s credit is often his most valuable asset, for it is not necessarily a question of how much a person is worth in cash on hand, but how much can one borrow that counts.

Now that the credit hurdle has been cleared, all that is left is to move into your home and enjoy life forever after. Well, once again reality settles in, and the facts of life just don’t go away simply because you have become a member of the homeowner fraternity. Many of the steps mentioned can be handled by selecting a dealer/developer/broker, who has had experience with dealing with lenders. Much of the pleasure of home purchasing will depend upon who you select to represent you. But the dream of home-ownership is worthwhile, and be it site-built or factory-built, homeownership provides the base for a solid family unit and a strong community awareness.
LIBRA - Sept. 24 - Oct. 23
News received about a friend may agitate you. Look for bargains since spending wisely is important at this time. Improve understanding with people around you.

SCORPIO - Oct. 24 - Nov. 22
Emphasis should be placed on self improvement. Finances improve during this time but be careful how you spend. Grasp opportunities to resolve difficulties and forward ambitions.

SAGITTARIUS - Nov. 23 - Dec. 21
Avoid letting emotions rule out on major decisions. A good time for being with friends. Balance your budget with much care.

CAPRICORN - Dec. 22 - Jan. 20
A good time to meet new acquaintances. Be alert where social interests are concerned. Seek to improve your career income.

AQUARIUS - Jan. 21 - Feb. 19
A business relation or transaction may end abruptly. Take care of all financial obligations. Try to be cooperative or you may alienate the very people who can help you the most.

PISCES - Feb. 20 - March 20
Pay attention to your health. Concentrate on a difficult task, before reaching a decision. Seek pleasure.

ARIES - March 21 - April 20
This is a good time to economize. A lot of focus should be put on home affairs. Be cautious in occupations or business matters.

TAURUS - April 21 - May 21
A good time for travel, stimulating domestic affairs and checking your health. Be a peacemaker in settling disputes.

GEMINI - May 22 - June 21
Watch your diet since you maybe in the spotlight soon. The outlook in romance is favorable. Handle family interests with care.

CANCER - June 22 - July 23
Avoid trouble with loved ones. Wear a flattering color because someone interesting may be watching.

LEO - July 24 - Aug. 23
Watch what you say so there will be no regret later. Confer with mate on matters that are important. Promote happiness.

VIRGO - Aug. 24 - Sept. 23
Don't rush into money dealings. You could easily get or give the wrong impressions. A new adventure may be in store for you.
Dear Editor:
The article on Mr. Fair was a plus for your magazine. In these days it is a wonder that a young man should take up so much of his time and energy to devote to young people and his community.
RIGHT ON MR. FAIR

Freddie Wilker

Dear Editor:
The "Fall Fashions" were out of sight. I became somewhat upset over the fact that I couldn't rush out and buy a new wardrobe. Since they were from Abrom's at least I'll know where to go and look when I do get ready to buy.

Dorothy Wesley

Dear Editor:
I read your article or should I say the article by Mr. Collins. We've been thinking about a house but the prices are so high we can't afford one. We have now taken an interest in mobile homes. Thank you Mr. Collins for some informative facts.

Juanita Peretee

Dear Editor:
I really enjoyed the October Issue of Image Magazine. I don't usually write letters to magazines but the Fall Fashions '77 was fantastic. Will you be showing other fashions in the coming issues? I hope so. Keep up the good work.

Holly Smith

Dear Editor:
The four students to be recognized in Who's Who Among American High School Students 1976-77 must have very proud parents. I like to see that some of our students are still achieving the heights they are capable of. Please continue to make the reading public aware of the fact that not all kids are bad today.

Thank You
Elaine Jackson

Editor:
I have to admit that I was pretty surprised and pleased to read that Frank Smith had started preaching. I was also pleased to hear that he is not necessarily interested in preaching "hell-fire and damnation" but a more "loving and caring" for one another philosophy.

George Echols
ST. PAUL C.M.E. CHURCH

To knowledge, St. Paul C.M.E. Church was started in Mr. Bob Harris' home at 226 Flint St., Athens, GA.

On Sept. 23, 1866 the present site was purchased under the administration of Rev. George Taylor and Elder R.J. White with the assistance of members and ministers of the colored C.M.E. Church.

Past Trustees of the Church were Harvey Shields, Edd Thomas, Rev. George Taylor and R. J. White.

During renovations on the church, when it was a wooden structure, services were conducted under a tent or in the parsonage. At a particular time, there was an incomplete brick foundation with the main auditorium being a wooden structure. In later years, the upper structure was remodeled with brick. In the early 1960's, the basement was completed and made modern.

Under the present leadership of Reverend Stokes, the church has continued to grow.
IS THERE REALLY A DREAM?

by Sampson Edwards, Sr.

Looking back over the almost 70 years that I have lived, it seems that hope of the American Dream will never become a reality, but somehow I just keep hoping. I had great hope when the solemn Legal Pledge, which this nation took in 1964 was adopted to end poverty in the midst of plenty. Dr. Martin Luther King, Jr. adopted a program just before his death to provide a decent job or a decent income for every citizen. This would apply to one-third of the poor who are black and two-thirds who are not. He did not live to give it input, so I think it is dead. I also felt pained when Richard Nixon developed the slogan “Black Capitalist.” A trick to fool the blacks. I felt that if a small number of slum citizens could become successful businessmen, they should do so. But it was impossible to think that such a program could transform the lives of twenty or thirty million people. There still is no point in thinking that salvation will be found by making the black man the shopkeeper of poverty.

I also thought the country would not fight the lifegiving war in the slums and backwoods as long as there was war in Vietnam. The war is over now. It is not certain that America will make good its promise to the poor because there are powerful interests that attempt to divert large sums of social monies into tax cuts that become disproportionate to the rich and some to individuals rather than to social need. I believe it would take a miracle to get money spent on human needs.

I saw Black Power as a profound destructive and self-defeating, dangerous romantic illusion, seeking violence when it should have found alliances and coalitions with liberal, progressive and moderate whites, since the black man represents only about 10.5 per cent of total population. So he, too, can be a killer of dreams. This, I believe to be the greatest destruction.

Inequality among blacks is much greater than among whites. The black social class structure resembles a pyramid with only a few blacks at the top. The inequality of income distributions is greater among blacks than among whites and there is no change for the better in sight. This persisting inequality of income among blacks is evidence of the politics of tokenism. A few blacks who attain middle-class economic status soon lose contact with the ghetto. Actually, the relationship of these few middle class blacks to the black masses make it remote for them to be leaders for the ghetto black. At the core of this relationship the ghetto black thinks that some middle class blacks try to out-do middle class whites in conformity and achievement, and, since they want to get out of the ghetto, are frequently critical of lower class blacks. This makes many blacks wonder if they actually play a part in the American Dream at all. What white Americans have never fully understood - but what the black can never forget - is that white society is deeply implicated in the ghetto. White institutions created it; white institutions maintain it, and white society condones it. Everyone knows that through the Civil Rights movement, the black masses have been roused from their apathy to some degree of political activism and have made progress in elimination of legal discrimination. At the same time, the aspirations of blacks have risen considerably. But frustration and bitterness have often come about when they are not fulfilled, and as a result relations between Black and White are constantly strained.

Something else which is a killer of the dream is the fact that more blacks than any other racial group are involved in criminal activities and crimes. This leads many prejudiced people to conclude that deviant tendencies are a basic component of the black character. This is something blacks should be aware of when using their influence on the leaders of the white masses to embrace attitudes more conducive to social change and racial equality. And in its governing capacity, those leaders should enact and administer programs that more equitably distribute opportunities throughout all segments of society. For black people then, there is indeed a dream in this American Democracy. But whether there can be more than a dream remains to be seen.
DEBRA BOLDS

Miss Homecoming '77

The highlight of Clarke Central's Homecoming activities was the crowning of Miss Debra Bolds as the 1977 Homecoming Queen. Debra is the daughter of Mr. and Mrs. Ralph Bolds of 1700 Milledge Ext., Athens.

THE MIGHTY DOLPHINS

This group of young men is currently hosting an eight game winning streaking including 5 shut-outs. After compiling a total of 285 points against their opponents combined score of 19 points, the team is destined for an undefeated season.

The team is coached by: Head Coach - Pete Fair, Assts.: William Brown, Tom Gary and Ricky Hudson.

RETRACTION.........RETRACTION.......

In October's Issue of Image, entitled "SINGERS ON THE ROAD" it was mentioned that The Source of Inspirations was a singing group from Ebenezer Baptist Church. This statement was found to be inaccurate. The group is not affiliated with the Church.
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<td>BACK IN LOVE AGAIN</td>
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<td>IT'S ECSTASY</td>
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<td>3.</td>
<td>DO YOU WANNA GET FUNKY WITH ME</td>
<td>Brothers Johnson</td>
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<td>STRAWBERRY LETTER 23</td>
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<td>WORKONME</td>
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<td>O-H-I-O</td>
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<td>BRICK HOUSE</td>
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<td>WHEN I THINK ABOUT YOU</td>
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<td>JUST LET ME HOLD YOU FOR A NIGHT</td>
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**GOSPEL**

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