

Black Business Of The Day



Flavortown, 531 E. 79th st., and 2202 E. 71st., is a fast growing ice cream empori-

um, selling hand-packed ice cream in over forty delicious flavors.

Get 'Black Power' At Flavortown Ice Cream

"Super-cali-fragi-licious Hand Packed Ice Cream, Population, Over Forty Flavors," is the slogan for Flavortown Ice Cream, 531 E. 79th st., and 2202 E. 71st., owned by Mr. and Mrs. Willie Simpson.

The Simpsons sell hand-packed ice cream, dixie cups, ice cream bars and bricks, and their claim of over 40 delicious flavors is backed up by flavors such as bubble gum, rocky road, black power (a licorice), and pink tiger, a strawberry ripple ice cream.

The first Flavortown store was opened at 79th and Rhodes in 1966, and in September, 1968, the Simpsons expanded into their South Shore store.

In addition to ice cream, the Simpsons sell home-made caramel corn, and stuffed animals. During holiday seasons, and for special occasions, Flavortown sells candy—Valentine's Day candy, Easter baskets, Easter candy, and Halloween candy.

Most of the Simpson's customers are adults, who buy pints and half gallons of hand packed ice cream. The most popular flavors are New York, chocolate, strawberry, butter pecan, vanilla, and black walnut.

Flavortown gives a discount on three gallon containers of ice cream, and special prices

are featured for non-profit organizations such as block clubs, church, school, or community groups.

Mrs. Corine Simpson makes ice cream pies in any flavor requested by customers—banana, peach, strawberry, or lemon.

Flavortown also has a Birthday Club for children under 13 years of age, and birthday cards are sent to the kids. "We plan to create a party room at the 79th street store, so parents can have birthday parties for their children," said Mrs. Simpson. All of the party preparations, and supervision and giving the party would be handled by the Simpsons, and slides would be taken for home viewing.

The Simpsons bought their store from a friend who was moving. Willie Simpson was born in Cooksville, Miss., and is the youngest of twelve children. Mrs. Corine Simpson is a Chicagoan, and attended Englewood High School. The couple has three children, and their two boys, 11 and 12, have adequate knowledge of the operation to run the stores. During the Black Christmas Trade Fair, the youngsters operated their parents' booth for one week.

The Simpsons participate in Breadbasket, and Mrs. Simpson is a member of the "Live-wires," the women's auxiliary of Breadbasket.