

# Black Bookstore continued from page 8

customers and sign autographs. Author Lorraine Johnson is scheduled to appear on March 14, 1998.

"We feel that this was a void that we filled in the community," said Miriam McCarter in regards to introducing more book signings. The store is also offering a "Buy 14 books, get the 15th book free" card when you visit its location.

Special Occasions is among the top of black-owned retail stores in the Triad, in regards to its visual beauty and variety. Store shelves are stocked with books on anyone from O.J. Simpson to Min. Louis Farrakhan. Books categories include biography/autobiography; education and study aids; psychology; business; self-improvement for children and adults. Familiar authors in stock include Richard Wright, Chinua Achebe and international icon Maya Angelou.

"We need to read more," Miriam McCarter said. "If people don't know their history, then they can't benefit from it. Especially our young people. If they don't read, anyone can fill that empty cup up, and that is what's been happening."

The McCarters say the key to their success is the art of listening. "We just listened to our customers. If you listen to them, they'll tell you what they want," said Ed McCarter.

"We also receive the support of the community. We kept in step with what they asked for and they support us. It's that simple," he said.

On any given day, the customers are always greeted with assistance and even a brief history of the author or synapses of the book. "I read the non-fiction and my wife

reads the fiction," he said, attesting to how they both keep abreast of the new books coming out. It's not strange at all if you understood their backgrounds. Ed McCarter received his undergraduate degree in history at N.C. Central University and his masters in educational history later at N.C. A&T State University. Miriam McCarter is a graduate of Norfolk State University where she majored in English.

Ed McCarter said he would like to see other black-owned business flourish on the east side of Winston-Salem. "The key to business is servicing your own community. We try to go across town or go to the malls. Black people aren't across town. There are legitimate demands in our community. It's our fault if we don't provide for ourselves," he said. "We need to be truthful with ourselves. If not, we will be the losers."

For those interested in opening a business, Martin Luther King Jr. Drive is a prime loca-


*continued on page 14*

**The Watchful Network  
Presents  
"The Spirit of Unity"  
A Community Banquet  
Tickets \$15.00  
March 28, 1998  
10 a.m. - 2 p.m., 294-0003  
286 E. Front Steet  
Burlington, Nc**

**St. Matthew  
Apostolic Church**  
P. O. Box 16052  
3640 New Walkertown Rd., Hwy. 311  
Winston-Salem, NC 27105

✝

Bishop Joseph P. Lowery Pastor



It's a Family Affair  
"...but that the members  
should have the same care  
one for another"  
1 Cor 12:35

I was glad when they said unto me, let us  
go into the house of the Lord.  
Psalms 122:1



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# Where You Can Pick Us Up

## WINSTON-SALEM

- Churches**  
Ambassador Cathedral  
Christ Cathedral  
Dellabrook Presbyterian  
Emmanuel Baptist  
First Baptist  
Galilee Baptist  
Genesis Victory Outreach  
Macedonia TVPH  
Mosque #56  
Mt. Zion Baptist  
Mt. Pleasant Baptist  
New Jerusalem Baptist  
Phillips Chapel  
St. John's AME  
Union Baptist  
United Cornerstone Baptist  
Mercy Seat Church  
St. Matthew Apostolic  
**Hair & Barber Salons**  
Beauty World  
Before & After Salon  
C&C Barber Shop  
Conrad's Hair Design  
Expressions Beauty Salon  
Keona's Boutique  
Klassic Kreations  
Hair By Jimi  
If It's Hair  
Shear Imagination  
Mane Attraction  
Miracles Beauty Salon  
New Generation  
Play It By Hair  
Plaza East  
Professional Barber & Beauty  
Pyramid Barber School  
Shear Illusions  
The Integrated Complex  
Vargrave Hair Design  
**Grocery/Convenience Stores**  
2 Brothers Citgo  
3-Girls  
311 Grocery  
4 Brothers  
Brewers BP  
East Winston Food Lion  
Kristy's Citgo  
Flea Markets:  
Cooks Plaza (Hwy. 52  
North and University)  
Cooks Plaza II (Hwy. 52  
North and Hwy. 8)  
Forest Hill Curb Market  
Forsyth Seafood  
Forsyth Seafood Restaurant  
Fresh Meat Mkt.  
Great American Foods  
Liberty BP  
Liberty Minit Mark  
Liberty Phillips 66  
Ogburn Station Meat Market  
Peter's Creek BP  
Shop-Rite  
University BP  
University Handy-Pantry  
Wilco (MLK Dr.)  
Wilco (Akron Dr.)

## Clubs and Lounges

- American Legion Post #220  
Baby Shamu  
Neal's Lounge  
Shades of Blue  
Tony's Lounge  
**Restaurants**  
Bell Brothers  
Bojangles  
Patterson Ave.  
MLK Jr. Drive  
Northwest Blvd.  
Chen's Chinese Restaurant  
Ckick's Drive In  
Church's Chicken  
Sprague St.  
Patterson Ave.  
Courthouse Cafe  
Elizabeth's Pizza  
IHOP  
Jimmy the Greek  
McDonald's East Winston  
Meta's Restaurant  
The Peanut House  
MFC Food Market  
Shabazz's  
**Other Locations**  
25th Street Market  
Andrea's One Stop  
Black Repertory Theater  
Business & Technology Ctr.  
Checkmate  
Special Occasions  
East Winston Wachovia  
ESR  
Eastside Bail Bond  
Discount Records  
Heilig Myers  
Insty-Print  
International Minute Press  
Jetway Laundromat  
25th Street Laundromat  
Nationsbank Coliseum  
Branch  
NAACP Office  
Northwest Child  
Development Council  
Mayberry's  
Liberty Tires  
East Winston Library  
Triad Barber School  
The Music Box  
Ogburn Station Pawn Brokers  
Planned Parenthood  
Rainbow News&Cafe  
Reynolds Health Center  
Russells Funeral Home  
Sunrise Tower  
USAirways Madison Park  
Winston Lake YMCA  
W-S Housing Authority  
WSSU  
Library  
Student Union  
WSTA

## GREENSBORO

- A&T Bookstore  
Alpat Restaurant  
Bennet College  
Beautyrama  
Bernie's Bar-B-Q  
Body Ecology  
Bojangles  
E. Bessemer  
W. Market  
Checkmate  
E. Bessemer  
Randleman  
Church's Chicken  
College Pantry  
Connie's Beauty Supply  
Curl Up & Dye Inc.  
Dudley's Beauty Ct.  
The English Market  
Fairway One Stop  
Florida St. Shopping Ct.  
Guilford County Community  
Action Agency  
Gate City Barber Shop  
Gillespie Curb Mkt.  
John's Curb Mkt.  
King's Bar-B-Q  
The Know Book Store  
M.C.'s Cafe  
Moye's Barber Shop  
Mosque #92  
Parker Brothers  
Poole's Curb Market  
Sampon Pharmacy  
S&J Management  
Shamburger's  
Shipman Family Care  
St. James Baptist  
Supermart  
Thrifty Market  
Unique Beauty Salon  
VIP Barber Salon  
Wendover Curb Market  
YMCA  
Young's Beauty

## EDEN/REIDSVILLE

- Eden Curb Mkt.  
Garden of Eden Holiness  
The Griffin House  
The Hairston House  
John's Convenience Store  
New Life United Holiness  
New St. Paul Baptist  
Penrose Mall  
Respect For Life

## LEXINGTON

- The Hairston House  
New Hope Holiness Church

## HIGH POINT

- Carl Chavis YMCA  
Shaw University Education  
Center  
Hi-Thom Church of Christ

## KERNERSVILLE

- Exxon  
Crowning Glory  
DCU Inn