# 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. Farriliar 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



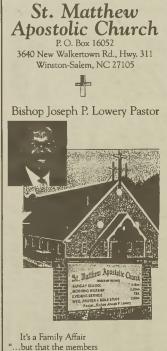
reads the fiction," he said, attesting to how they both keep abreast of the new books coming out. It's not strange at all if you understood their backgrounds. Ed McCarter received his undergraduate degree in history at N.C. Central University and his masters in educational history later at N.C. A&T State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

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"...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

# 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 Intergrated 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 THOP 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 Occassions 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 WSSII Library Student Union WSTA

#### KERNERSVILLE Exxon Crowning Glory DCU Inn

# 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 Convenient Store New Life United Holiness New St. Paul Baptist Pennrose 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