

Retailing Tips

A weekly column written by the class in Retailing at the North Carolina College for Negroes devoted to presenting new ideas and suggestions in the field of retailing.

BY E. G. SPAULDING

The field of retailing is a wide and varied one and each firm, from a pencil peddler to the auto industry, has its principles governing and regulating its operation.

It is generally agreed that the person possessing the following traits or capabilities is likely to succeed:

1. Mental alertness
2. Intelligence and/or experience
3. Willingness to work hard

Housing one's operations presents a problem of "to rent or to buy." In most cases, it is advisable to rent for a period of time which is determined by the rapidity of the growth and success of the business.

If the business proves to be a success, then buy the building or site. In choosing this correct location, however, the following factors must be considered:

1. Display space
2. Floor space
3. Lighting
4. Financial and social class of the neighborhood
5. Purchasing power of the prospective patrons.

Careful study should be given to the choice of a name. The appropriate name for a business is a long step toward success.

The store itself should be clean and neat in appearance from the outside. The front or show window should serve as a frame for an entire store depth picture.

The inside should be so arranged as to give customers complete freedom in seeing, inspecting and selecting goods. Counters are outmoded, use low shelving and display stands. Modern fixtures, plenty of light, harmonious colors, blend, and neat, orderly, personal complete the perfect physical retail picture.

Layout is important in that it is the retailer's most effective way of directing purchases and traffic within the store.

FACTORS OF LAYOUT ARE:

1. Where is the entrance, what life do customers usually move in.
 2. The number of entrances.
 3. What type or class of people are the patrons.
 4. Use of display tables to direct traffic, increase turnover, and advertise specials or bargains.
 5. Placement of departments.
- After the business has developed enough, the problem of employment and duties will present itself. All location or assignment of specific duties should be flexible enough to

GYPSY BEAUTY SHOP
"Get Beautiful For The Game"
402 N. Alexander Street

NEIGHBORHOOD SERVICE STATION
GAS, OIL, GROCERIES & OTHER ACCESSORIES
1401 BEATTIES FORD RD.
C. W. WITHERS, Prop.

Ideal DRUG STORE
Candies, Sodas, Cigar and Beer, J. C. Graham, Jr. Proprietor
733 EAST 1st STREET
PHONE 9611

Alexander St. Dry Cleaners
"Come Clean With Us We will Dye for you."
622 S. Alexander St. Phone 9111 Clayton Black, Prop.

DANCE
To One of our Coin Operated Phonographs Latest Records. We Distribute the Wurlitzer-Simple Phonograph. See Us For Special Rates For Your Party—Dance Or Other Socials.
B. L. Bryan
DAY PHONE 8753 NIGHT PHONE 2-0130

Charlotte Schools

Griertown School
Leon North, Principal
A play by the Lost Chosen was presented by the Usher Board of the First Baptist Church at our school. The play which was religious in nature brought out the problem of the young folks leaving the church and the remedy for it.

C. E. Moreland, principal of the Derita N. C. School addressed the P.T.A. His talk was on the Opportunities for Service in the Community.

A coming attraction at the school will be a womanless wedding. This entertainment which will also be sponsored by the P.T.A. is expected to draw a record crowd.

Plato Price
Again it seem Plato in a school a number one hit namely a well rounded functioning band. The band under the tutelage of the principal Mr. McKeithan has filled numerous engagements and at the present is booked until Thanksgiving. The band has been given a warm reception at the number of football games they have played.

As the paper goes to press reports come to us of the unfortunate accident of Coach Hardy. Mr. Hardy was driving Mr. McKeithan's car and was run into by a car coming into the highway. The passengers except Mr. Hardy escaped serious injuries. Mr. Hardy's arm at the wrist was broken.

M. C. Coggins
Groceries and Meats
731 East Ninth Street

Susie's Grill
227 S. BREVARD ST. CHARLES WITHERS, Prop.

KING & McCLORY
Groceries & Meats
709 S. MINT STREET

Dixie Sweet Shop
"If you get it here its good"
Pearl Moore, Prop.
602 East Seventh Street
PHONE 9152

Dobbs Loan Co.
NEXT TO KIMBRELL'S 30 E. TRADE STREET

PHONE 3-3531 FOR APPOINTMENT
Beauty Culture at Its Best, Try OUR work and you will be Satisfied.

Lottie Fraylon
712 E. NINTH STREET

A. & P. Food Stores

Charles Fine
321 E. TRADE ST.

FOR APPOINTMENT
PHONE 3-7768

Palmers' Optometrists
EYES EXAMINED DR. JAMES and DR. BELLE
GLASSES PRESCRIBED 302 NORTH TRYON AT SIXTH ST

Kings Food Store
FRESH VEGETABLES AND MEATS
630 EAST FIRST ST.

Deaths

FUNERALIZED BY SCARBOROUGH & HARGETT
IDA DAVIS, 1013 Third St., age 62, died October 8, was buried at Hickstown.

LEADOME BELL, 119 Jackson Street, age 41, died October 9, was buried Oct. 12, at Laurenburg, N. C.

L. C. MASON, age 63, 205 Mitchell Street, Chapel Hill, died Oct. 11 was buried Oct. 14.

JESSE JOHNSON, Jr. age 6, died Oct. 14, burial was at Rev. Cux Cemetery.

JOHN BROWN, 40g Mt. Vernon Street, died Oct. 16, was buried Oct. 19 at Beechwood cemetery.

FUNERALIZED BY McLAURIN
MRS. RENA COWARD age 26, 1102 Glenn Street, died Friday October 13. Funeral services were held Sunday afternoon at 4 o'clock from the St. Mark CME Church was buried at the Rock Hill Cemetery.

ROBERT RADER died Oct. 11, at the Government Hospital funeral services were held Sunday Oct. 15.

FUNERALIZED BY AMEY'S FUNERAL HOME
MISS RUTH LEE TAYLOR, age 19, died Oct. 13, was buried at Little River cemetery.

JAMES E. STEEL, age 51 died Oct. 13, was buried at Summer City Georgia.

Charlotte Social Highlights

BY MRS. BESSIE HARDY

Charlotte Davis a former resident of New York City, is in the city for a few days. Mr. Davis is now a resident of New York City.

Mrs. Bessie Watkins audition of East 8th Street is slowly improving at her home.

The Chansonettes presented a concert of spiritual classics, and semi-classics at Seaboard Ward High School Sunday, Oct. 16, at 4 p. m.

Mrs. Mary Patterson Scott left for her home in New York City after being at the bedside of her sick mother on E. Bunday St.

Daughters of Hoskins Temple 691 gave a Cabaret party last week at the Royal Garden Casino on McDowell St. The daughters had as their special guest Mrs. Joan Baughton of Boston, Mass. Mrs. Baughton favored the Daughters and their guests with her Toe Dancing.

Miss Manilla Shoffner and brother Perry Shoffner of Greensboro en route from Lancaster, S. C. stopped over in the City for short while last week to visit old friends.

Mrs. Cornelia Means of Snowball St. has returned to her home after attending the funeral of her sister Mrs. Hazeline Mack of Indianapolis Indiana.

Rev. and Mrs. Paul Davis returned home last week after spending two weeks in New York City.

Mrs. Elizabeth Cobin formerly of Charlotte but now of New York City is visiting relatives out in the Greenville Section.

Members of the Pick Wick Bridge Club were entertained at the home of Mr. and Mrs. E. G. Edwards on Beattie Ford Road last Thursday evening. Guests included members of the club.

Mr. and Mrs. A. S. Grier of Griertown arrived in the city last week after attending the World Series and the World's

FUNERALIZED BY WOODARD-JONES
none.

FUNERALIZED BY WOODARD-JONES
none.

NOW OPEN FOR BUSINESS Do-Drop-Inn
230 S. Myers St.—Charlotte's newest and best colored transient Inn. Rooms and Board, Banquet, Arcade, Nixon, Prop.

Dr. Palmer and Wike
OPTOMETRISTS
317 N. TRYON OPP. PUBLIC LIBRARY
SPECIAL CARE—in examining and curing the eyes of the Colored Race. We welcome you to our offices at any time.
EYES EXAMINED — GLASSES FITTED
BROKEN GLASSES REPLACED

Alexander's
FUNERAL HOME
323 SOUTH BREVARD STREET
DAY PHONE 8431 NIGHT PHONE 6027-3-247

EYES EXAMINED GLASSES FITTED
DR. E. A. ALEXANDER
OPTOMETRIST
103 1/2 S. Tryon St. Phone 2-3637
Good Glasses If You Need Them, Good Advice If You Don't

FOR APPOINTMENT PHONE 3-7768

Palmers' Optometrists
EYES EXAMINED DR. JAMES and DR. BELLE
GLASSES PRESCRIBED 302 NORTH TRYON AT SIXTH ST

Kings Food Store
FRESH VEGETABLES AND MEATS
630 EAST FIRST ST.

Kirk's Place
This couple is smart. They are going out for a little recreation at KIRK'S PLACE. Home cooked meals, beer, wine, drinks and smokes. Private Dining Room—Private dance hall.

Kirk's Place
319-401 Frazier Avenue Phone 9768 For Delivery

BY MRS. BESSIE HARDY

SWASTIKA CLUB MEETS

CHARLOTTE, N. C.—The Swastika Social club met at the home of Mrs. Viola Ferguson on Beattie Ford Road. The meeting marked the opening of the club officially for 1939 and 1940. Officers for the club were elected, Miss Hattie Russell President, Mrs. Frances Nason Treasurer, and Helen A. Ireland Reporter.

After the regular business meeting was over, pokeno was played for 35 minutes. In the game only corners and pokeno were played. Mrs. Willie Mae McKissick being the winner of the prize for Corners and Mrs. H. S. Blue the winner for Pokeno. After the prizes were awarded Mrs. Ferguson served a three course turkey dinner. The personnel of the club are Miss Hattie Russell, Lenora Grier, Mesdames Helen Moreland, W. R. McKissick, H. L. Blue, Williams, Viola Ferguson, and members not present were Mrs. Bessie Mullen, Danna Sanders, Miss Cecille Jackson Mrs. Ferguson had special guests Mr. and Mrs. Eric Hercules, Dr. and Mrs. and Mrs. Edson Blackman, Messrs Clarence Moreland and S. H. Blue.

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Hobnobbing Charlotte

BY "JOE SQUAWK"

WELL, we see two new over coats among the gang, the other fellows had better come on and catch up, seems "Bunny" is getting one soon, but we are awaiting patiently for "rhick chasing papa" to come through.

And was it really so much work that made "Tumble" so red eyed after his eastern trip over the week end, I wonder.

And we understand that the serial H. S. principal, there is only one genial one, is getting up an outside play in addition to the one his faculty is going to give, nice going, prof.

From where Joe gets his news signs that portend the times, and the signs point out to a season of high jinks that will make all seasons bluish by comparison, folks are saying, but it won't bid to me, that the high point of the festivities will be the interfraternal jump during the Thanksgiving holidays, but there is more coming before that, understand, some group on the "hill" is pumping off after the Team game, quite an idea there, lads, sure to be a number of visitors in for the

intersection classic.

Very sorry that efficient Michael was transferred to the Durham office of this publication, but realize that it is a step up for the lad, nice going, Mike, however we don't know what a certain girl on the heights is going to do until the Charlotte Hotel employee comes back, one good feature is that the "gang" will no longer accuse him of secretly writing "Hobnobbing". Listen lads, Joe Squawk, (pen name only), am one whom you used the team to keep something in rather than to keep the cars apart, but I am NOT a regular member of the CAROLINA TIMES staff, I could not be as I spend all of my time getting the dirt, the only galloping feature of this is that I CAN'T print half percent of the material I have, as we don't want to leave a trail of broken bones and broken bodies, so I you do some thing really bad, do not worry, Joe Squawk will know but I not tell, it is only the team that I am permitted to write about here.

Please turn to page 8

Smith
—VS—
Tenn. A. & I.
Saturday
Oct. 21st
2:30 P. M.
ADMISSION — 0 — \$1.00



(Above is Big "Bud" Meadows, Smith's last year's sensational tackle, who received special recognition from CIAA Officials, and is equally as sensational this year.)
— American Legion Memorial Stadium
American Legion Memorial Stadium
(Back of Armory) Charlotte, N. C.

GUESS AGAIN!



ELECTRIC COOKING
costs 1/2 as much
As You Think

Out goes the old-fashioned, mistaken notion that electric cooking is expensive. IN comes a new day of greater cleanliness, of less work, of better tasting foods.

Step up to electric cooking . . . now that it costs so little. Enjoy automatic oven meals that practically cook themselves . . . give you more time out of the kitchen. Serve with simple, thrifty, deep-well dinners. Serve tender meats that don't shrink . . . taste better . . . because flameless radiant heat seals the juices in. Come in today. See our display of 1939 Electric Ranges. And see final proof that ELECTRIC cooking is LOW-COST cooking.

Sales Floor Open Saturdays 8 to 5:30

Duke POWER COMPANY
430 South Church Phone 47