

J.A. JONES Super Market

The Soul Store
Country Ham And Fresh Meat

1505 E. 14th Street

Phone: 722-8421

NOTICE FROM POLICE DEPT. BICYCLE OWNERS

City ordinance requires bicycles which are used or intended to be used within the city of Winston-Salem be licensed and registered. There is no charge for licensing or registering your bicycle. Bicycles used at night must be equipped with a headlight and reflectors. Bicycles to be licensed and registered may be presented at any city fire station between 9:00 A.M. and 6:00 P.M. Monday through Saturday.

JORDON

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In fact, the government has been one of the worst offenders in relocating important functions from the central city to suburbs lacking accommodations for minority and less well-paid employees.

The Commission recommends, in addition to strict enforcement of the laws, creation of metropolitan-wide housing and community development agencies in each state to guarantee housing opportunities for all, regardless of race or income.

That is something the federal government ought to take to heart. The vicious cycle of housing discrimination and denial of equal housing opportunities has to be broken before the country is permanently locked into rigid class and racial segregation.

The people's government, made for the people, made by the people, answerable to the people.

—Daniel Webster
Senate Speech, 1830



Rober Shoaf: "Black people need to treat each other better and patronize each other."

Chronicle Profile

Hint From The Wise Should Be Sufficient

In 1911 a young black man started working for R.J. Reynolds Tobacco Company. The pay was \$3 a week and lasted for more than 18 years.

Rober Shoaf, a life-long resident of Winston-Salem, has been in some kind of business here for more than 50 years. His most recent and longest business venture is real estate and bonding.

At one time during the 75 year-old's career he owned and operated three restaurants, a real estate and bonding business and ran a pool room for 15 years.

Sitting in his semi-bare office on north Church Street, he spoke reverently of a man whom he admired greatly. "When I started out I wanted to pattern myself after W.S. Scales." Scales was in real estate and bonding too. It was Scales who worked with Shoaf when the two attempted to buy some property in the block where the Phillips Building is.

"Negroes had barber shops and cafes around the Phillips building on Third Street," he recalled. Looking through black horn-rimmed glasses he went on with the story:

"I knew the white man who was collecting the rent and I asked him if he would sell me a 50 foot lot. I knew the tobacco company owned that block. They wouldn't sell a small lot, but wanted to sell the whole block. Me and Scales was going to buy it and we made them an offer of \$50,000. We got a letter back asking for \$65,000. (That's been 20 years ago, he injected with fond remembrance). Scales wanted to go on and pay it. But, a black man went to a white man in the block and told him that me and Scales had been going into all the businesses in the block and that the property might be up for sale. So, the white man offered to pay a \$1,000 more than what was offered."

They didn't get the whole block like they wanted but they did manage to get a building real cheap and made a good profit off of it despite the sabotage. From that beginning, Shoaf built a business that is as strong as his reputation.

The new Bethel Baptist Church Deacon remembered 25 years ago when his foreman at the factory would send him down to the county jail to post bail for some of the workers. "People would get drunk then and lay out of work. The foreman knew I didn't drink or smoke and would send me down on Monday morning to get them out." That's how he got into the bonding business.

With only a sixth grade education, Shoaf has amassed an estimated fortune. He won't say how much exactly but his holdings include some 30 homes, apartment complexes, stocks, bonds, and real estate.

Shoaf is a genuinely modest person. He doesn't like publicity. He made this reporter promise not to print certain things for fear of upsetting some friends that have been dead for years...honestly.

Shoaf, who sports a grayish Hitler-type mustache, was in the restaurant business when you could get a mixed order for 20 cents. A mixed order was pinto beans and beef stew. Pintoes by themselves only cost a dime. This was served everyday in Shoaf's Camel City Cafe down on Church Street.

In all of his years of experience, the stately gentleman said that blacks need most of all to treat each other better and to patronize each other. It is generally felt that blacks have a tendency to be skeptical of one another in business. It is only after a long period of proven stability that blacks accept another black in business.

In addition, he said, "Hard work is the only way to make it. You can beat somebody out of something one time, but you will never win friends and make lasting customers that way.

"Be frank with people," he continued. "If you tell someone you're going to do something, do it."

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