

# people

Social Notes, Service News, Club News

## Close-up

### McCarters Fill Void In Black Community With 'Special Occasions'

AUDREY L. WILLIAMS  
Staff Writer

Miriam and Ed McCarter searched for a void in Winston-Salem's black community -- and they found one.

They both agree that when trying to choose cards for "special occasions," black consumers basically had to settle for what was available.

That prompted the McCarters to open their own card shop, Special Occasions, on New Walkertown Road in the Jetway Shopping Center on July 4.

"We did a little brainstorming and looked to see what wasn't available," says Ed McCarter. "Both Miriam and I knew what it was like looking for black cards and not finding them."

Miriam adds: "We put emphasis on the black cards, but we do sell cards for everybody."

The McCarters first began their venture in the card business several months ago from their home. They contacted a card distributor who specialized in black cards, and eventually decided that their demand was much larger than their supply, which prompted them to open their shop.

The featured artists in the McCarters' selection of cards are the husband and wife artistry team of James and Ernestine Huff of Atlanta, now making their home here, and actress Fay Hauser.

Also included in the Huff selection are limited edition drawings and paintings depicting black life, while Hauser's Christmas cards are somewhat unique in their design and messages that highlight the holiday season from a black perspective.

Special Occasions is different because of its various selections in cards and gift ideas, which include everything from battery-operated musical cards to jewelry to a lighted, battery-operated bow tie that Miriam says her husband really gets a kick out of when the two attend parties.

It is almost impossible to focus on any one item in the McCarter shop. All the cards are arranged in such an accessible order that finding just the "right" card is easy.

"People have really started buying cards again," says Miriam, "and we've really gotten a great reception from the community."

Both McCarters are teachers in the Forsyth County school system. They say they enjoy running Special Occasions, especially since their business is a selective service to black consumers not found anywhere else in the Winston-Salem.

"With Special Occasions, we've tried to bring things to this part of town that you don't ordinarily get," says Miriam. "Now you don't have to go all the way across town just to get a card."

Adds Ed: "I like to play tennis and there's not a black-owned sporting shop or even a hardware store on this side of town. When a black businessman examines the community and finds its needs, then he can have a successful and respectable business. All you have to do is be willing

*"With Special Occasions, we've tried to bring things to this part of town that you don't ordinarily get."*

-- Miriam McCarter

to take a chance."

The McCarters' working relationship appears almost child-like in the affection they show for each other. They both share the same excitement about their business and are eager to show off each item as if it just arrived.

What's even more special about Special Occasions is the McCarters' willingness to assist the customer who can't decide on what card to buy. They say they are considering offering a card service for those who can't remember the birthdays of loved ones.

Their present aim, though, is to make available to the black community what it couldn't find before in other card shops and pharmacies.

The McCarters also distribute their cards in Jan's



Special Occasions owners Miriam and Ed McCarter fill a void in Winston's black consumer market by offering a choice in greeting cards (photo by James Parker).

Florist, the Record Boutique, Lewis & Styles Florist and Imperial Barber Shop, all black businesses in Winston-Salem.

"We just want to allow black people the option of being able to pick and choose," says Ed. "We don't claim to be completely unique, but Special Occasions is different. There have even been white people who have stop-

ped in here and were very receptive."

"This is really the way it should be," says Miriam. "We try to set an atmosphere in here that's not like going to the grocery store."

Special Occasions is open from 4 to 8 p.m. Tuesday through Friday, Saturdays from 10 a.m. until 5 p.m. and Sundays from 1 to 5 p.m. through the Christmas season.

## Social Notes

### 49ers Throw Party

The 49ers Plus Club recently held a Christmas dinner at the Martin Luther King Jr. Recreation Center.

The program was highlighted by members joining in on Christmas carols such as "Silent Night" and "Hark the Herald Angels Sing."

Seventy-five members and guest attended the celebration.

Guests included Mrs. Mildred Batchelor, Mrs. Roberta Coak, Mrs. Louise

Davis, Mrs. Maxwell Grier, Mrs. Louise Jones, Mrs. Minnie Lattimore, Mrs. Wyona Murray, Mrs. Clara Nesby, 2nd vice president; Mrs. Elizabeth Nesbitt, joining in on Christmas Phillips, Mrs. Ida Simons, Mrs. Rosena Smith, treasurer; Mrs. Willa Smith, Mrs. Alice Taylor, reporter; Mrs. Elizabeth Williams, Mrs. Ella Whitworth, first vice president; Mrs. Savilla Wilson, financial secretary; and Mrs. Dorothy Mills, president.

### Garden Club Meets To Discuss Holiday

The Within The Picket Fence Garden Club received many new ideas for holiday decorations when it met recently at the holiday decorated home of Mrs. Cora Grogan.

To add to Mrs. Grogan's ideas of Christmas decorations, each member brought a Christmas wreath. Pine branches, magnolia leaves and straw were among the many materials used to

make the original wreaths. Mildred Poindexter and Belle Tillman, members of the program committee, assisted in arranging the wreaths for display in Mrs. Grogan's family room.

To enhance the spirit of Christmas even more, the members exchanged plants for gifts.

Mrs. Arie Wright, vice president, presided at the meeting.

### Flora Buff Club Meets Needs Of Adopted Family

The Flora Buff Garden Club met at the home of Mr. and Mrs. Hugh Smith Sr. on New Walkertown Road, with president Mrs. Doris Hartsfield presiding.

Mrs. Mae Phillips opened the meeting with prayer and presented a Christmas story.

The review of the month's activities included the 11th anniversary celebration, which was held at the Holiday Inn North, and the group worshipped at United Metropolitan Baptist Church.

Mrs. Phillips was chairperson of the anniversary and commendations were presented to her due to the success of the program. Bowen Boulevard was con-

firmed as the local site for city beautification. Tickets were collected for the Christmas Holiday Houses, sponsored by the 4th District Garden Council. Requests were made for attendance at the houses Dec. 11 by the club treasurer, Mrs. Olivette Bynum.

The activity for the day was instruction for making wreaths, directed by Mrs. Esther Rockett.

The club also collected food, clothing and other items for the club's adopted family. Mrs. Peggy Martin, Mrs. Gladys Oldham, Mrs. Ruth Washington, Mrs. Modesta Earl and Mrs. Ann Dew brought large boxes of canned foods.



Phoebe Beasley

### Beasley Opens At WSSU

Guests attending the opening night of the Phoebe Beasley exhibition at the Fine Arts Gallery at Winston-Salem State University were surprised when they met featured artist Beasley.

Beasley is an active and respected artist with numerous shows and honors to her credit, including a recent commission to design the tennis medals and trophies for the 1984 Olympics.

Her oil paint and tissue paper collages have even appeared in an art gallery setting for two episodes of "Hill Street Blues." Beasley was also cover artist for "Black Art," an international quarterly. In addition, she has had a variety of one-woman exhibitions. The most recent include the

Savannah College of Art and Design and the Eva Dorog Gallery in Hollywood, Calif.

Her works are also included in the collections of the Atlanta Museum of Life Insurance Company, the Afro-American Museum of Life and Culture in Dallas, Maya Angelou, Dolly McPherson and Campbell Cawood of Winston-Salem, the La Puente Hospital in La Puente, Calif., among many others.

The 40-year-old artist has also worked as an account executive for radio stations KFI and KOST in Los Angeles for 14 years.

Her exhibition at the Fine Arts Gallery will continue through Jan. 20. Gallery hours are 9 a.m. to 5 p.m. Monday through Friday.

### W. Va. State College Organizes Chapter

Graduates of West Virginia State College residing in the Triad recently organized an alumni chapter at the home of Mr. and Mrs. Acie McGhee Jr. of Kernersville.

The chapter, which has been named the Triad Chapter of West Virginia State College National Alumni Association is composed of members from

Winston-Salem, Greensboro and High Point. Officers elected were Acie McGhee Jr., president; Lazelle Free, vice president; Lois Powell, secretary; Melvin Griffin, treasurer, and Raymond Crowder, sergeant-at-arms.

Other members are Mrs. Martha Atkins, the Rev. William Crawford, Mrs. Mary Hairston, Mrs. Louise McGhee, Mrs. Pearl Monk, Mrs. Thelma Pearsall, Necota Smith and Henri Westerbard.

Membership is open to graduates and honorary degree recipients, former students who completed at least one semester and left the college in good stan-

ding, non-graduates on the faculty and staff of the college, and friends of the college.

The purpose of the organization is to promote the college program and provide scholarships to local students.

For additional information, call 788-1010 or 727-2122.

### Alpha Kappa Alpha Hosts Christmas Party

Members of the Phi Omega Chapter of Alpha Kappa Alpha Sorority Inc. recently hosted a Christmas party for two-year-olds at the Bethlehem Center as a

part of the organization's desire to provide service to the community and all mankind.

The children were entertained with the reading of

"The Night Before Christmas" and given refreshments.

Members coordinating the festivities were outgoing

basileus Alletis Bryant, Mrs. Inez Adams, Mrs. Barbara Brown and Mrs. Bernice Davenport. Mrs. Patricia Shouse is the director of the daycare center.

### Black Family Task Force Holds Fashion Show

The Black Family Task Force will sponsor a male celebrity benefit fashion show Sunday in the Hyatt's Regency Ballroom to benefit the second annual Black Family Conference in August.

Some of the models that will be featured in the fashion show are City Manager Bill Stuart, United Way Executive Director Doug Ashby; Urban Arts Director Linwood Oglesby and Alderman Larry Wom-

ble. Louise Wilson, Alderman Virginia Newell and Thelma Smalls will be awarded for their outstanding community service.

The purpose of the fundraiser is to assist the

organization in its efforts to stress the importance of the continuing existence of the family and to continue to provide them with self-help resources.

Members of the Task Force Please see page A7

The Chronicle welcomes Community Calendar notices. Announcements should be concise and typed or neatly printed. They should include the day, time, place and sponsors of the event, plus a number to call for additional information. Announcements should be addressed to the Winston-Salem Chronicle Community Calendar, P.O. Box 3154, Winston-Salem, N.C. 27102. The deadline for announcements is Mondays at 5:30.