Once A Rarity, Automobile Saleswomen Becoming More Common

By Audrey C. Lodato **Post Staff Writer**

If you assume the woman who asks, "May I help you?" when you walk into a car dealership is the secretary, you may be wrong.

Once a rarity, automobile saleswomen are becoming more common. Some dealerships in the Charlotte area have more than one woman on their sales force.

Alita Barrett, now at on South Blvd., got her start four years ago at Town and Country Ford.



Mrs. Marie McKinneyDied recently

In Memoriam

Mrs. Martha Lloyd (Marie) McKinney, a longtime resident of Charlotte, N.C., passed away at the Hawthorne Nursing Center during the early hours of Memorial Day. She was the widow of an eminent scholar, Dr. Theophilus E. McKinney, who served for 33 years as Academic Dean at Johnson C. Smith University. She was an active, dynamic, and influential personality.

In 1962, after the death of her husband of 38 years, she retired from her position as an instructor of English at Mecklenburg College but continued to: pursue a wide range of interests and to retain active memberships in several organizations. She held life memberships in Church Women United and in the Alpha Kappa Alpha Sorority. In 1976, she was honored as North Carolina Women United "Woman of the Year.'

Born in Forsyth, Gerogia, on August 6, 1901, as Martha Virginia Lloyd, she was the daughter of Harold Henderson Lloyd and Lilla Potts Vaughn Lloyd. Her father was a lawyer and a teacher, and her mother was, also, a teacher. She attended the Roseland Academy and the William Hubbard School in

She knew she had to prove herself, and she did. "I sold five cars in my first week," she revealed.

At first, Ms. Barrett encountered some negative reactions about women not knowing cars, but she overcame the initial resis-"Some people tance. bought their first car from me and they've come back since then to buy again," she stated. The super saleswoman attributes much of her success to her friend-Regal Chrysler Plymouth liness and honesty with

customers. There's a lot to be said for a career in sales. "I like

Jean Childers

In Nursing

Receives Award

Nursing, sponsored by the

Medical Personnel Pool.

The award was presented

\$1,000.

can make my own deals, and the money varies with how hard you want to work."

When asked what made her decide to sell cars, Rose Pittman of Sam Johnson Lincoln Mercury, replied, "Anything to get out of office work!

working on my own," commented Ms. Barrett. "I

"I like it," she went on. Being able to get out, talking to different people, not sitting at a desk all the time--it's not the same thing every day."

Ms. Pittman revealed that when she approaches prospective customers on

the lot, she sometimes gets strange looks because they don't expect a woman to be selling cars.

Lynn Frazier, also of Sam Johnson, believes being a woman is an ad-Jean Childers, a nurse in vantage in selling to other the Coronary Care Unit at women. "They're not sc Charlotte Memorial Hospiscared off," she observed. tal & Medical center, is this 'You can talk to them on a year's recipient of the woman-to-woman basis. Award of Excellence in

> USE YOUR NEWSPAPER



starting at +143 per

steering. Great finishes.

condition.

miles.

- 1982 CHEVY CITATION 4 Dr.;

Automatic, air conditioning, power

*138** per month

1982 MERCURY LYNX: 2 dr. & 4

dr., great colors and equipment, air

Childers' commitment to nursing extends to her private life as well. She is a member of the American Heart Association, the American Association of Critical Care Nurses, and recently participated in the Walkathon for the March of Dimes.

care in her unit.

In all ways, Childers has demonstrated excellence in nursing. For this reason we are pleased that she has been chosen to represent the nursing commitment at Charlotte Memorial.

MERCHANTS WHO ADVERTISE IN THE CHARLOTTE POST ARE TELLING YOU THEY APPRECIATE YOUR BUSINESS PATRONIZE THEM! ouie N. Owens Consultant \$700 CASH REBATE on XR7 Turbocharged or use as down payment. Good 'til June 15.) See me personally 535-7810 Lincoln Mercury

5201 E. Ind. Blvd.

They feel more comfortable."

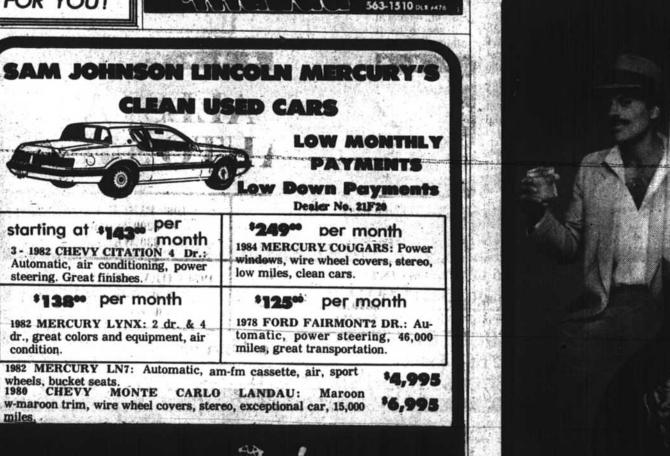
Ms. Frazier has encount tered a few men who act like "you don't know what you're doing," but they're in the minority. "Once men get over the initial shock. they're usually okay," the saleswoman stated.

sales in that city.

obstacle, in her opinion,

Ms. Frazier, who has been with Sam Johnson only about two months, has found men on the sales staff to be a lot nicer and more accepting than she expected. "They've gone out of their way to be



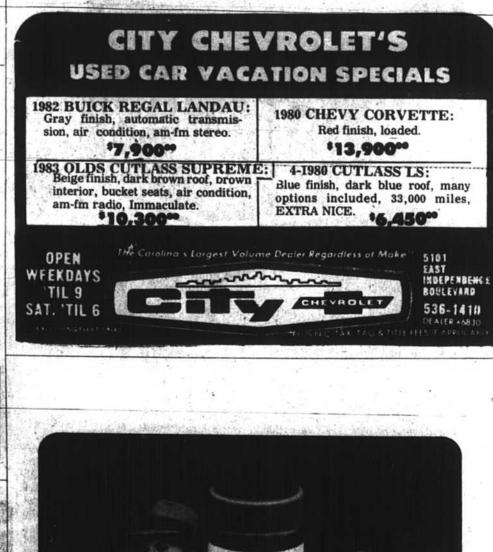


NDEPENDENCE BLVD.

was that some of the deal-A newcomer at Spruill ers "really feel that Chevrolet in Mt. Holly, Mickey Malloy is an old women are too emotional." She hasn't encountered hand at automobile sales. She sold cars for five any problems at Spruill. years in Houston and "The people I work with are terrific," she claimed. ranked in the top 10 in car Money was Ms. Malloy's motivation to Despite her impressive sales record, it was diffienter the automotive sales arena. "Let's face it," she cult for Ms. Malloy to land commented, "women don't a sales position with a local have many opportunities to dealership. The biggest

make money."

A Year of the Best News & Entertainment Anywhere Can Be Yours. Call... 376-0496







Alita BarrettEnjoys profession

Forsyth before entering the Spelman Seminary in Atlanta. She was graduated from Johnson C. Smith University in 1934fifty years ago this yearwith a Bachelor of Arts degree in English and received a Masters degree in English from Columbia University. For many years, she taught in the public schools of Mecklenburg County and the City of Charlotte, where she served at West Charlotte High School, Carver Junior College, and Mecklenburg Junior College. Widely recognized as an outstanding teacher, mother, and world traveller, she was an active civic leader in her community.

Her survivors include two sisters: Nettie Lloyd (Mrs. Horatio) Holder of San Bernadino, California, and Beatrice (Mrs. Ozie) Rice of Philadelphia, Pennsylvania, two children: her daughter, Mrs. Eloise McKinney Johnson of San Francisco, California, and her son, Dr. Theophilus E. McKinney, Jr., of Holly Springs, Mississippi, whose wife is the former Miss Sarah Louise Evans of Key West, Florida. Her five grandchildren are: Myron Herman Johnson, Jr., of San Francisco, California; Marie Alessandria McKinney of New York City; Margaret Celeste McKinney (Mrs. Stanley Norman Young, Jr.) of Biloxi, Mississippi; Theophilus E. McKinney, III, of New York City, and Linda Maureen McKinney of Holly Springs, Mississippi. Myron Howard Johnson of San Francisco and Stephanie Alexis Young of Biloxi, Mississippi, are her two great-grandchildren.

In lieu of flowers, the family requests that contributions be made to: Friends of Johnson C. Smith University, c-o Dr. Gerson Stroud, Johnson C. Smith University, Charlotte, North Carolina 28216.

Sam Johnson Lincoln Mercury, P.S. 5301 East Ind. Blvd. 535-7810 "Come To Where Your Business Is Appreciated" 1979 COUGAR XR7: \$5,995 Full power, air condition, am-fm stereo w-tape. 1982 MAZDA RX7 GS: 11,250 AM-FM stereo, air condition, automatic transmission. 1981 MARK VI 2 DR.: Stereo w-tape, white w-matching leather interior, low miles. 12,900 1982 ESCORT 4 SPD .: Air conditioning 2 dr. am-fm stereo 4,988 **1983 CUTLASS SUPREME 2 DR.:** Air cond., power steering, vinyl roof \$8,950 **1981 THUNDERBIRD LANDAU:** Stereo w-tape, wire wheel covers, burgundy finish. 17,965 1983 DATSUN 280ZX: Full power, air condition, only 14,000 miles. *14,250 1979 BONNEVILLE LANDAU: 2 dr., full power, air conditioning, super sharp. 5,988 1982 GRAN MARQUIS 4 DR.: Stereo w-tape, full power, 30,000 miles. 9,950 **1979 COLLECTOR SERIES TOWN CAR:** Full power \$,950 **1979 THUNDERBIRD LANDAU:** \$5,995 Full power, air condition, am-fm stereo w-tape. 1982 CENTURY : Automatic, power steering, air conditioning 6,950 1980 ELDORADO : Leather interior, moon roof 11,250 1982 DATSUN 280ZX: 12,888 Automatic transmission, full power, air conditioning T-Top. **1982 COUGAR VILLAGER STATION WAGON:** Air condition, stereo. 7,950 1. 240 Plus tax, tags, Dealer freight & prep No. 6945





At home, or at your favorite bar, . when you go Misting, you make any night special. So experience the smooth mellow lightness of Canadian Mist. An imported Canadian Whisky.

UPORTED BY & F SPIRITS ITD IN Y CANADIAN WHISKY A BLEND'SO PROOF 2.1983