

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 Regal Chrysler Plymouth on South Blvd., got her start four years ago at Town and Country Ford.

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 resistance. "Some people 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 friendliness and honesty with customers.

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

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

"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 advantage in selling to other women. "They're not so scared off," she observed. "You can talk to them on a woman-to-woman basis."



Alita Barrett
.....Enjoys profession

They feel more comfortable."

Ms. Frazier has encountered 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.

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 helpful," she noted.

A newcomer at Spruill Chevrolet in Mt. Holly, Mickey Malloy is an old hand at automobile sales. She sold cars for five years in Houston and ranked in the top 10 in car sales in that city.

Despite her impressive sales record, it was difficult for Ms. Malloy to land a sales position with a local dealership. The biggest obstacle, in her opinion,

was that some of the dealers "really feel that women are too emotional." She hasn't encountered any problems at Spruill. "The people I work with are terrific," she claimed.

Money was Ms. Malloy's motivation to enter the automotive sales arena. "Let's face it," she commented, "women don't have many opportunities to make money."

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Jean Childers Receives Award In Nursing

Jean Childers, a nurse in the Coronary Care Unit at Charlotte Memorial Hospital & Medical Center, is this year's recipient of the Award of Excellence in Nursing, sponsored by the Medical Personnel Pool. The award was presented to Jean at a special luncheon at the Myers Park Country Club on May 8, along with a check for \$1,000.

Childers was selected for this honor based on her ability to integrate highly technical aspects of patient care with a compassionate, individualized approach to each patient's need. In addition to her regular nursing duties, she has assisted in the development of Patient and Family Teaching Modules that assist pa-

tients and their families in understanding many of the aspects of coronary care. These efforts in developing primary nursing have dramatically improved patient care in her unit.

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.

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.

In Memoriam

Mrs. Martha Lloyd (Marie) McKinney, a long-time 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, Georgia, 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 Forsyth before entering the Spelman Seminary in Atlanta. She was graduated from Johnson C. Smith University in 1934—fifty years ago this year—with 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 traveler, 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 Alessandra 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.

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