

RALEIGH FUNERAL HOME HAS ANNIVERSARY

C. A. Haywood Led Firm To Greatness

BY JAMES A. SHEPARD

Back in the fall of 1923, an old automobile hearse, driven by an alert, ambitious young man, pulled away from 307 E. Cabarrus St., on its way to Louisburg, N. C., for what that young man felt to be a momentous occasion, for it was the first out of town funeral under the supervision of his newly acquired title of general manager of the Raleigh Undertaking Co.

This occasion was to prove much more momentous than the young man dreamed of because about half way between Raleigh and Louisburg, the hearse, which to tell the truth was an improvised job because second hand hearse body had been placed on an old worn out Oldsmobile chassis and this combination, held together by belts, wire and rope, constituted the hearse. The strain of the journey was far too much for this contraption, so it just fell apart, right there in the highway, depositing the body, driver and all in the middle of the road.

Very much put out in more ways than one, the driver hurried to a nearby farmhouse, and securing the use of a horse and wagon continued the journey to Louisburg in undignified safety.

The young man, who underwent that harrowing experience was Charles A. Haywood who likes to look back and reminisce over the events which have taken place since that eventful day, and note the changes, progress and improvements brought about during the years between 1923 and 1932. He views these changes with feelings mixed with humble pride and the deepest gratitude.

Grateful to God and his fellow man that his consecration to the duty of serving mankind had proven to be "bread cast upon the waters" bringing to him many

business, and humble, that he who had known want and privation, had been able in turn to be a benefactor to those in need.

With a singleness of purpose and employing the mental resourcefulness exemplified in the Louisburg affair, Mr. Haywood has seen the usefulness of his enterprise grow from its humble beginnings in a run-down wooden shack on E. Cabarrus Street, one employee, and the already decreed single piece of rolling stock, to an institution which by all accounts, is recognized to be second to none in this country.

The old shack has been replaced with a beautifully designed two-story building of brick and stone, modern and up-to-date, throughout. The funeral home chapel occupies a portion of the downstairs East Wing of this building. This chapel, having seats for over 200 persons, with walls decorated with beautiful hand-painted murals, is most fittingly furnished and equipped. Typical of the many services, Mr. Haywood is ever striving to render, this beautiful chapel is available for use as a meeting place for any religious, civic, social or fraternal organization, absolutely free of charge, the only requirement for its use is that the group desiring to meet there, inform the management in time to avoid any possible conflict with others planning to meet there. An ever increasing number of groups are availing themselves of the privilege of using this conveniently located, spacious meeting place. The reception room, offices of the funeral home and the Raleigh Mutual Burial Association, the embalming room, the morgue and refrigerating plant are all located on the ground floor. Mr. Haywood's large and homelike office is located on the second floor. This slumber room and the show room

are also on this floor. On display in this show room, which is several feet deep and stretches out the entire width of the building, are caskets of all types with prices, plainly marked on each display, to suit the needs of every pocketbook. This show room is very significant because it is seldom you can find this feature in burial establishments operated by our group. In most instances, the bereaved and oftentimes, harassed, family is compelled to go shopping, with the undertaker, in the showrooms of the various wholesale casket companies. Mr. Haywood is very happy that he has a place where all selections and arrangements can be made in one trip, under one roof. Comfortable living quarters for the funeral staff, who work in shifts around the clock, prepared to serve any hour of day and night, occupy the remainder of the second floor.

The rolling stock of the firm now consists of two Packard funeral coaches of the latest design, a far cry from the makeshift Gidmobile which could not hold together long enough to get to Louisburg. There are also pancelled ambulances and three seven-passenger packard limousines. In 1923, Mr. Haywood had one employee besides himself and he recalls that many weeks after he had paid this employee, he found himself flat broke. There are now six full employees, several apprentices and part time workers when ever the need for such arises. "Yes," says Mr. Haywood, "we have truly come a long ways." But this congenial, modest, unassuming man, attaches no self esteem to his accomplishments. He knows they resulted from his constant endeavor to pattern his business and his life after the Golden Rule and treat every one as he would like to be treated, serving his fellow man, and walking humbly with his God.

Charles Albert Haywood was born in Raleigh on May 15, 1898 on E. Cabarrus St., the same street he began business on and is now doing business. His parents, the late W. C. Haywood and Ida Haywood were also born in Raleigh.

Mr. Haywood says that although his family at one time possessed a moderate income, it seemed that just before he came along, the money all gave out and he recalls that there was never a boy on the streets of Raleigh, more ragged and poor than he.

He began his working career long before he was ten, selling papers on the streets and shining shoes in barber shops. At the tender age of ten, he went to work for Boylan Pearce Co. as a delivery boy after school hours, making deliveries on a bicycle. Be-

fore long, he was promoted to driving the horse-drawn delivery wagon. He remained at Boylan Pearce until his graduation from grade school. In those days, Negroes had no way attend high school, so young Haywood attended Bricks Institute in Enfield, N. C. with money he earned working as a bell hop in the old Yarbrough Hotel, which was at that time Raleigh's finest. It was at Bricks that Haywood decided he wanted to be an undertaker. Although a college education was not required to enter that profession, after he had finished the high school course at Bricks, Haywood journeyed over to Durham and entered North Carolina College, paying his way by working in the hotels after school. World War I came along before he could finish at North Carolina College so Haywood decided to return home and complete his college work at Shaw University. While at Shaw, he was a member of the Student Army Training Corps Leaving Shaw, Haywood entered the Brown School of Embalming here in Raleigh, where he learned the profession of his choice, embalmer and undertaker, and graduated at the head of his class.

After serving for one year as manager of the Roanoke Funeral Association in Weldon, N. C., Haywood felt it he was to realize his ambition to be an undertaker in his native city, he should live in Raleigh. Although he did not possess sufficient means to open a business of his own, he nevertheless gave up the job in Weldon and returned to Raleigh. He found a job here in the Revenue Department as mail room clerk, working there two years. It was while working on that job that young Haywood decided that two could live as cheaply as one, so on June 22, 1920, he was married to Miss Mollie Ethel Ray of Durham, whom he had met and courted while they were students together at North Carolina College. Four children have been born to this happy union, three sons and one daughter and although Mr. Haywood is still a relatively young man, he is the proud grandfather of two.

In October, 1924, the opportunity that Haywood had been hoping and praying for came along. He was called into serve as manager of the Raleigh Undertaking Co., a firm which had been organized some years before but had never seemed able to really get going. The prospects were everything but pleasing, the company possessed neither stock nor money and what was even worse, it had absolutely no credit anywhere. His sole possession was the already much-discussed, make-shift Oldsmobile hearse. Despite all of these handicaps and obstacles which would have dismayed a less hearty soul, Haywood saw here an opportunity to put into practice the theory that has motivated his business and personal life which is simply stated, treat people right and they will treat you right. It was not long before his contagious zeal began to get results, instead of having to pay cash in advance for everything needed, because of his rapidly growing reputation for honesty and square dealing, he found himself in a position where he could order everything he needed and have his orders put on a charge account. Within a short time, through economy, frugality and by paying strict attention to business, the way was opened for him to purchase the business. After the acquisition of the firm, the name was changed to The Raleigh Funeral Home and it was then that Haywood really went to work. One idea was ever present with him, to give to the people of Raleigh, his native city, a funeral home and a funeral service they could be justly proud of. Haywood knew then as he knows now that the key to success in any business is service. He knows that persons who have suffered a bereavement in their grief and suffering look upon the undertaker as a friend—a friend who by his sympathetic understanding and his kindly attention can do much to bridge over those heavy moments between death and burial. He knew that the undertaker must so depict himself that he might win the trust and confidence of the general public and more particularly those in distress and that he must offer a sympathetic arm for all to lean upon in time of trouble and need.

With the above facts in mind, Mr. Haywood has labored long and earnestly to make them symbolic of his business. To him it has never been a matter of how much he could get but rather how much could he give, how he could transform the dollars paid to him into service to those paying and also into service to the community. With such a creed, success was inevitable. Raleigh and the surrounding area was proud to give its support to one of its sons who was proving himself to be worthy of their support. And Mr. Haywood found it necessary to move his business into large and more suitable quarters on E. Davie St.

Although at the new home on E. Davie Street, Mr. Haywood could offer his customers better service, he was still determining the help of God to fulfill what he believed to be his destiny, the erection in Raleigh of a funeral home offering every convenience and comfort possible, one worthy of the good people of Raleigh and Wake County. With that idea in mind, the site on E. Cabarrus St. was retained after the move to E. Davie St. Not only was this a more convenient location but it was there that Mr. Haywood first found success with his idea of giving his best to the public.

Work was begun on the new Consumers Mutual Association and structure in 1948 and in 1950 the Raleigh Funeral Home moved into the spacious quarters it now occupies, a structure dedicated to service and devotion, a monument to a young man's vision and faith.

While building and operating a successful funeral home, Mr. Haywood, has found time to devote time, energy and money to many worthwhile causes. He has been truly said that "Doll" Haywood, as he is affectionately known to all, has helped more people in more ways than has any other man in Raleigh. Deeply religious by nature and training, Mr. Haywood has been a trustee of Saint Paul A.M.E. Church here for over 25 years. He is a 32 degree Mason, and a Shriner, being a member of Wisdom Son Lodge No. 4, Free and Accepted Masons, Boyer Consistory of Scottish Rite Masons and Kabala Temple No. 177. He was a prime mover in the successful effort to establish a Negro YMCA here and the success of that effort is one of the greatest joys of his life. Since its beginning, he has been a charter member and chairman of the board of management of the institution he did so much to establish, the Bloodworth St. YMCA. He is also a member of the executive committee of the Wake



RALEIGH FUNERAL HOME BUILDING

who are thereby assured that these institutions not only offer them more value for every dollar spent with them than can possibly be obtained elsewhere but also the benefits of its accumulated years of honorable, straightforward business experience. (2) Profits of these firms have been

BIG, NEW G-E REFRIGERATOR



FOR ONLY
\$229⁹⁵

8.1-CU-FT
SPACE MAKER REFRIGERATOR

NO MONEY DOWN

EASY WEEKLY OR MONTHLY TERMS

OTHER REFRIGERATOR MODELS

FROM 199⁹⁵

And Up

LIBERAL TRADE-IN FOR YOUR OLD REFRIGERATOR

1/3 MORE SPACE! Yet it occupies the same floor area as many old-style smaller refrigerators!

FEATURES! Stainless steel freezer, big fruit-and-vegetable drawer, beautiful Permacolor shelves, lots of room for big-bottle storage.

DEPENDABLE! Famous G-E sealed-in refrigerating system gives you years of dependable service! More than 3,500,000 in use 10 years or longer!



OLDE BOURBON
Kentucky Straight Bourbon Whiskey



\$2.20 PINT **\$3.50** 1/5 QT.
4 Years Old - 86 Proof
THE DANT DISTILLERY CO.
Gethsemane, Kentucky



BE THRIFTY!

... take advantage of the summer bounty of fruits and vegetables and store a plentiful supply in your frozen food storage cabinet. There isn't a more economical way to provide next winter's food!

Furthermore... think how delightful it will be to enjoy all those summertime delicacies in the dead of winter. There'll be no more lost minute rush trips to the store during bad weather... food's right there in your frozen food storage cabinet.

Something else... food's all prepared, ready to cook on a moment's notice... giving you more leisure time than you ever thought possible. See your electrical dealer about the frozen food storage now and save!

HELPING TO BUILD
A Finer Carolina

CAROLINA POWER & LIGHT COMPANY



Tire Sales & Service Co.

401 HILLSBORO STREET

TELEPHONE 7571