

Reid's Super Food Mart Is Viable Westside Business

By Karen Parker
Post Staff Writer

Henderson Reid has lived and worked in his community all of his life.

"I try to work in my community, not move out," the president of Reid's Super Food Mart expressed. He opened the community grocery store in 1983, and it's been a viable and serviceable business to west Charlotte all along.

When Reid was asked why he decided to open his business, he didn't state financial purpose or even personal concerns. Instead, Reid pointed out he opened the store to illustrate to the entire black community that it can move up and do something, regardless of what the past has been like.

A grass roots individual, Reid has been selected as a Charlotte Post Achiever. Before opening the grocery store, he owned a restaurant. In both businesses, he has involved the community and tried to pass on a skill. Presently, Reid's entire family is connected with Reid's Supermarket. "My wife, Dorothy, is the assistant secretary-treasurer; my sons, Clayton and Marcus, are vice presidents and my daughter, Deborah, is the secretary-treasurer."

Clayton, also manages a convenience store, Henny Penny, located near the grocery store. Speaking proudly, Reid noted, "They're (his family) a big help to me."

Rather modest, Reid should admit he is a big



Henderson Reid
.....Modest businessman

help to the community. He feels it's his duty to hire "school kids" to train them in various areas of the retail business. "I like to teach them how to cut meats, to treat customers, and even to run the cash register," Reid mentioned.

"I do that so these young people can go to larger grocery chains and be competitive." This attitude revealed more about Reid's personality; he's unselfish and strictly concerned with helping others.

"We need to work together," Reid stressed. He has noticed in his business that the "older crowd don't support" his business

well. "I get more young people supporting my business than I do older people," Reid informed. He doesn't know if the reason is jealousy or an unawareness of the importance to support black businesses.

Nevertheless, Reid has his priorities in perspective. "I'd rather help blacks than anybody else," he spoke frankly. "I'll always give money that I make, back to the black community," he stressed. Reid does give money to the community with consistency. "I make donations to black churches; my account is with a black-owned bank; in other words, I don't make my money in the black community and then spend it in Myers Park," stated Reid as he summed up his points.

He has received the Chamber of Commerce's Leadership award and the certificate for salesmanship from the Economic Development Council. He is a member of the Amay James Presbyterian Church and the Northwest Optimist Club.

The NAACP member who said his favorite black person in history is Dr. George Washington Carver, is now setting up houses for rent on Dr. Carver Road in Charlotte. "The land was willed to me by my grandmother and I don't just want to let it be

there," Reid said.

Also a member of the Masons and the Fraternal Order of Police, Reid won't let anything which is a part of his life remain in a state of complacency. After all, he's an achiever.

If you are not advertising in The Charlotte Post, you are not reaching the black consumer market.

THE
CHARLOTTE
POST

Has The

Answer To Your
Advertising Needs

Call

376-0496

**D'ESSENCE #1
DESIGN SALON**

Salutes

Black History Month

For All Hair Care Needs
Come By Our New Location

• Classes in Hair Weaving Available •

1516 West Blvd.

• Only Steps Away From Old Location •

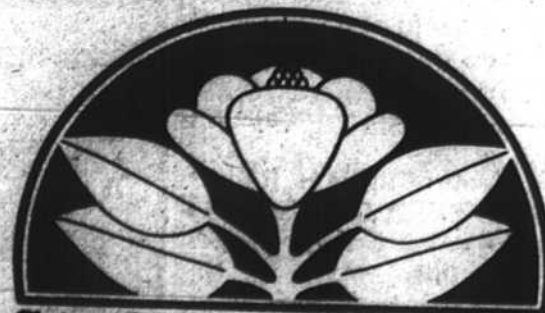
376-0496

**Come and
Enjoy an Early
Spring**

Here's what's in store for your pure pleasure at this year's Southern Living Show:

An all-electric Dome Home, exquisitely decorated for touring. 20 Landscaped gardens—from lily ponds to mountain nooks and private patios.

A dozen designer rooms, in all the colors of spring. An old-timey seed store, and a robot to give you directions. Hundreds of orchid displays. A beautiful bonsai area. Crafts by the score. A gardeners marketplace, filled with plants for inside and outside—plus lots of expert advice. Lawn and Garden equipment. Travel ideas. An accessories market. A complete standard flower show. And—Spring everywhere you look. Come, get your spring tonic early...



Southern Living Show

Clip coupon and return to:
SOUTHERN LIVING SHOW,
Box 36859, Charlotte, N.C. 28236

Please send:

_____ Advance tickets \$3.50 (\$4 at door)

_____ Preview tickets for Feb. 24 @ \$25 ea.
(tax deductible) — Benefit for Discovery Place

Check enclosed for \$ _____ payable to
Southern Living Show.

Mail to:

Name _____

Address _____

City _____ State _____ Zip _____

For group or more information, call: 376-6594

Feb. 25, thru March 4, 1984
Charlotte Merchandise Mart
Show Hours: 10 a.m. to 9:30 p.m. weekdays; 10 a.m. to 6 p.m. on Sundays. Advance Tickets: at Belk & Bush Stationers.

10 Percent Discount With Coupon

**DIVINE
REFLECTIONS**

Photography & Video Co.

**"WE DON'T JUST TAKE
PICTURES—WE FREEZE TIME!"**

**Free 8x10 With Each
Photographic Job**

Special Prices On Pastor,
Church & Choir Anniversaries.

ALSO AVAILABLE FOR WEDDINGS

Call

535-3990

10 Percent Discount With Coupon