



Jerry's Market 9-year veteran, Sue Crow, waits on customer at the checkout. Ms. Crow is secretary, cashier, and generally a "Jill of all trades."

At Jerry's Market

Personalized Service Is A Trademark

By Audrey C. Lodato
Post Staff Writer

A Statesville Road institution since 1962, Jerry's Market has grown from a produce stand to a full-service food store selling quality meats, produce, and groceries. How can a family operation compete with the large food chains in today's market?

Owner Jerry Wike points back to the meat counter where he has just finished wrapping several cuts of meat for a customer. "Personalized service," he responds. At Jerry's, customers can have their meats cut to order.

Son David, who is both assistant manager and produce manager, agrees with his father's assessment of what makes Jerry's Market special. "The meat department," he affirms. "The open case where we serve the people. They like that kind of service, when we wait on them." David Wike notes that Jerry's meat prices tend to be lower than in the chain stores. He explains that the

large chains make their money on meats and produce, while keeping canned goods low. At Jerry's, he continues, "We focus on our meat department. That's our main objective. We put our pride into that." At the same time, grocery prices remain in line.

Meat products include beef, pork, and chicken, and range from oxtails and beef neck bones to rib eyes and T-bones. The store also features a mild pork sausage made by veteran meat cutter Kenneth Marze right on the premises.

Jerry's Market moved about a block to its present location in 1967. From 1962 to 1967, according to David, his father hauled produce up from Florida for sale at the family's curbside produce market. After the move, meats and other items were added. Then, eight or nine years ago, the building was expanded to handle an even greater array of food products.

Clientele at Jerry's Market are a faithful lot. Customers come from

all over, not just the immediate neighborhood, and continue patronizing the establishment for years.

Hours at the store are from 9 a.m. to 8 p.m., Monday through Thursday; 9 a.m. to 9 p.m. on Friday and Saturday; and from 8 a.m. to 6 p.m., Sunday. Explains David, "Most people are out stirring early on Sunday. Many like to shop for dinner before going to church."

Jerry's now employs about 25 people. Sue Crow, who serves as secretary among other duties, has been with the store about nine years. David's wife, Melinda, also works at the store. Jerry's wife "helps out" on a part time basis, but the proprietor notes with a smile, "I try to keep most of the family out. I don't want to bring home too close."

For Jerry, who claims to have worked in the grocery business all his life (he started when he was 11 or 12), success seems to have come in the market which bears his name. Apparently Jerry's Market is serving a need which can't be met in quite the same way anywhere else.

Alexander Leaves Trail Of Victories

By Teresa Simmons
Managing Editor

If you know Kelly Alexander Sr. then you realize that words like strong, determined, tenacious, yet generous and warm are adjectives which only touch the surface of his inner man.

Kelly Alexander Sr., 69, died Wednesday morning leaving behind a trail of victories in school desegregation, voting, employment, public accommodations and equality for the black race.

"My father was an outstanding individual," Alfred Alexander, youngest son of Alexander Sr., commented Wednesday. "He was outstanding in all aspects of life... family, civil rights and business. Even as a young man he was active in various aspects of community life and continued to the last moment. He stressed blacks getting together and the importance of unity...he wanted blacks to stop envying one another and he felt education was extremely important."

"The things he represented," Alfred Alexander continued, "will continue to live. He loved Charlotte and he represented Charlotte well wherever he went."

As national board chairman of the National Association for the Advancement of Colored People (NAACP), Alexander Sr. was constantly striving for better economic and educational conditions, emphasizing progress for youth.

Last weekend he delivered a speech in Charleston, W.V. According to his son, "Even when he was sick, he was still active. You wouldn't know that he was sick... he was a strong individual."

As a student at Clemson University, Mayor Harvey Gantt remembers his first encounter with Kelly Alexander Sr. Later on, Gantt continued, "I got to know him quite well through our association in politics."

"I feel a monument of a man has passed from the scene in Charlotte, N.C., and the country. Kelly Alexander was 'Mr. NAACP' and he affected the lives of everyone... black and white in a positive way."

We have changed our behavioral patterns and when I think of public accommodation, employment, school desegregation and voting, I think of Kelly Alexander and the great job he did."

Gantt added, "Kelly Alexander was determined when it came to civil rights, yet he was a generous, kind, and warm individual."

Civil rights, in the eyes of many, meant a fair shake when it came to education. When the schools were desegregated, Alexander did not take a back seat to the situation. As a family man he knew that the hurt one's child felt was deeper than the pain inflicted upon one's self.

During 1974-75 Gerson Stroud served as the desegregation specialist for the Charlotte-Mecklenburg School System. He had earlier served as principal of West Char-



Kelly Alexander Sr.
.....Toiled 69 years

lotte Senior High School.

"I remember that during the time Kelly Alexander Sr.'s son, Alfred, was a student at West Charlotte. Alexander Sr. was quite prevalent in working with us at West Charlotte for racial equality for all students."

Alexander wanted the best quality of education to remain not only for his son, but also for each student, Stroud professed.

"Helping to break the barriers of desegregation was one of his main contributions," Charlie Dannelly, City Councilman and principal of Quail Hollow Junior High, stated. "He was also instrumental in the vast improvement of the NAACP."

Because he stood for right and what was right for the NAACP and because of his outstanding support, "I believe that is why he was chosen as the NAACP national board chairman. He will truly be missed. There are not many people with the nerve, the strength and the determination he exhibited throughout his life. He helped to open many doors for blacks and underprivileged. He always worked to see that the underprivileged were not taken advantage of. He was straightforward, honest, and understanding. He's left a positive impact on all of us."

Kelly Alexander Sr., born August 18, 1915, led a life that did not always reap with ease. Dannelly became more familiar with what Alexander was trying to accomplish after the Alexander home was bombed. No one was injured physically, but it was an occurrence that undoubtedly provided mental torture.

But the fight Alexander had started against injustice was not to end. His membership in the NAACP

since 1943; the years since 1949 served as president of the N.C. State NAACP would not be in vain. In addition to his duties, he also owned the Alexander Funeral Home located on North Irwin Ave., Charlotte.

Such stamina awarded him many honors including being hailed as the first "Man of the Year" by The Charlotte Post newspaper.

The super strength that Alexander possessed was not the "Hercules" type strength. Instead, it was the strength of endurance and a strength that demanded equality for all people in every respect...that's the Kelly Alexander no one will forget.

Kelly Alexander Sr. is survived by his wife, Margaret; two sons: Kelly Jr. and Alfred, both of Charlotte; one daughter-in-law, Veronica; two brothers: Zachariah Alexander of Charlotte and Louis Alexander of New Jersey.

Funeral arrangements were incomplete at press time.

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