

**A Follow-up**

**Alexander Reformulates Policy**

On December 29, 1986, Alexander Funeral Home, Inc. circulated a policy on "Flower Shop Sales, Commissions and Cash Advances." The policy was developed after receipt of complaints concerning practices of flower shops. The intent of our policy is to do two things. First, we believe that the practice of paying sales commissions to funeral home employees by flower shops places the employee in a situation where he/she might be tempted to steer a customer toward a flower shop simply because that shop will pay a commission. This, we believe, is unfair competition. It places those flower shops that don't pay commission at an immediate disadvantage. Our research indicated that some flower shops, such as Occasion Florist, paid commissions, while others did not. We therefore set out to learn what was going on by asking florists to tell us if they did or did not pay commissions, since commissions were being paid, in many cases, directly to sales persons without management being informed. We also said clearly that "if you pay a commission then one-half

of it ought to come to the corporation to offset the cost to us of collecting money for the florist."

Aside from the question of commissions, we wanted to make good on our promise of a year ago to operate Alexander Funeral Home in a business-like manner. The practice of collecting third party charges, in this case the charges of florists, without making any charge to the florist for the service has the unintended consequence of increasing the cost of services to our clients. This is not fair to our clients. As you know, there is no free lunch. If the florist doesn't contribute to the overhead cost of collection, then the customer pays for it through higher funeral costs. We therefore concluded that commission or no commission every florist that used us as a collection agency would be charged a modest fee.

Since our letters went out, we have spoken with a number of responsible florists. Based on our discussions with them we have reformulated our policy. The policy

**WomanReach**

"When Becoming Begins: Developing Your Human Potential" will be a workshop at WomanReach for **WOMEN ONLY**. Bring your lunch on Saturday, January 31. The workshop will be facilitated by Mrs. Dibble. For more information, call 334-3614.

now in effect is as follows:

1) No employee of Alexander Funeral Home, Inc. shall accept a sales commission from any floral company.

2) On all floral cash advances placed on our contracts, we shall charge the florist a ten dollar (\$10) processing fee.

3) Alexander Funeral Home, Inc. shall maintain a listing of florists who have agreed not to pay sales commissions, kickbacks or other side payments to funeral homes, funeral directors or funeral service licensees.

We believe that our policy serves the best interest of our clients and the general public.

Kelly Alexander

**FIND IT FAST  
IN THE POST  
Classified Ads  
Call 376-0496**

**ADVERTISEMENT**

Cast thy bread upon the waters: for thou shalt find it after many days."  
Ecclesiastes 11:1

"He that observeth the wind shall not sow; and he that regardeth the clouds shall not reap."  
Ecclesiastes 11:4

**Pray For America!**



Mr. and Mrs. James Curtis Buford were treated to an anniversary dinner at New Mt. Zion Baptist Church in celebration of the couple's 50th anniversary. During the celebration, the Bufords renewed their wedding vows and enjoyed a program conducted and performed by their children and grandchildren. The Buford children, Curtis Jr., Walter Lee, Walter Gerard, Corenthia, Melody and Chrystal, sponsored the commemorative event.

**Alpha Pi Chi Sorority**

**Observes Founder's Day**

The Alpha Pi Chi Sorority recently observed Founders Day. The sorority worshipped with the First United Presbyterian Church at the 11:00 o'clock service. The outgoing president of the Alpha Pi Chi Council, Mrs. Carolyn Gibson, presented a check from the sorority to the church's building fund.

At 4 p.m., the Founders Day observance continued at McDonald's Cafeteria with a reception and the installation of the following officers: Mrs. Sara Caldwell, president; Mrs. Ruth Cohen, vice president; Mrs. Lula Brown, recording secretary; Mrs. Myrtle Miller, corresponding secretary; Mrs. Gwendolyn Porter, financial secretary; and Mrs. Utha Johnson, treasurer.

The Alpha Gamma Chi Sorority, Inc., was founded in 1942, with headquarters in Lovelace, Colorado. It was an interracial, international organization with chapters throughout the world. Early in the 1950s, under the sponsorship of Dean of Women, Miss Anne Hawkins, two local graduate chapters were organized—Alpha Alpha and Alpha Beta—on the campus of Johnson C. Smith University. They were affiliated for several years with the international sorority. In 1962, the present organization became independent under a new name, Alpha Pi Chi, and a new Constitution. Today, there are Alpha Pi Chi chapters covering the northeast, southeast, midwest, and southwest, with headquarters in St. Louis, MO.

The local Council consists of three chapters: Alpha Alpha, Alpha Beta, and Gamma Xi. The national organization makes contributions to worthy causes: \$5,000 to the Martin Luther King Jr. Center for Social Change; \$5,000 to the United Negro College Fund, and others, such as the Mental Health programs, and gave to the Septima Clark Fund.

The torch is the national symbol and the motto is, "Lighting the way for living and learning." To raise money for scholarships, the

**Class Of '62 To Meet**

The 1962 Class of West Charlotte Senior High School is making plans for their 25th Reunion. All interested persons are asked to contact one of the following classmates:

Harriet Gentry Love, 704-392-1036; John W. Love Sr., 704-392-1036; Turner Sumpter, 704-536-3955; Ann Cannon White, 704-

332-2041; Eutrilla Byers Ratchford, 704-552-6438; Barbara Floyd, 704-332-4311; Margie Boyton Lindsey, 704-392-7095; and Patricia Foster, 704-525-8218.

The next scheduled meeting is January 24 at 929 Plumstead Rd., 5 p.m. All classmates are encouraged to attend this meeting.



In reference to the article written concerning the controversy between local florists and Alexander Funeral Home, Lem Long, one of the contributors to the article made this statement. "Alexander's policy does not reflect the policy of Long & Son Mortuary Service. Additionally, I, in no way, have anything derogatory to say about any of our competitors."



**Wee Ones Boutique**  
"For The Yup And Coming"  
**25% - 35%**  
OFF SELECTED MERCHANDISE  
EXPIRES MARCH 31, 1987  
Outfit All The Little Ones  
In Your Life  
Sizes 0-14  
Unique Childrens Wear & Accessories  
3124-C Milton Rd.  
East Town Market  
536-3021  
Mon.-Sat. 10-8  
Major Credit Cards Accepted

**JANUARY SPECIALS**  
GROUPS OF BRIDALS, FORMALS & PROMS  
Values To \$1,000.00  
**50% OFF**  
SPECIAL GROUP VEILS, SHOES, SLIPS & GLOVES  
**REDUCED 50% AND MORE!**  
No layaways — Cash Only  
ALL ORDERABLE BRIDAL, BRIDESMAIDS & FORMALS  
**20% OFF**  
**CHEZ MARJORIE, LTD.**  
1531 East Blvd. 332-7589  
Mon.-Thurs. 10-8 Fri.-Sat. 10-8

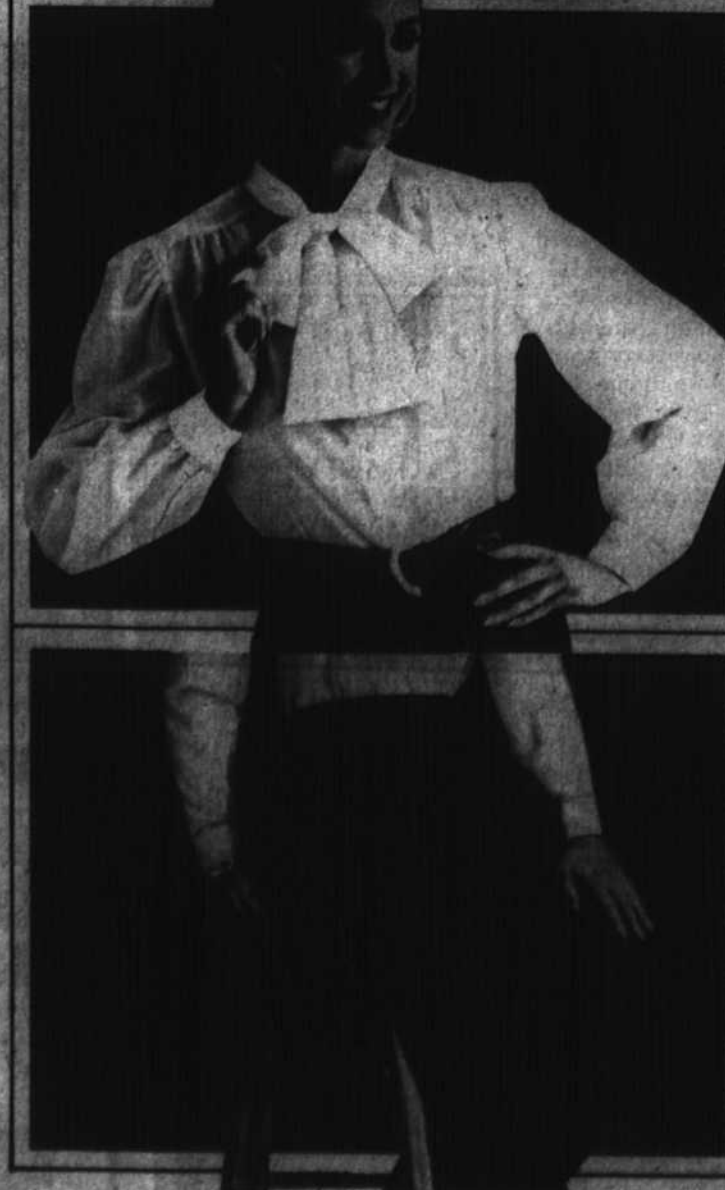
**SEARS** Sale starts Wed., Jan. 21; ends Sat., Jan. 24 unless otherwise specified.  
**END OF MONTH SALE**



**\$8 OFF** Misses' Zip 'N Dash dresses

**9.99** Reg. \$18

For those busy ladies with hectic schedules, these handy dresses are a real life-saver! Easy-care polyester and cotton dresses come in several styles and patterns. Misses' and half sizes.



**50% OFF** Misses beautifully basic blouses

**8.99 to 9.99** Reg. \$18 to \$20 each

When quality counts at an affordable price, come to Sears for all your apparel needs! Our easy-care polyester blouse has the distinctive style and quality you deserve. In an array of colors and sizes for misses.

Use Your Sears Charge!

**50% OFF** Misses' easy-care stretch denim jeans

**6.99 to 8.49** Reg. \$13.99 to \$16.99

Made of easy-care polyester and cotton, these pull-on jeans are always ready to go with you and keep you looking great! Choose from assorted colors in misses' sizes.

Satisfaction guaranteed or your money back

©Sears, Roebuck and Co., 1987

There's more for your life at **SEARS**