

It's Sew Successful

Ellerbe Loves Challenge

By A.C. TURNER
Post Staff Writer

Talent is one quality that is not optional in the fashion industry. A designer has to have a nose for styles that can excite the masses.

LaVerne Ellerbe has let her gift of fashion sense work for her.

"I used to sew in the home while I worked at Sears until someone asked me to help out with a fashion show. I got a much different response than I expected. People were asking me where my shop was and I thought maybe I should have a shop," Ellerbe said.

Ellerbe's Fashions Limited was born. Her shop is filled with elegant gowns and chic night attire.



LaVerne Ellerbe PHOTO FRANK WILLIAMS

STRICTLY BUSINESS Profile

LaVerne Ellerbe: Ellerbe's Fashions Limited
Location: 4801-C North Tryon Street
Nature of Business: Fashions for formal and casual occasions.
Special Features: Proms, weddings, choirs, individual requests.

Ellerbe said she started out producing her own fashion shows but now she is too busy.

"I have fashion models that I use in other people's shows. I just don't have time to organize my own anymore," she said.

Ellerbe makes slacks, bridal gowns, brides maid's dresses, prom dresses, or any other type of group outfits.

She said one positive aspect of her business is that she is able to do specifics for customers.

Large malls can frustrate anxious teens looking for the perfect prom dress, or a bride searching for the best wedding gown.

Ellerbe feels the customer should not have to settle for the limited selection in stores.

"Customers challenge me by my reputation. Someone might say 'go to Ellerbe, she can do anything,' and I do it," Ellerbe said.

Customers bring in magazine clippings or drawings to show exactly what they want. Ellerbe feels that personal assistance

is one of the reasons why she has had a successful eight years in business.

"We do original designs to accommodate all sizes. We are able to do larger clothes," she said.

Ellerbe prides herself on being able to create simple styles with a flair. The longevity of an outfit is also important to her.

"I like for the styles to be simple but flair enough to make people ask where you got it from," Ellerbe said.

"Customers can keep these clothes for a long time because

the styles are simple and they stay current."

Ellerbe's Fashions Limited does alterations, updating, and modifications on clothing.

"Our prices are moderate, not cheap but affordable. Customers can't find anything that they would pay for or something that has that special touch they're looking for," Ellerbe said. "Affordability is one thing that keeps your customers."

The store also features earrings, necklaces, scarves, and stockings to accessorize her original dresses.

Ellerbe maintains that she is in a physically and mentally demanding business. "I can't complain. I think I've had a good business."

STRICTLY BUSINESS

BLACK BUSINESS DIRECTORY

Food Service

Windows on Trade
 Merchandisers of the finest in culinary delights.
 129 West Trade Street
 Charlotte, NC 28202
 704/332-2263-704/332-2246

Alterations

Ellerbe's Fashions Ltd.
 Custom Dressmaking
 LaVerne Ellerbe
 Owner
 Tuesday-Friday 10-6 • Saturday 10-4
 4801-C N. Tryon Street
 704/598-0852

Cleaning Service

MOBLEY PROFESSIONAL CARPET CLEANING SERVICE
 Eddie & Phillip Mobley
 Residential and Commercial Carpet and Furniture
 379-0003(B)-525-2208(H)
 377-9195(O)

Specialty Items

Balloon A Grams
 Balloon Delivery • Decorations
 Singing Telegrams
 3903 E. Independence Blvd.
 Charlotte, NC 28205
 704/535-4726-704/537-7789

Auto

Ugly Duckling RENT-A-CAR
 "America's Second Car"
 Matt Mitchell
 3704 Central Avenue
 Charlotte, NC 28205
 704/532-6752

Retail/Eyewear

Avante VISION CARE We offer group rates for businesses
 Ms. DeLaine A. Vinson
 Fashion Eyewear Consultant
 1812 Lyndhurst Ave.
 Charlotte, NC 28203
 704/375-3935

Travel

Caribbean Tours Ltd.
 Serving All Your Travel Needs
 Gwen Fetherson
 4801-H N. Tryon Street
 Charlotte, NC 28213
 704/596-1449

Insurance

Allstate
 Mary Lockett
 Account Agent
 2838-B I-85 South Service Rd.
 Charlotte, NC 28208
 704/393-8677(O)
 704/597-0684(H)

Real Estate

East Gate Realty Co.
 The Name You Need To Know In Real Estate
 Mac Hairston/Larry McCorkle
 4913 Albemarle Rd. • Suite 101
 Charlotte, NC 28205
 704/536-9958(O)
 704-568-6414(H)

Property Management

Thomas J. Elijah, III - President
ELIJAH CAPITAL
 • Property Management
 • Investment Services
 P.O. Box 220327
 Charlotte, NC 28222
 704/568-7180

Retail

DEANIE'S • D. MAXWELL'S BOUTIQUE
 2315 LaSalle St. 4801-M N. Tryon St.
 Statement Fashions For Men & Women
 Deanie Maxwell • Terry Straite
 704/394-4340-704/596-1488

Design/Building

PROGRESSIVE PLANNING/MANAGEMENT CONSULTANTS
 Architectural Design/Construction
 Anthony V. Hunt
 704/333-1965

Computer Services

"Networking for the Future"
 Derrick B. Knox
 Network Specialist
 1101 Commercial Ave.
 Charlotte, NC 28205
 704/377-5009

Retail

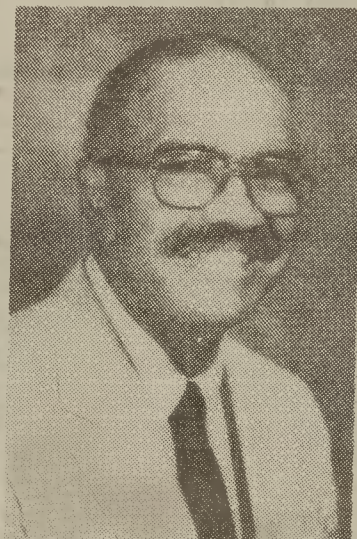
Vivian's DESIGNER COLLECTIONS
 Vivian L. Williams Owner
 Joyce M. Brayboy Manager
 Uptown-Overstreet Mall
 230 Charlotte Plaza • Charlotte
 704/333-5399

Be A Winner...

VOTE For HOYLE MARTIN, The Candidate Of VISION, ACTION, DETERMINATION SEPTEMBER 26, 1989 CITY COUNCIL DISTRICT 2

21 Years of PUBLIC SERVICE

- Administrator (retired), City of Charlotte
- Assoc. Dir., Urban Institute & Lecturer in Economics, UNC-Charlotte
- Executive Director, Opportunity Industrialization Center
- Executive Director, Concentrated Employment Program
- United States Army
- United States Merchant Seaman
- Editorial Writer, The Charlotte Post



Education

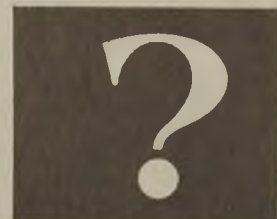
- B.A. Economics (with honors) Benedict College
- M.A. Political Economy, Maxwell Graduate School of Citizenship & Public Affairs Syracuse University
- Further Graduate Study: Public Finance, Public Adm., Economics, & Comm. Organ.

Campaign Issues

- Acceleration in the process of Project Catalyst.
- Revitalization in the Hoskins-Thomasboro and Lakeview communities.
- Assisting Oakdale residents in the community development consistent with their desires.
- Supporting westside concerns about the quality and availability of their public schools
- Seeking new sources of revenue to aid our growth needs without increases in property taxes.
- Supporting commitment to low income housing.
- Working to reduce the crime and drug problem rate.
- Promoting planned and managed growth with full public/private cooperation.
- Opposing the location of any negative impact facilities in the District

About The Opponent

WHERE WAS CHARLIE



when the citizens needed:

- Action to reverse the westside's negative image
- A mediator for the road bond issue
- To stop the garbage recycling siteplanning
- To prevent the widening of LaSalle Street for cut-through truck traffic.
- Prompt action on Project Catalyst
- Prompt action on Beatties Ford Rd. Small Area Plan
- Prompt action on crack houses
- Loans for the Broadway Fur. Redevelopment Plan
- Illegal garbage dumps removed
- To prevent location of a truck stop at I-85 and I-77.
- Prompt responses to citizen phone calls.

"I am committed to serving the citizens of District 2 with a strong, articulate and knowledgeable voice. Furthermore, considering the needs of our city, I believe too that the office I seek, and the demands upon the holder of that office, requires more aggressive leadership and accountability to the citizenry because the duties fully transcend partisan politics and extend far beyond the boundaries of District 2"

- HOYLE MARTIN

24 YEARS of Community SERVICE & LEADERSHIP

- Coordinator, Little League Baseball
- Volunteer Director, Opportunity Industrialization Center
- Chairman, Cooperative Area Manpower Planning System (8 county Area F)
- Mecklenburg County Coordinator, Joint Action In Community Service (for Job Corp)
- Board Chairman, Brandon Center for Child Development
- Member, Inter-Church Action Committee
- Member, Good Samaritan Fund of the Episcopal Church
- Vice-President, Mecklenburg County Council, Boy Scouts of America
- Member, Committee for Economic Development
- Board Member, Johnston Memorial YMCA
- Board Member, The Charlotte Advancement Center
- Member, Charlotte-Mecklenburg Community Relations Committee
- Board Member, Southern Piedmont Health System Agency
- Member, Certified Development Corporation
- Current Affiliations
- Charter Member, FOCUS On Leadership Board
- Board Member, Habitat for Humanity
- Member, WBTV Black Advisory Committee
- Chairman, Low-Income Housing Committee of Mecklenburg Ministries
- Member, International Black Writers
- Member State Executive Committee, Democratic Party
- Ordained Deacon, Seventh-day Adventist Church