

BUSINESS AND FINANCE

DUDLEY'S TOP SALESMAN

GREENSBORO—A round the sales force he is known as "Mr. Determination". If one wants a brief description of the top salesman at Dudley's Beauty and Barber Supply that about sums it up. Perhaps that's why his sales are so high — determination. James Cheek is a dynamic, young man who wants to stay on top. He feels the way to do that is through selling. Like those around him, he has a lot of enthusiasm and says that he can generate it within himself. For a direct salesman this is very important. Enthusiasm leads to P.M.A. (Positive Mental Attitude), and Cheek says this is the formula for success.



Since he has been with Dudley's, he has set records for high sales as well as average sales. He says, "In direct sales an individual can pay himself more than a job can." He states further, "selling can get one the tangible as well as the intangible things in life. In direct sales one can get that new house or new car, and he can also gain self-confidence, courage, administration and leadership ability."

Cheek says he has several goals and he hopes to accomplish them within the years:

(1) He wants to recruit a number of people and teach them to do the same thing he is doing. He would like to see a lot of black people succeeding in sales. (2) He wishes to change the views of people who do not view direct selling as a profession. (3) He wants to become very wealthy within this time.

He is a native of Greensboro. He graduated from Dudley High School and attended A&T State University for two years. He has been selling now for over 5 years and feels that this is it. He has a family of three: his wife, Katherine; a son, James Jr.; and a daughter, Deidre.

A&T Boosters Show Value

GREENSBORO—A dedicated group of supporters of A&T State University are having quite an impact on the university's Thriving athletic program.

The 175-member Aggie Booster Club is composed of doctors, lawyers, teachers, businessmen, postmen, ministers, coaches, dentists, and other professionals and non-professionals who give of their time, energies and money to assist the Aggies' sports program.

As an example of their interest, the Boosters have already pledged more than \$20,000 toward a new Aggie football stadium, even before the official fundraising campaign begins.

The organization recently learned of the need for an automatic icemaker in the Athletic Department. Within two weeks, the Boosters had purchased and installed a \$1,000 machine in the A&T athletic fieldhouse.

The Boosters meet regular-

ly each Monday evening in their clubhouse beneath the Greensboro Memorial Stadium. They are generally addressed by coaches, visiting officials, and local sports dignitaries.

They also sponsor bus trips to many of the out of town football and basketball games.

"This has got to be one of the finest groups of its kind anywhere in the nation," says Dr. Lewis C. Dowdy, chancellor of A&T. "We sincerely value their leadership and support."

"They have helped our athletic program tremendously," echoes Cal Irvin, the athletic director.

Many of the Boosters are graduates or former students of A&T, but others have adopted the University because they say they view A&T as a community institution.

The Aggie Booster Club was a brainchild of the late Ellis F. Corbett, Alumni and Public Relations Director at A&T for many years.

Directors Optimistic

GREENSBORO—Corporate personnel directors visiting Greensboro last Wednesday gave a cautiously optimistic picture about the possibility of jobs for next June's graduates.

"Last year this time, we had 100 positions," said Jack Smith, director of salaried employment for Burlington Industries. "The bottom fell out in September and we hired about 49 people. This time we have around 114 firm openings."

Several thousand young people attended the day-long careers opportunity fair in Moore Gym at A&T State University.

Things actually do seem to

be getting better. "We were really reduced because of the economy last year," said C. B. Rice, a placement counselor for salaried personnel with Dow Chemical USA in Midland, Mich. "The coming hiring season we shall hire the 75 we hired last year plus 10 percent more."

W. E. Morris, director of placement counseling at A&T said 64 national firms participated in the job fair.

One local firm with definite job possibilities was Dudley's Beauty Supply Company. "The economy has not bothered us," said Ms. Jackie Kendall sales manager, because we are door to door

Continued on Page 3

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Doctors have found a medication that in many cases gives prompt, temporary relief from pain and burning itch in hemorrhoidal tissues. Then it actually helps shrink swelling of these tissues caused by inflammation. The answer is Preparation H®. No prescription is needed for Preparation H Ointment or suppositories.

Mr. McLean is married to the former Betty Howell of High Point and they have two children, ages 11 and 6 months.

Congratulations on your new appointment, Mr. McLean.

Bag-Boy To Manager

Lean proves that you don't always have to have a degree to get somewhere in life. At one time Mr. McLean thought he would never get anywhere because he was black; but faithfulness and hard work paid off in a very rewarding way. When his determination started working with him instead of against him, he felt that someday he would get to the top.

takes a good man to run the operation. Food World obviously must think that this black man, Neal McLean, can do the job. All of which goes to reaffirm that there are qualified, black men everywhere if one would take the time to look. Mr. McLean, manager of Food World at the Eastgate Shopping Center is but one.

The Eastgate branch of Food World does between \$70 - \$80,000 worth of sales per week which averages out to over \$3 million per year. With these kind of figures, it

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Taxpayers Ask IRS

This column of questions and answers on federal tax matters is provided by the local office of the U. S. Internal Revenue Service and is published as a public service to taxpayers. The column answers questions most frequently asked by taxpayers.

Q. Is there a late fee on taxes not paid by the due date?

A. Interest at the rate of six percent a year must be paid on taxes not paid on or before their due date, even if an extension of time for filing is granted. A penalty of half of one percent of the unpaid taxes will be imposed for each month, or part of a month, beyond the due date that the tax remains unpaid. The maximum penalty is limited to 25 percent. It will not be imposed if a taxpayer can show that the failure to pay is due to a reasonable cause.

Q. I found an error in my 1973 return, so I filed an amended return and got a refund back. The refund included interest. Is the interest taxable?

A. Yes. If you receive a tax refund that includes interest on the amount refunded, the interest must be included in your gross income.

Q. For what reasons are tax returns selected for audit? Does an audit mean the IRS thinks a taxpayer has filed a fraudulent return?

A. The usual reason for selecting a tax return for examination is to verify the correctness of income, exemptions, or deductions that have been reported on the return. However, some returns are selected as part of a random sample for research studies. The vast majority of taxpayers are honest and have nothing to fear from an examination of their tax returns. An examination of such a

taxpayer's return does not suggest a suspicion of dishonesty or criminal liability. It may not even result in more tax. Many cases are closed without change in reported tax liability and, in many others, the taxpayer receives a refund.

Q. What is the federal gasoline and oil tax credit?

A. A credit of two cents per gallon may be claimed for gasoline (unless it was aviation fuel) used other than as a fuel in a highway vehicle registered, or required to be registered, for use on the public highway. Similarly, a six cents per gallon credit may be claimed for lubricating oil used other than in a highway motor vehicle. Examples of such use include the operation of a motor boat, power lawn mower, power saw and similar equipment. For more information, see IRS Publication 378, "Federal Fuel Tax Credit or Refund for Nonhighway and Transit Users." It's available free by calling or writing a nearby IRS office.

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