Shirley Lewis takes an order in her beauty supply store.

Shirley's Beauty Supply Shop: new and thriving

Shirley's Beauty Supply, located at 4726 Liberty Heights Avenue, is one of the newly established black businesses in Baltimore.

Its proprietor, Shirley Lewis, came to Baltimore some fifteen years ago. She attended Forest Park High School, CCB and Morgan State University. However, before she could decide on a discipline of study, she broke her leg, then one thing led to another and education was deferred.

Nevertheless, the lack of her educational completion has not interferred with her pursuit of her dream — that is, to own and operate her own retail business.

After much professional advice to forget her ideas and hold on to her 9 to 5, Mrs. Lewis grew more determined. She experimented with different products until she found the merchandise that sold.

She investigated the right location and last August (1985) Shirley's Beauty Supply was born. Its hours are currently 10 a.m. until 2 p.m. and all day on Saturdays.

Mrs. Lewis's establishment is closed early because each weekday she is committed to another eight hour job, in order to support her thriving business. She waits the time when she can dedicate all her time to Shirley's Beauty Supply.

As a salesperson, Mrs. Lewis is cordial and her shop is inviting. Her foremost concern is to please her customer. "People like to look good," she said. "I want to contribute to their beauty . . . "

One policy in the store is, if a customer does not see a particular product, let her know and she will be sure to order it for you . . . she aims to please.

BEDCO is taking care of business in Baltimore

When it comes to taking care of business in Baltimore, BEDCO is the place to turn. BEDCO, an acronym for the Baltimore Economic Development Corporation has gained a national reputation for its efforts on behalf of business development in Baltimore.

A quasi-public foundation that serves as an agent for the mayor and city council, BEDCO's primary focus is on the retention, attraction and expansion of industry within the city. According to Larry Smith, BEDCO's marketing director, the foundation has been instrumental in helping a number of minority entrepreneurs and firms enter the city's business mainstream.

This help has come through the form of loans for seed capital, working capital, fixed assets and refinancing. BEDCO also offers help in land acquisition and development, marketing and public relations.

Mr. Smith cites as examples of the minority firms which have benefited from BEDCO's assistance G&M Oil, whose expansion was aided by the acquiring of oil terminals previously owned by Texaco, Palladium Caterers, WEBB Radio Station, and the Business and Tele-Communications Center, all predominantly black businesses.

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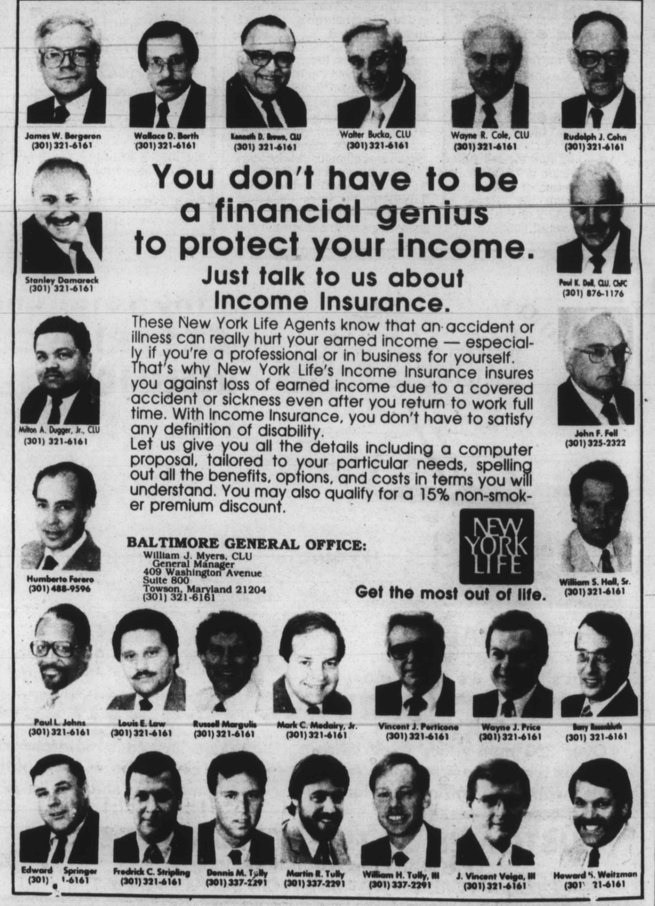

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Christian Businesses

Lampstand Christian Bookstore serves church community

The Lampstand Christian Bookstore, Inc., 624 N. Castle Street, is a total service church supply and literature retail enterprise. This Christian outreach ministry came into existence March, 1980. The property, merchandise and business were purchased in their entirety from an existing Christian bookstore.

This new frontier ministry was a challenging undertaking by the Mt. Pleasant Baptist Church Family which in essence responded to the urgent need and demand of the churchwide community to provide quality Christian products and materials.

Rev. Clifford M. Johnson, undershepherd of Mt. Pleasant, saw this vital Christian outreach ministry and marshalled gifted men and women to fulfill the important function of distributing and spreading the Gospel of Jesus Christ through the media of a Christian retail store.

In 6½ years The Lampstand has established a new bookstore image, upgraded its merchandising capacity significantly, increased its original gross sales threefold and has penetrated and won long-term customers from nearly every denomination. The Lampstand's philosophy has been to make retailing services available to all denominations.

The Lampstand's management, and staff are Christians who know ther importance of sound doctrinal literature that is Bible based and Christ-centered.

The inventory is selected and screened by our acquisition agent to insure accuracy of truth and biblical content before our customers are allowed to purchase merchandise at the store.

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Continued on page 12

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