

Gregory's Boutique — Greer, S.C.

J.W. Gregory is a most unique person, quiet and easy going, mild mannered and there is much evidence that he is an asset to the retail business. He treats his customers with the utmost respect and equally as well, regardless of age or sex.

He was educated at Lincoln High School in Taylor, S.C. He graduated from Benedict College in Columbia, S.C. where he majored in elementary education. He taught at Edmond Embury High School in Tryon, N.C. and also coached football and basketball for three years. He then moved to Gower Street School in Greenville, S.C. where he taught also.

When asked the question of how he got started in the retail business, J.W. said, "I was afraid you were going to ask that." He got into the retailing scene on a part time basis, while still teaching, with a friend, Johnny Fennell. Since Johnny got him into the business, he prefers it three to one to teaching.

He feels the main reason he has succeeded in the business, he likes to meet people. Also, he likes to extend that personal touch when he deals with his customers.

J.W. opened his first store in 1968 on E. Poinsett Street in Greer, S.C. After five years he moved to his present location a few doors away, at 102 E. Poinsett Street with ap-



Gregory's Boutique in Greer, S.C.



J.W. Gregory, owner, stated, "I probably would have folded if not for the sound advice of salesmen."

In April 1972 he expanded the business by opening his second unit at 104 Public Square in Laurens, S.C. with approximately 1000 square feet.

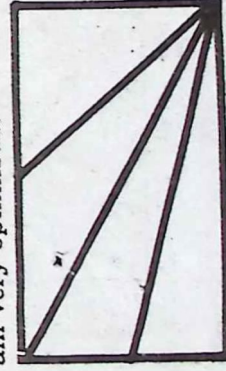
The third unit was opened in July 1973 at 511 N. Limestone Street in Gaffney, S.C. with another approximately 1000 feet.

When asked the question of what the ratio of black to white customers were, he stated, "in Greer the ratio is 50-50, in Laurens 75-25 and in Gaffney it is 70-30. I would attribute the big difference in Greer to the fact that I have lived in or around Greer most of my life and have been in business for 8 years. Mainly this has come from word of mouth."

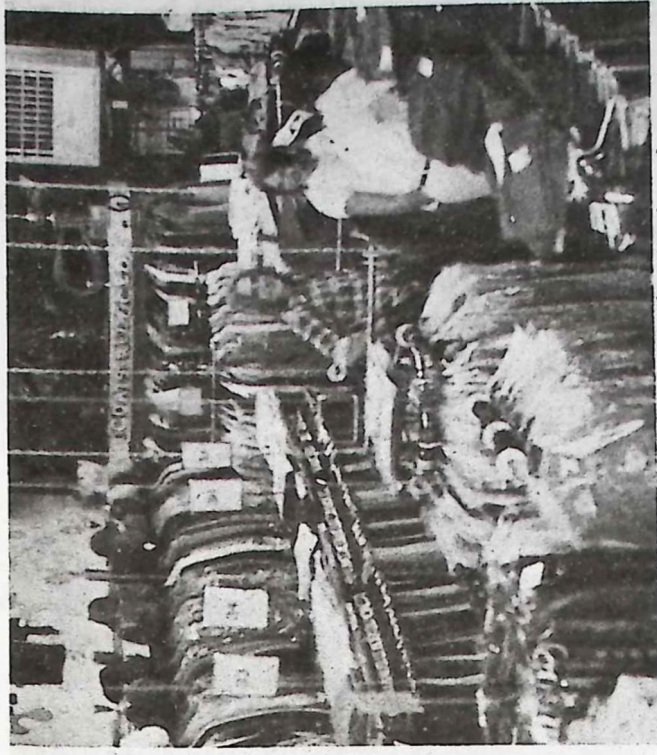
He says if his shops were to be categorized, they would be high style with a touch of jeans. He feels that the average person on the street would think of the shop, as a jean shop.

Greg as he is sometimes called by friends stated, "business is back to normal now (April) after that slight decline we had in October, November, and December. I really thought I had seen the last of my business. I am very thankful for the salesmen that were truthful with me, sort of giving a guiding hand. If not for the sound advice they gave me, I probably would have panicked and folded."

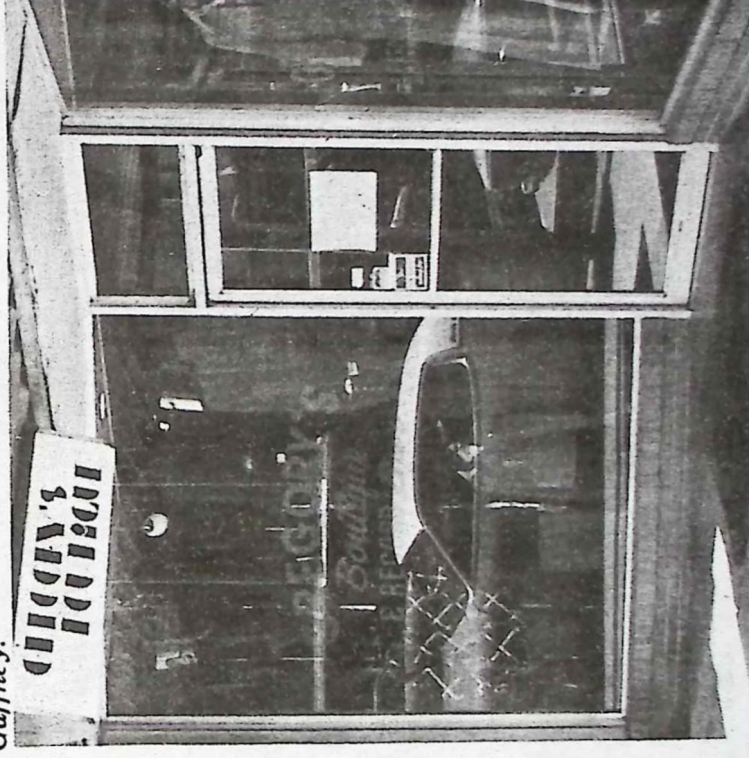
"I feel that business being on the up-swing, will keep on in that direction. In total, I am very optimistic."



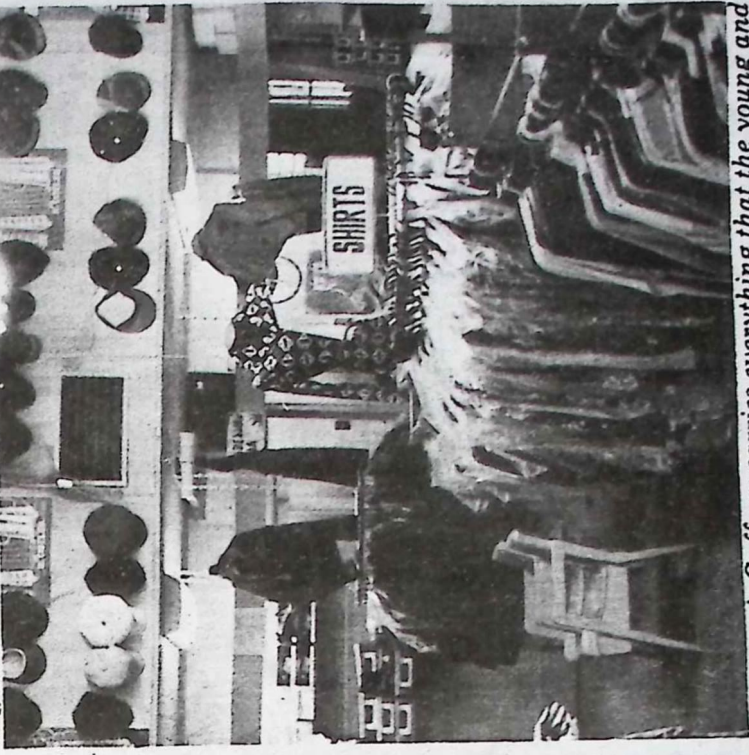
Robert Gregory is manager of Gregory's Boutique in Gaffney.



Gregory's believes in keeping on hand what the customer might need.



Gregory's Boutique in Gaffney, S.C.



Gregory's-Gaffney carries everything that the young and young at heart may desire.