

# Belk's Sale, Celebrating Anniversary Of Founding, Will Start Thursday

Belk's of Morehead City will celebrate the 70th birthday of the founding of the first Belk store (in Monroe, N. C., in 1888) with a Founder's Day sale starting Thursday, April 24.

And the more than 300 Belk stores throughout the 15 states in which they are operated will likewise celebrate the three score and ten birthday with Founder's Sales. Luther Earl Lewis, manager of Belk's of Morehead City, has assembled a galaxy of seasonable merchandise for this event, so varied and numerous, so sparkling new that customers will think themselves in a limitless fairland of delightful things.

William Henry Belk at 26 was a ramrod tall man with a strong religious sense nurtured by his Presbyterian mentors, a faith in the future, confidence in his abilities and \$750 in personal savings.

**At 10 Per Cent**  
He borrowed an additional \$500 at the usurious rate of 10 per cent, rented a store building in Monroe at \$25 a month and started dry-goods selling. In six months he repaid the \$500 loan and had a clear profit of \$3,300.

Years later he said he never made so much money so fast. In 1888 all stores depended upon their charge accounts for most of their revenue. This led to abuses in the form of crop liens for farmers who were unable to pay and to exorbitant rates of interest.

The Belk store, however, inaugurated the novel system of requiring cash for all purchases. It was a major innovation.

When Mr. Belk died in February 1952, at the age of 89, he had left his indelible stamp on the huge store chain. As a youthful merchant he insisted on two qualities as the fundamental basis for his store operation. They were absolute integrity and honesty — and hard work. On this foundation of honesty and hard work he built a way of doing business:

Buy for cash in large quantities; sell for cash at a low mark-up; sell at one established price for all customers — no bargaining; strict honesty and fair dealing with customers and associates; money refunded to customers on goods promptly returned, if dissatisfied.

Mr. Belk made not only himself wealthy but scores of store managers, most of whom he took into partnership, and scores of other executives. He believed in, and practiced, sharing not only the responsibilities of operating a huge store chain but its profits as well.

**Church Benefited**  
And as his effort to repay the Giver of Life he invested a major part of his wealth in philanthropies, concentrating on the Presbyterian Church. The John M. Belk Foundation, named for his brother, Dr. John M. Belk, is credited with helping to establish 335 Presbyterian Churches and manses, a number slightly greater than the number of Belk stores.

Mr. Lewis, manager of Belk's in



William Henry Belk  
... great merchant and philanthropist



This is the first Belk store, founded in Monroe in 1888.

## Parents Begin Scrapbook Of Clippings for Baby

Commerce, Tex. (AP)—Mr. and Mrs. James West have started a scrapbook of newspaper clippings. They believe that when their baby son, Mike, grows up he'll enjoy reading about what happened since he was born.

The clippings are birth announcements, news of world events, business conditions and baseball scores.

"We've even clipped some of the comic strips," Mrs. West said.

Morehead City, which was opened in 1951, follows steadfastly the sound business policies originated by the founder.

His efforts to make the great Founder's Day sale, starting next Thursday, will exemplify not only the high standards of Belk merchandising, but will be a credit to the ever growing sentiments of Carteret Countians to "shop at home" which Carteret Countians will do if only merchants like Belk's will provide the incentive.

## Samovar VODKA



100 Proof

3.90 \$2.50  
4/5 qt. 2 pint

Product of U. S. A. Bota Kompaniya, Schenley, Pa. and Fresno, Calif. Made from Grain • 100 proof.



This building is the headquarters, in Charlotte, of the Belk empire. Here, one of every item sold in the Belk stores is on display. Local managers make their merchandise choices, but then buy direct from the manufacturers. Each Belk store is an autonomous unit.

## Island Church Joins in Program

The Sunday School of the Harbors Island Pentecostal Holiness Church last Sunday observed the first day of the seven-week Loyalty Campaign which continues through Pentecost Sunday, May 25, in the North Carolina Conference churches. Superintendent Dewey Wilson

and the Rev. Sam L. Wichard of the local congregation noted a large attendance for the first Sunday after Easter and also reported an enthusiastic response to the opening Sunday's theme, "Lesson Preparation."

This conference-wide project is being led by the Rev. C. L. Turpin of Goldsboro, conference director of the Department of Christian Education.

An invitation is extended to the people of the community to attend the local Sunday School, said Superintendent Wilson.



Luther Earl Lewis  
... Morehead City's Mr. Belk

## W. B. Sprinkle Will be Speaker At Bettie Church

The Rev. W. B. Sprinkle will preach during revival services in the Woodville Baptist Church, Bettie, beginning Sunday night at 7:30.

The Rev. Mr. Sprinkle has held many pastorates in western North Carolina as well as in the Piedmont and Coastal sections. He served 12½ years at New Bridge Church in Buncombe Association, having three different pastorates at the church.

The Rev. Mr. Sprinkle has retired from active duty as pastor, but is busy conducting revivals and serving as supply pastor.

## Veteran Sends Gifts To Crippled Children

Richmond, Va. (AP)—The Crippled Children's Hospital here has received another present of hand-made leather goods from an anonymous patient at Richmond's McGuire Veterans Administration Hospital.

The latest gift from the patient, who is both paralyzed and paraplegic, was 18 dozen leather shoul-

der bags, wallets and belts. A local leather merchant estimated the value of the articles at about \$4,000 retail.

The VA patient, who wishes to remain anonymous, has made several other similar gestures in the past.

A small herd of Barary sheep, imported from Africa, thrive in the Canadian River section of New Mexico.



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It's Economical to Serve Delicious,  
Easy to Prepare Seafood. Have Some Today!

OTTIS' FISH MARKET  
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# Why PIGGLY WIGGLY?

## Why Shop PIGGLY WIGGLY?

**Because-** Piggly Wiggly's shelves are stocked with the very finest meats, vegetables, and nationally advertised merchandise available for your preference and taste.

**Because-** Piggly Wiggly's efficient food store facilities make shopping easier, more pleasant for you.

**Because-** Piggly Wiggly's character as an independent home-owned food store makes possible a lower overhead cost, savings passed on to you — and profits kept in your community.

**Because-** Piggly Wiggly's policy of absolute satisfaction insures you the best service and foods available or your money cheerfully refunded.

# Western Auto GRAND OPENING

ASSOCIATE STORE

FRIDAY & SATURDAY  
April 18 and 19, 1958

IN OUR NEW LOCATION  
921 Arendell Street

Come in and Register for These Valuable Free Prizes. Nothing to Buy — You Need Not Be Present to Win:

### Adults

- First Prize — Wizard Power Mower
- Second Prize — Truetone Radio
- Third Prize — Wizard Waffle Iron
- Fourth Prize — Wizard Automatic Iron

### Children

Truetone Portable Phonograph

FREE GIFTS FOR EVERYONE

Balloons for the Children

— Drawing For Prizes April 27 —

SPECIAL: Free Dish Sets to the First 15 Ladies To Enter Store Friday

Doors Open At 9:00 A.M.

# Western Auto

921 ARENDELL ST.

MOREHEAD CITY, N. C.

BECAUSE Gill's Hotel Special

COFFEE Lb. Is 79¢  
Bag Only

BECAUSE All Brands Canned

Biscuits Are 2 Cans 23¢  
Only

BECAUSE Gordon's Bo-Jo, Box of 12

Moon Pies Is 49¢  
Only SAVE 11c

BECAUSE 2-Oz. Can Flat Fillets of

Anchovies Is 29¢  
Only 2 for

Chase & Sanborn Instant

COFFEE 6-Oz. Jar \$1.12

Swift's Shortening

JEWEL 3 Lb. 69¢  
Ctn.

Tetley

Tea Bags 16 Ct. 20¢  
Pkg.

Heinz Strained

Baby Food 3 Jars 31¢

BECAUSE You'll Have No Bugs With NO-BUGS M'LADY

Shelf Paper 43¢

BECAUSE ECONOMY

T-Bone - Sirloin - Club

STEAK IS ONLY 69¢  
LB.

BECAUSE Sliced 8-Oz. American

Cheese Is 29¢  
Only

BECAUSE Fresh Pork

Liver Is 29¢  
Only Lb.

Local Sweet

BECAUSE POTATOES Are 5 Lbs. 39¢  
Only For

BECAUSE Frosty Acres Frozen

Strawberries

10-Oz. Is 19¢  
Pkg. Only each

BECAUSE Sunnyland

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Is Only 2 LBS. 35¢

KRAFT Miracle Whip

Salad Dressing Pt. 35¢ Qt. 55¢

FAB 2 Reg. 59¢  
Box

Camay SOAP 3 Bath 37¢  
Bars

"Just Because"

BECAUSE — WE CASH PAYROLL CHECKS and REDEEM COUPONS

Prices Effective April 17 - 18 - 19  
Store Hours — 8 A.M. to 6 P.M.  
Close Wed. 1 P.M. — Open Fri. 'til 7 P.M.