

Belk Tyler Employees View Comany Made Courses

Employees of the Belk Tyler store here have recently been seeing taped, television programs coming not from

Hollywood or New York City but from some talented folks at the Belk Tyler office in nearby Rocky Mount.

Visitors to portions of Belk Tyler's second floor group offices in downtown Rocky Mount night at first they they

are on location at a major film studio rather than at the headquarters for eastern North Carolina's largest department store organization.

Since January of last year the Belk Tyler training department under the direction of vice president and training director, Jim Wordsworth, has been producing training and management video tapes for Belk Tyler stores.

Varying in length from 10 to 90 minutes, the tapes cover such topics as "Safety In Your Store," "How To Use Credit Pads," and "The Belk Tyler Profit Sharing Plan." A number of instructional tapes like "How To Measure For Custom Draperies," and "Documentation of Sales," which run ninety minutes and are divided into multi-part courses, are also produced.

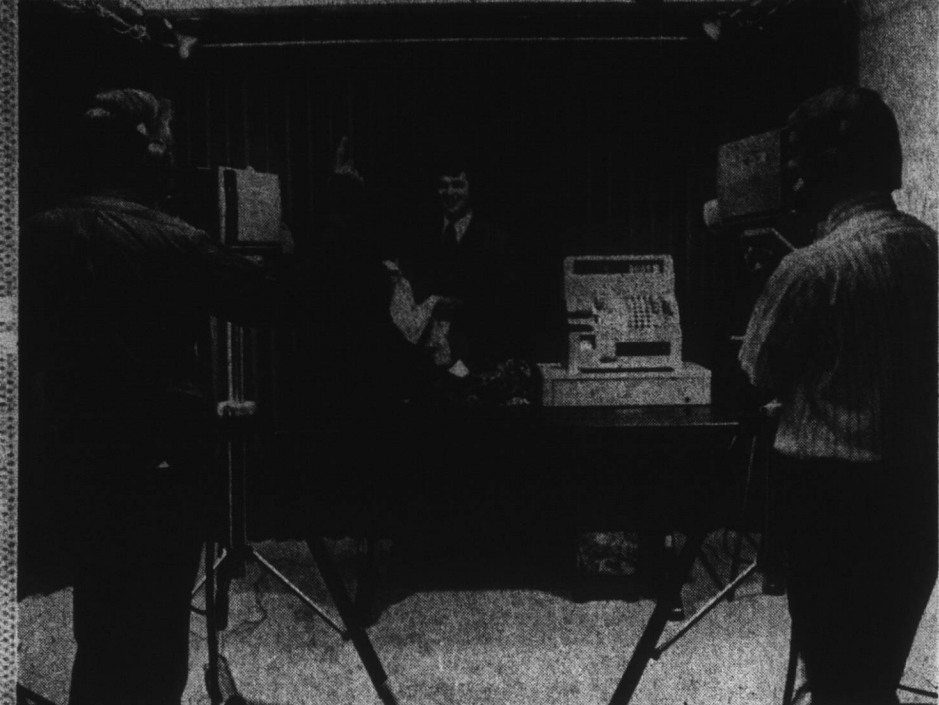
"We decided to experiment with video taping about a year ago," says Belk Tyler executive vice president, L. A. Bailey. "Until that time our training department was producing and purchasing audio training cassettes for new employees and management."

The video tape experiment has evidently been successful because Belk Tyler's now owns and operates the only private two-camera color video studio and equipment in the state. The distinction won't be theirs for long because Wilmington Hospital, Wilmington, N.C. will soon begin video-taping surgical operations via a system similar to Belk Tyler's.

"The potential for systems such as ours is limitless," notes Wordsworth who began using video taping equipment five years ago as training director at North Carolina National Bank in Charlotte. "With just basic equipment it's possible for us to dub in cartoons, slides, and photos and to mix sound to get very professional results."

The mobility of the system enables film to be shot on-the-spot in stores or at out-of-town Belk Tyler meetings. This summer, for example, Wordsworth packed up his cameras and gear and went to Atlanta where he taped segments of the Belk managers meeting.

The bulk of the Belk Tyler tapes though, is filmed in the organization's group offices where a large room has been converted into a complete studio equipped for sound and lighted for excellent color taping.



ON-THE-AIR—Bob Mobley, Jr., center, coordinator of employee training for Belk Stores Services, Inc., demonstrates proper merchandising techniques before Belk Tyler cameras in Rocky Mount. The 30-minute program is one of several produced at the Belk Tyler group offices and shown to employees in 12 Eastern North Carolina communities.

COLLEGE OF THE ALBEMARLE
Continuing Education Department

— Presents —

ELIJAH

— By —
FELIX MENDELSSOHN

Sung by Members of the
Albemarle Choral Society
With Orchestra and Organ Accompaniment

Elizabeth City Sunday, Dec. 9, 1973
COA Auditorium 3:00 P. M.

Edenton Monday, Dec. 10, 1973
Edenton Baptist Church 8:00 P. M.

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The Norfolk & Carolina Telephone & Telegraph Co.

NATURAL & ECONOMIC RESOURCES

FOREST SERVICE N.C.

For over 30 years the N. C. Forest Service nurseries have provided forest tree seedlings to landowners for reforestation purposes. This year again seedlings are available for reforestation purposes sold at cost to landowners.

Over 15 species are available. Many are suited for this area. The county forest ranger will advise you on what species to plant, where to plant, how to plant, and types of plantings. Applications for forest tree seedlings for 1973-74 can be obtained by contacting the county forest ranger, county extension service or soil conservation office.

TURKEY SHOOT

The VFW will sponsor a Turkey shoot Saturday from 1 to 10 P.M. at the post on Old Hertford Road. Proceeds will go towards youth activities.

Providence Baptist Church News

The Church School of the Providence Baptist Church will begin at 9:30 A.M. with Charlie L. Downing, Sr., director. The Sunday School will present a Pre-Christmas Program Sunday, December 23 at 4 P.M. Worship service will begin at 11 A.M. The Senior Choir will serve under Mrs. Verta S. Pridden, organist. Dr. William C. Butts is pastor.

Nature Trail Is Roadied

Students from White Oak School are getting their animals on the nature trail ready for winter. Cape Colony Mfg. Co., offered to assist a group of boys from White Oak School in building bird feeders for their nature trail. There was real excitement among the boys as they used their hammers and saws and how proud they were to see bird feeders developed out of those pieces of wood! Mr. Bob Mitchell of Cape Colony Mfg., not only assisted the boys in constructing the bird and squirrel feeders but treated the boys to hamburgers and hotdogs with all the trimmings.

The bird and squirrel feeders have been properly installed on the trail by the students with the help of Mr. Mitchell. Many thanks to Mr. Mitchell and Mr. Crandall for their contribution to the SEED Project.

CARD OF THANKS
We would like to thank you all for the money you gave for my wife in getting her a new wheelchair, and other things that she was in need of. Your giving was very thoughtful and my wife and I appreciate it very much. So once more we say thank you.

From The Thomas Family

LIBRARY CLOSED
The Shepard-Pruden Memorial Library will be closed on Wednesday, December 12, 1973 so that the staff may attend the regular quarterly regional staff meeting.

OVERWEIGHT?
The mints that help curb your appetite. Contains vitamins and minerals, no drugs.

Month's Supply
REG. \$3.75
OUR PRICE **\$2.79**

Mitchener's Pharmacy

MACKS CELEBRATING OUR **50th ANNIVERSARY**

GIFTS BY THE SLEIGHLOAD

NOV. 29 THRU DEC. 8

SHEER ELEGANCE CHRISTMAS GLAMOUR ALL YEAR!

CARE FREE NYLON LACE LAVASHED PEIGNOIR AND GOWN SETS BY MOVIE STAR

SHORT SET **\$700**
LONG SET **\$900**

GIRLS SCREEN PRINT SLEEPWEAR

COZY BRUSHED NYLON-POLYESTER BLEND—LONG SLEEVED

7 TO 12 PRINT YOKE **\$2.97**
3 to 6X

CARTOON PRINT GOWN **\$2.97**
CARTOON PRINT PJ **3.47**

... where shoplifting stops being "fun" ...

Maybe you ought to think about it a little... Think how easy it would be for you to get caught, now that stores are watching more carefully. Think how you'll feel when you're caught... people staring at you... store employees... police... the stories in the newspapers... Think about it. Please!

Think how you'll answer that question on the job application... "Have you ever been arrested?" How will you ever explain it?

But most of all... think about how you'll face your family, your friends, after you've been caught shoplifting.

BOXED SET
TIE AND HANKIE
COLOR COORDINATE WIDE-TIE **\$1.77**

BROCKS
CHOCOLATE COVERED CHERRIES
10 OZ. BOX
2 for **\$1.00**

CAP GUN
BY OHIO ART WASP GUN
USE SUPER BANG CAPS
\$1.47

Parker Brothers Monopoly Game

PANTY HOSE (IMPERFECT)
LADIES SIZE FASHION TONES
OUR REG. 2 for \$1.00 **3 for \$1.00**

'LIL MOTHERS ADORE
BABY DEAR ONE
SOFT-CUDDLY
ROOTED HAIR
SAYS MAMA
\$12.95 VALUE **\$9.99**

REAL ESTATE GAME
OUR REG. \$4.99 **\$3.99**

2 LANE ROAD RACING SET
\$2.99
CONTAINS: 8 CURVED TRACKS, 1 STRAIGHT TRACK, 2 CROSS OVER TRACKS, 1 POWER INTAKE TRACK, 2 PRESS BUTTON HAND CONTROLLERS, 2 DUNE BUGGY VEHICLES, 8 FENCE SECTIONS, BATTERY OPERATED

GIFT WRAP
JUMBO ROLL
PAPER 26"X55 5/8" Ft. **77c**
FOIL 26"X18 1/2" Ft.

GIFT BOWS
25 EA. BAG OF BOWS **29c**

SHIMMERING ICICLES
3 for **\$1.00**

SCOTCH PINE
6 FT. PINE EASY TO STYL **\$9.00**

TRANSPARENT TAPE CUTTING CADDY

25 BLINKING MINIATURE METAL TREE