

Expert Planning Produces Modern Retail Drug Store

More than a year of intensive planning went into the new Morehead City Drug Co. store to produce a drug establishment which retail store experts objectively describe as the best of its kind in the entire eastern United States.

There are bigger drug stores but none quite as good. Two store planning engineers were employed by W. C. Matthews, owner and manager, to draw and suggest plans and the best features of both were used.

The new store, located in the Leary building in the space formerly occupied by the Rose 5 & 10 has 4,300 square feet of floor space, nearly double that of the old store which was located several doors to the west.

Mr. Matthews is owner of the building in which are housed Leonard's Dress Shop, the A&P store and his recently vacated store. The latter will soon house the Commercial National Bank of Kinston, a newcomer to Carteret County.

Rather than ask either of his tenants to move to make room for his own bigger store, Mr. Matthews leased the Leary building for a long period of years.

Plate Glass Front
Forty feet of plate glass, 10 feet high, flanked by pillars of cut stone, form the front of the new store. The floor is terrazo. The inside height of the store is 15 feet and the whole is lighted by continuous ribbons of fluorescent tubes and hidden cornice lights.

Without producing glare from either the expansive windows or the lights, the store is probably the lightest, airiest retail establishment anyone has ever been in. Each visitor to the store tomorrow on its formal opening can be judge of this for himself.

The luncheonette department seats 65 at 33 stools arranged at "bin" counters and at 32 booth seats. All fixtures are of chrome and plastic, partially for beauty but mainly for efficient sanitation.

Short orders, sandwiches, salads, soups, are prepared in open view of customers. Heavier meals are prepared in the kitchen to the rear where, as elsewhere throughout the store, the equipment is the best and most modern.

All motors, compressors, walk-in ice box and similar equipment are housed in a building which was erected directly behind the big building. This was done to cut down noise and heat.

Toilet facilities are sparkling chrome steel and porcelain immaculately kept.

Pastel Shades
The walls are painted in various light pastel shades. Most of them were painted several times in order to achieve just the right shading, another indication that the store just didn't grow overnight.

On the drug side, the fixtures are arranged for self service but a store personnel of 29 is on hand to help customers. The reason is this: Morehead City Drug Co. stocks more than 7,000 items! Keeping up with inventory requires the full time of two people.

The prescription department was built particularly large. Its personnel today is two registered pharmacists and an assistant but it can accommodate more if necessary.

General offices are located on

54 Years Ago

Morehead City Drug Company Was Once Ballance, Dill & Co.

W. C. Matthews Builds One Of Town's Best Businesses

It took more than know-how for W. C. Matthews to make a success of his drug store. The desire to make good, persistence, and honest to goodness diligence are woven into the thriving enterprise that is so outstanding in Morehead City today, the Morehead City Drug Company.

Mr. Matthews, or "Buck" as he is known to the townspeople and all his friends, came up the hard way. He was born and reared on a farm four miles from Spring Hope and after a high school education away from home (his home community had no high school) he returned to Spring Hope and worked in the only drug store there from 1924 to 1929.

Marries in 1928
On Aug. 9, 1928, Mr. Matthews and the former Della Austin, also reared on a farm, were married. She lived just outside Clayton. It was in February of the following year that the young couple came to Morehead City to make their home and open their business.

George W. Dill Sr. owned the pharmacy in Morehead City at that time, but he had decided to sell it, and Mr. Matthews realized the opportunity it afforded. He purchased the store which was then located in the space now occupied by Leary's Men's Store. During those days Morehead City was a fishing town, and the little drug store adequately supplied the needs of the residents.

For 10 years "Buck" carried on his business from that original location. In 1939 Dr. C. G. Ferebee had completed the Ferebee Building which now houses Leonard's Dress Shop, the A&P store, and the space from which Morehead City Drug Co. has just moved to its new quarters in the Leary (Paragon) building. Mr. Matthews bought the Ferebee building about 1940.

Depression Hits
Looking at the new store today it may be difficult to realize that Morehead City Drug Co. almost failed. Less than a year after Mr. Matthews bought the Dill store, the stock market crash of 1929 nearly engulfed him.

The height of the depression years hit right at the heart of the Matthews' family life. In 1931 their first child was born, a son named W. C. Jr.

In 1934 another son was born. This "depression baby" is W. A., more commonly called Bobby. At the time each of the babies was

the mezzanine. The entire second story of the building is devoted to warehouse space where at all times there is more merchandise than on the floor.



W. C. Matthews ... success crowns work

born Mr. Matthews recalls, he could barely take time out from the business to see much of them. He says it was not because business happened to be so good at that time, but there were only two clerks employed then, and it took Mr. Matthews and his two helpers the biggest part of every day to attend to routine matters within the store.

The elder son, W. C. Jr., was recently discharged from the Marine Corps, and is now affiliated with his father. He married last month and is living at 104 N. 21st St.

Bobby, the younger, is in his second year at the School of Pharmacy, Chapel Hill.

In Civic Affairs
In his busy life, Mr. Matthews currently finds time to serve on the Morehead City Pilotage Board, and the Morehead City Racing Commission.

He was a member of the Morehead City School Board for 12 years and served as chairman for five of those years.

He has been a member of Rotary Club for 20 years. He is a charter member of the Beaufort-Morehead City Elks Club and a 32nd degree Mason.

He is a past president of the Morehead City Chamber of Commerce and served for a time on the Morehead City Recreation Commission. The Matthews attend the First Baptist Church.

The only thing he can't find time to do is to play golf at Morehead City Golf Club, of which he has been one of the staunchest supporters.

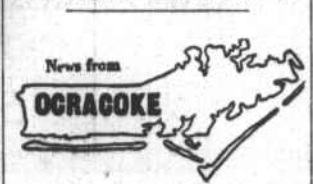
People who live on farms make up about 15 per cent of the population of the United States and have about 5 per cent of U. S. income.

What is now known as the Morehead City Drug Co. was once Ballance, Dill and Co. This firm was started in May 1900 by the late George W. Dill in partnership with C. D. Ballance and Dr. W. E. Headen.

It was located in a one-story frame building at 8th and Arendell streets where Hardware and Building Supply now stands. The entrance door was set in the angle of the building with several steps leading into the store. In 1903 the town newspaper announced that the drug store had installed a new fountain at a cost of \$600.

Within three years after its start, Mr. Dill bought out his part-

First Drug Store . . .
In 1864 Phillip Lepper built a house on 10th street, using a part of it to house a drug store. His is said to have been the first drug store in Morehead City.



News from Ocracoke
March 29—The Woman's Society of the Methodist Church will hold its April meeting Monday afternoon at the church. The Sophia Williams Circle will meet Tuesday night, April 6, with Mrs. Bertha O'Neal. On Friday night, April 9, members of the Sophia Williams Circle will present a one-act comedy in the school auditorium.

Mr. and Mrs. Jesse Garrish and Danny spent several days last week in Norfolk.

Mrs. Clarence Scarborough, Mrs. Edward C. O'Neal, Edward Carson O'Neal, Mrs. Ruby Garrish, Mrs. Wilma Williams, Mr. and Mrs. David F. O'Neal, Mrs. Minnie Spencer, Mrs. Ronald O'Neal, Mr. and Mrs. Thurston G. Gaskill, Mrs. Lena Bragg, and Mrs. Marian Austin were in Beaufort and Morehead City recently.

Mrs. Laura Bragg has received word of the marriage on Saturday of her granddaughter, Barbara Ann Bragg, daughter of Mr. and Mrs. Stacy Bragg of Wilmington, N. C. to William Stewart McCullough. Mrs. McCullough is completing her senior year at Woman's College in Greensboro. Her husband is an ensign in the U. S. Navy and leaves May 1st for an eight months' cruise in the Mediterranean.

Owen Gaskill is back from a visit with friends in Pennsylvania. Here for the funeral services for Mrs. Susan Scarborough were Mr. and Mrs. Alton Scarborough of Pedrickton, N. J., Mr. Ernest Scarborough of Audubon, N. J., Mrs. Felix Fleg of Newport News, Mrs. Stacy Simpson of Norfolk, Mr. and Mrs. Williams Bounds, Mr. and Mrs. Frank Parsons of Ocean City, Md., and Mrs. Vera Robinson of Hatteras.

There've Been Some Changes Made



This is the Paragon building. At the right is the drug store operated by the late George W. Dill. He sold it in 1929 to W. C. Matthews. Mr. Matthews later bought the Ferebee building and was in business there until last month when he moved back into the Paragon building. The drug store, shiny and modern, is now in the space shown at the left of this picture.

Next to it, through the archway, is located today the newsstand of Dan Wade, and to the right of that is Leary's Store for Men.

This picture is from a photograph made by F. C. Salisbury.

ners and in 1929 sold the store to the present owner, W. C. Matthews. The brick building in which Hardware and Building Supply is located was built by the late D. G. Bell and the little wooden building where the drug store was located

was moved to a location on Evans street next to the Star Fish Co. The brick building in which Hardware and Building Supply is now occupied by an Esso Service Station. For several years the late J. R. Bell used the building as a storage

and sales room for hay and feed. Following the fire of 1908 when most of the wooden structures between 8th and 9th streets were destroyed, the late L. L. Leary put up the present Paragon building in which to conduct a mercantile

business. Mr. Dill moved into the building in 1912, from his 8th and Arendell street location, in the space now occupied by Leary's Men Shop and there he operated the Morehead City Drug Store until it was taken over by Mr. Matthews.

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