

Thanks for Coming And Hurry Back

McLELLANS - 5c to \$100

Air Conditioned
Speedy - Self Service
USE OUR LAY-AWAY PLAN

BELKS DEPT. STORE

"The home of better values"
NEW BERN, N. C.

MONTGOMERY WARD

Complete line for the Family and the home
Buy on Easy Terms
NEW BERN, N. C.

THE FASHION CENTER

Ladies Apparel & Shoes
"Your Center for Fashions"

FAGAN ELECTRIC CO.

YOUR HOT POINT DEALER
JAMES CANADY, MANAGER
312 Middle St. Phone 3825

MOORE'S BARBECUE

New Bern, N. C.

Five Points Milling Co.

Frank Hargett, Manager
FEED - SEED - CHICKS - HARDWARE
1013 - 1013 1/2 Queen St., New Bern, N. C.
Phone Store 4319 - Residence 4924

PENNEY'S

ALWAYS FIRST QUALITY

Corner Middle & Broad New Bern, N. C.

Visit With Us
CITY DRUG STORE
YOUR REXALL STORE
202 Middle St.

(Mail Orders Filled Promptly)

J. C. WHITTY & CO.

FARMALL TRACTORS
POWER UNITS - PARTS & SERVICE

RETAIL MERCHANTS' ASSOCIATION NEW BERN, N. C.

April 26, 1956

To The People of
Jones County

Greetings:

We, the merchants of New Bern wish to say "Thanks" for your visits to New Bern and the chance you have given us to serve you and your needs. We earnestly solicit your continued patronage and we assure you that we will continue to bring quality merchandise at the lowest possible cost to you.

Yes, your dollar will continue to buy more in New Bern.

Here in our complete shopping center, you will find a wide variety to choose from. Our stores are well stocked and carry complete inventories of merchandise especially selected to serve the needs of the people of coastal Carolina.

For the farmer, our stores carry complete lines for every farming need. For the ladies, our stores are stocked with selections of the newest and latest fashions. Complete lines are carried for every home need.

Service and quality at low prices are the outstanding features of the merchants of New Bern.

While visiting our shopping center, plan to enjoy New Bern's historic shrines, also linger awhile and visit the many entertainment activities, and have lunch at one of our many outstanding restaurants.

We welcome the people of Jones County to New Bern.

Sincerely,
J. N. Covington, President

JNC:SJJ

- More Value
- Better Service
- Equal Quality
- Sincere Appreciation
- Guaranteed Satisfaction

Appliances of New Bern Inc.

G. E. Appliances — Zenith TV
409 Broad St. Dial 4223
NEW BERN, N. C.

L. L. Brinson Hardware Co.

Paints, Oil, Varnish, Nets & Twine
Farm Implements — Seeds
Phone 3704 New Bern, N. C. 143 Middle St.

HILL'S

Known For Good Clothes
NEW BERN, N. C.

Save Today At
WESTERN AUTO
ASSOCIATE STORE

G. M. Burroughs — Owner
Cor. Middle & S. Front St. Phone 2986

We Are Proud To Have Jones Countians Visit

STANLEY
JEWELERS
222 MIDDLE ST. NEW BERN

OETTINGER BROS., INC.

Good Furniture for Good Homes
319 Pollock St.
NEW BERN, N. C.

Hawk Radio & Appliance Co.

Home Of
PHILCO & RCA PRODUCTS
Owned and Operated by W. E. Hughes
327 Middle St.

COPLON - SMITH CO.

YOUR COMPLETE
DEPARTMENT STORE
FOR THE ENTIRE FAMILY

HEILIG - LEVINE

FURNITURE
Phone 4063 New Bern, N. C.

ASKEW'S, INC.

HARDWARE & BUILDING SUPPLIES
1101 Pollock St. Phone 4125

Shop in New Bern's Fine Stores and
Save Miles - Save Dollars - Save Hours