

## Belk-Tyler Company Opens Modern New Store Here Today

### Opening New Store, Tyler Boys Reflect Confidence In Town

A. L. and John H. Tyler Are Ranked Among Section's Leading Merchants

Five years ago, Messrs. A. L. and John H. Tyler with Mr. W. H. Belk expressed their confidence in this section when they opened a large department store in Williamston. Today, they expressed that confidence over again when they opened a larger and more modern store here. They have been pleased with their operations here during that time, and to merit a continued and even larger patronage, the owners made plans for a larger store and for larger stocks, assuring the people of this entire section anew that the shopping advantages found in the large city are now available to them right here in Williamston.

Increased trading opportunities for the people of this section did not just happen or come about overnight. Their being had their beginning years ago when Mr. A. L. Tyler as a lad of twelve years entered the mercantile field. Years of toil and hard work carried him to the top where he was recognized by Mr. Belk. A partnership was formed in 1931 and Mr. Tyler was placed in charge of operations in eastern Carolina. As vice president and general manager, Mr. Tyler was joined by his brother, John H., in 1933, and despite depressions and other obstacles facing all business men at that time, the two men began to explore the field. One store after another was opened until today, the company has ten of the leading merchandising establishments in this section of the State.

It was no over-night success story for the two men who had cast their lot with the State's pioneer merchant. Hard work blocked their paths, but the difficult tasks were met fair and square, and today they are grouped among the leading merchants in the State.

A native of Richmond, Mr. A. L. Tyler turned his attention to North Carolina and after attaining the top as manager of a big concern in Winston-Salem, he entered the Belk organization. His record since that time is written in his work all over northeastern North Carolina. His brother John was born in the comparatively little town of Keysville, in Virginia too, but he soon saw the mistake and moved into North Carolina. He attended old Trinity College with Bruce Wynne and Bill Carstarphen, and after a successful stay with a Durham hosiery firm he joined Mr. A. L. Tyler in 1933 as secretary-treasurer of the company to help build the enviable record established by Belk-Tyler in this part of North Carolina during the past ten years.

Coming here to help make ready for and to attend the opening today, Mr. John Tyler had very little comment to make, but it is quite apparent that the accomplishment of the firm speaks a great deal for the owners and management. It is also indeed apparent that Mr. Tyler and his associates are appreciative of the patronage of the store in the past, and it is his solemn pledge to continue to merit an ever-growing patronage in the future.

"Belk-Tyler stands on its record of five years' service in Williamston, and on that record we bid for the continued and loyal patronage of the people of this section," a representative of the firm said.

### LEADERS IN MERCANTILE FIELD



Recognized as leaders in the field of merchandising in North Carolina, Messrs. A. L. Tyler, right, and John H. Tyler, left, are the main springs for action in the Belk-Tyler organization. They have taken much interest in the new store opening here today, and have spared no cost in making available to the people of this section the latest shopping advantages.

## Belk-Tyler Firm Has Strong Buying Power

MR. W. H. BELK



President of the Belk Stores, Mr. W. H. Belk, a native and life-long resident of North Carolina, commands a prominent position in the merchandising field of this State and in the South.

### Belk-Tyler Has Modern Features

Planning their new store in Williamston, the Belk-Tyler Company management was quite painstaking to incorporate every modern feature possible in its construction and interior arrangements.

A strictly modern heating system was installed with fans carefully placed for use during the summer months. The lighting arrangements offer an even and adequate light with a noticeable daylight effect.

Hardwood floors blend with the fixtures and the walls and ceiling harmonize with the lights.

### Belk-Tyler Company Maintains Large and Able Buying Force

#### Merchandising Experts on the Big Markets All the Time Making Purchases

Maintaining a large and able buying force on the big markets at all times, the Belk-Tyler organization holds an enviable position when it comes to keeping merchandise moving to its stores quickly and in the latest styles and creations. Through its buying plan, the company brings the latest creations to its stores for local patrons almost overnight. Then the organization's tremendous purchasing power enables it to offer its merchandise to the consumer at unusually attractive prices.

In its new store here are goods worth a large fortune that will be sold at "thrift" prices because the Belk and Belk-Tyler chains have men and women who know "how to buy." The stocks are very complete. There could be more departments in the store here, for instance, but the many departments the establishment does boast could not be better stocked, it appears, taking into consideration the policies of the business and the desires of its clientele.

"The buying policy of the company is readily accepted by manufacturers over the country," we are told. "It is recognized as one of the most efficient buying policies in the nation. The corps at the last report was comprised at 35 persons. That was a year ago. There may be more now. The experts have gained their positions through years of experience in merchandising, and they hold them by never-ceasing thorough study of styles and market conditions. The big idea with every buy-

(Continued on page eight)

### Belk Recognized As Pioneer in South's Mercantile History

Head of Stores Began Work In Village General Store Many Years Ago

The opening of a new and enlarged Belk-Tyler store in Williamston this morning recalls a forward step in this section's merchandising field five years ago this week when W. H. Belk with the aid of two promising young men, A. L. and John H. Tyler, recognizing the possibilities in this immediate territory, opened what was up to that time one of the largest stores east of Rocky Mount. The venture formed a direct connection for the people of this entire section with one of the outstanding merchandising specialists in North Carolina and the South, Mr. W. H. Belk, who through the Tyler brothers in joining in the march of progress characteristic of this section in the opening of a larger and more modern store here.

The life history of Mr. W. H. Belk, president of the Belk Stores, carries marked interest from one end of the State to the other. His individual interest in the advancement of the welfare of the State, as a whole, and especially in those communities where his stores are located has gained for him an enviable reputation as a leader of men.

Born on a small farm in Union County 76 years ago, Mr. Belk, through hard work and Christian ideals, has forged his way to the top in the business world in North Carolina and the South. Favored by the task of helping to support and educate his father's family, the young boy completed his schooling in the seventh grade, but he had only begun his course of study at that time, the following of which course destined him to become a great business leader.

Mr. Belk's early training in the business to which he was later to devote his life was centered in a village general store, the remuneration he received there going into a general fund for use by all the family. Gaining a knowledge of merchandising there, Mr. Belk later formed a partnership with his brother, Dr. J. M. Belk, who gave up his practice of medicine to take an active part in a business that was destined to gain recognition throughout the State as Belk Brothers Company.

The first large store was opened in Charlotte in 1895, and today it is one of the outstanding business houses of the entire South. Accepting as partners young men of determined merit and leadership, the Belk Company has enjoyed a tremendous expansion and success.

Today at 76 years of age, Mr. Belk is unusually active in the affairs of his company, spending much time in his office, directing the intricate affairs of the numerous stores located in six Southern States.

### Belk-Tyler Gets Congratulations

Recognizing the value in the opening of a new and modern store here, Williamston business leaders and operators willingly joined together to congratulate the Belk-Tyler Company on its progressive action.

The messages, displaying a fine cooperative spirit, appear on other pages in this section.

## Opening Of One Of Section's Finest Stores Attracts Large Crowds From Over A Wide Area

### MANAGERS OF LOCAL STORE



Under the able management of Messrs. Charlie Bowers as manager, and Ernest Mears as his assistant, the Belk-Tyler Company store here has made a marked progress. The opening of a larger store this morning offering unmistakable evidence in support of their record. Picture above are Mr. Bowers, left, and Mr. Mears, right. Each of them has been with the company for a long number of years.

### Able Personnel Is Employed In The Belk-Tyler Store

#### Public Is Served By Eleven Experienced Employees And Assistants

Supporting Manager Charles Bowers in the operation of the modern new Belk-Tyler store here are a group of able and accommodating employees, many of whom have been associated with the firm for a number of years. Mr. Ernest Mears is Mr. Bowers' assistant in the management of the store, and the two are alert to the needs of their firm's patrons.

The names of the other employees are: Mrs. Dick Taylor, Mrs. Lawrence Rudisill, Mrs. Reba Cook, Mrs. Earl Tetterton, Mrs. W. A. James, Mrs. Frank Edwards, Jr., Miss Sarah Cook, and Messrs. James Thomas and Elton Hardy. While one or two of the employees were employed and trained in other stores operated by the Belk-Tyler Company, most of them literally grew up with the Williamston unit.

Courteous and prompt, this group has efficiently served thousands of shoppers from over a wide area during the past, and it is with a great pleasure of pride that they take up their posts in the new store and invite a continued patronage.

While the store is a large one, it still maintains a friendly atmosphere for its patrons at all times.

During rush periods and on special occasions, the management, to better serve the store's increasing patronage, calls in numbers of reserve employees. It is a standing policy of the firm to make every arrangement possible for the convenience of its customers.

### RECORD

Characteristic of the Messrs. Tyler brothers, a record was established in the construction of a new and larger store for Belk-Tyler in Williamston. After preliminary plans for a new and modern store had all but failed, the management renewed its effort to continue a forward progressive march, and things began to hum a few days later.

The two old stores adjoining the Harrison building were wrecked, and in record time an imposing and modern new structure was raised.

### Belk-Tyler Adds New Departments

Opening their modern new store here this morning, the Belk-Tyler Company has further departmentalized its large stock, adding new ones and enlarging the old ones.

In a unique surrounding on the second floor or balcony, the company has opened a large infants' and boys' and girls' department. It is unusually attractive one.

Entering the left entrance, the customer finds the ladies' departments, beginning with those featuring cosmetics, hand bags, hosiery, lingerie, hats, ready-to-wear and lastly shoes. On the right side of the store are large stocks of men's and boys' clothing and other apparel, and shoes. In the middle of the store and attractively displayed are hundreds of bolts of piece goods, curtain material and other allied items.

Under the new and enhanced departmental program, shoppers will find their tasks quite pleasant and very convenient.

### Step Characterizes Progressiveness of Belk-Tyler Owners

#### Increased Space Enables Store To Enlarge Its Already Extensive Stock

The Belk-Tyler Company, keeping abreast of the times and holding a prominent and leading position in Eastern North Carolina's march of progress, opened its new and modern store here this morning, the event attracting large crowds from over a wide territory. Without super fanfare or formal programs, the company occupied its large and modern home after two busy days of moving and the opening of large stocks of new goods. Ranking officials were present and an enlarged personnel was employed to serve the company's ever-increasing list of customers who came from far and near to reap the hundreds of bargains planned for the opening and the few days following it.

Adhering to a fixed policy calling for a continued progressive march forward, the Belk-Tyler owners overcame baffling problems to give this trading territory one of the finest mercantile buildings and establishments to be found in Eastern Carolina. Much maneuvering was necessary, but as a result, of that work there stands a modern structure where the two old buildings constituted little more than an eyesore next to the Harrison Brothers and Company building on the main street. Measuring 52 by 150 feet, the store was built along strictly modern lines, and provides all shopping conveniences and advantageous arrangements. It has rest rooms for both white and colored, a 52 by 30 balcony and modern lighting and fixtures expertly fitted to match the floor plans and at the same time making shopping a pleasure for the customer.

The front, made out of costly brick and coping and special show windows, has a sizable vestibule with well-fitted show windows to the side and in the background and with entrances on either side. The arrangement is a departure from the old architectural plans employed here for years.

With increased space made available, the management took immediate steps to enlarge the already extensive stock, giving to this trading area a greater selection of quality merchandise which has been departmentalized to a very great extent.

The owners, local management and all the personnel are pleased with their new home which in addition to offering the trading public enhanced shopping opportunities also adds greatly to the appearance of the town's main street.

In the opening of the new store here, comes encouragement for other business firms to look to the future with hope, for in this one's advancement is advancement for all.

# OUR MANY THANKS TO WILLIAMSTON

## And to Our Wide Circle of Loyal Friends

YOUR CONTINUED LOYALTY AND PATRONAGE HAVE MADE POSSIBLE THE EXPANSION OF OUR FACILITIES HERE. WE'RE GLAD TO BE ABLE TO PARTICIPATE IN THE PROGRESSIVE EXPANSION PROGRAM OF THIS INDUSTRIOUS COMMUNITY

A Bigger and better organization, with increased facilities, assures you of better and more efficient service. To this end we pledge our untiring efforts . . .

OPENING SALE  
**VALUES**  
Continue  
**Saturday**

We are happy in being able to further expand our fifty-year-old policy of QUALITY MERCHANDISE at LOWEST CASH PRICES . . .

WILLIAMSTON

# Belk-Tyler Company

WILLIAMSTON