

## Belk-Hudson Adds Many Nationally Advertised Lines

Secretary-Treasurer Of Store



E. O. HUDSON, of Orangeburg

### Is Recognized Leading Merchant

Secretary-treasurer of the Belk-Hudson store, had had experience with the Belk system, where he opened the first Belk-Hudson store. At the same time he purchased an interest in the merchandising organization. Putting into practice the enterprising methods of business he had learned while working with the original concern, Mr. Hudson soon opened branch organizations in the territory surrounding Orangeburg. There are now eight stores bearing the name of Belk-Hudson. These are located at Orangeburg, S. C., Waynesville, Walterboro, S. C., Moultrie, Ga., Douglas, Ga., Valdosta, Ga., Tifton and Cairo, Ga. Mr. Hudson is married to the

### Store Now Has 25 Big Departments

Belk-Hudson has added many new lines of nationally advertised lines of merchandise in their new and enlarged store, according to J. C. Jennings, general manager.

The store now has 25 complete departments, and in each department, many of the better known lines of merchandise are featured.

Mr. Jennings said yesterday that every express and almost every motor express brings in another line. The merchandise was bought some weeks ago, but shipment was withheld until the store was completed, in order to have ample room for storage.

During the five month period the store was undergoing remodeling and expansion, shipments of new lines were held to a minimum.

The new store has more than 22,000 square feet of floor space, with three big floors. The entire basement has been converted into a modern sales unit, and is 42 feet wide by 186 feet long. A special tile floor with hundreds of fluorescent lights makes shopping easy in the basement, Mr. Jennings pointed out.

The basement has a shoe department, as well as ready-to-wear, giving the store two departments of many items of wearing apparel.

The formal opening of the store was staged last week-end, when hundreds of people visited the store. Many out-of-town merchants visited the store, as did those of Haywood. Executives of the Belk organization were among the throng visiting the store on last Friday and Saturday.

"The period of construction gave us many a headache, but we have forgotten those, now that the new store is completed, and every department is fast filling up with the best merchandise the market affords," Mr. Jennings said yesterday.

The Belk-Hudson store was opened here in 1938, then occupying a small section as compared with today's expansive unit. After a few months, a small part of the

former Miss Lillian Freeman of Charlotte. They have two sons, Thomas F., 16, and E. O. Jr., 12.

Store Manager



J. C. JENNINGS

### Envy The Lucky Bees, Who Never Shiver

HARRISBURG (UP)—Below zero weather doesn't bother the bees. They air-condition their hives, by controlling both temperature and humidity.

Prof. E. J. Anderson, bee specialist at Pennsylvania State College, said that even when outside temperatures are below zero, bees maintain a temperature of 96 degrees Fahrenheit in the center of the winter cluster.

He said the moisture content of the hive ranges from 65 to 80 per cent. This humidity is maintained fairly constant despite varying humidity changes outside the hive. For that reason, Anderson cautions beekeepers against opening hives any oftener than necessary to care for the colony.

Rodents form the largest order of mammals, embracing some 3,000 species.

second floor was opened, and later the entire second floor. About that time new fixtures were added on both floors.

Plans for the recent expansion program were started several years ago, but were delayed due to lack of materials.

### New Store Is Dream Of Jennings

"Have what they want, at the right price," is the slogan under which J. C. Jennings, manager of Belk-Hudson has worked for many years.

The present expansion program of the store, was in a large measure, due to his foresight, and faith in the community. He came here as a plant manager of the store in 1933, and two years later was named manager.

In 1934 he put on a Navy uniform and went to the west coast for three years, where he held a responsible position in supplying the men in line with the things they needed in the way of clothing and food.

After his discharge in 1946, he came back here and assumed management of the store. Soon after coming back he started work on plans for the expansion program, but was delayed time and time again due to the scarcity of building materials. The present store is his ideal, and largely due to his foresight and planning to meet the needs of the customers.

He joined the Belk-Hudson organization in 1937. He is a native of Orangeburg, S. C. He is a Methodist, and is married, and he and Mrs. Jennings have two sons.

He has just completed construction of three houses in East Waynesville, and will live in one of them.

### VOORHOO, JOHN

PEPPER, Mr. (UP)—You can't sell "John" in the family of John W. Rogers. Both of his grandfathers, his father-in-law, son-in-law, two grandsons, his son, two brothers-in-law, two uncle and five cousins answer to the front name of John.

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President Of The Firm



W. H. BELK, of Charlotte

### W. H. Belk Has Been A Leader In Merchandising

A Belk system of stores which now extends into 278 cities had a tiny beginning in 1893 when W. H. Belk, founder of the chain, directed his energies and foresight into a 75 foot by 30 foot store located at Monroe, N. C.

The original store had a floor space of approximately 2,000 square feet, against the 18,000 square feet, against the 22,336 square feet.

But for the opposition of his

mother, William Henry Belk might have moved from Monroe, N. C., to Houston, Tex., in the bleak year 1895, there to build a huge merchandising empire that bears his name. But following his mother's wishes to remain near home, he went to Charlotte and in September of that year opened a store, which flourished and provided a definite need for improved merchandising facilities.

Mr. W. H. Belk had prevailed upon his brother, Dr. J. M. Belk, to give up his practice of medicine in Anson county, N. C., and join him in the business enterprise. The Belk brothers had a great struggle between 1893 and 1900 in gaining a foothold, because of the depression which was gripping the country. There were few industrial plants and the farmer sold his products at a ridiculously low price. There was little money flowing in and out of the people's pockets.

Adherents of the principle of buying goods for less and selling them for less, while striving to provide better values than the competitor, the Belk brothers based their business strictly upon integrity and honesty. Adopting this as their merchandising motto, the Belks began surrounding themselves with personnel who had the same ideals and goals.

The merchandising empire, with this solid foundation, began growing steadily. Stores were opened in new cities. These expanded and additional stores were opened.

The 270 stores of the Belk system are now located in North Carolina, South Carolina, Virginia, Tennessee, Alabama, Florida, Georgia, Ohio, Texas, Mississippi and Maryland.

W. H. Belk's father, Abe Nelson Washington Belk, was killed during the War Between the States, having been personified by traitors who falsely told Yankee soldiers he possessed information on stores of gold.

The home plantation was sold at auction because of the difficult struggle his mother was having to keep the family going. Later through a relative, the old home

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