



"Our idea is to sell goods just as cheap as we can and at the same time make a small profit. When a fellow buys something he knows he can bring the goods back if he finds out they aren't what he wanted and get his money back. That's our idea and we found that it worked."

WILLIAM HENRY BELK

THE IDEA THAT WORKED

Mighty down-to-earth philosophy—and more than just words! This is a man's promise, so full of cracker-barrel truth that it's spanned sixty-seven years of busy yesterdays...will live on amid the tomorrows of supersonics, electronics, atomics and pushbuttons! Grand old Mr. Henry's solid farmer-boy beginnings gave him an especially sharp appreciation of what goes into hard work—and what hard work goes into fathering the beliefs that are the foundations of our American way of life.

"Honest dealing, and good old-fashioned friendly service" . . . a man has a right to expect this any time he steps into a store, William Henry Belk believed. That's what is sometimes called customer confidence. And it's the faith that comes of knowing where to find a real bargain that still keeps our customers coming back again and again!

We've gone a long way since this store's first seedling was planted 67 years ago, back in Monroe, North Carolina. Over the years there have been many changes, to keep up with the changing times. We have built and rebuilt, renovated and improved, grown and grown—and we're still growing. But inside our doors, our founder's first two-point credo continues to be our guiding light:

"Honest dealing, friendly service!"

We look to tomorrow and tomorrow with the same young-hearted, burning enthusiasm that led Founder Belk through a lifetime punctuated by long, tedious hours of work. We pledge continued devotion to the substance and spirit of our sixty-seven-year-old principles of value—and forecast our future together will be brighter than ever!



Belk's Personnel in Centennial Garb

MACON COUNTY'S
LARGEST AND MOST
COMPLETE
DEPARTMENT STORE

10th Year of Service to a
Progressive and
Growing Community

BELK'S
Department Stores
Franklin, N. C.