

Another SATISFIED ADVERTISER

The letter at the right tells the story of what the advertisement below did to bring in dollars to Belk-Hudson Company only this week.

There is a way to keep people coming into your store. There is a way to keep those coins dropping into your cash drawer.

And there is a way to keep your business steadily forging ahead.

THAT WAY IS NEWSPAPER ADVERTISING.

More specifically, advertising in The Waynesville Mountaineer.

Every word you print in The Mountaineer will be read by hundreds of potential customers in the trade territory.

COOPERATION AND AIDS TO ADVERTISERS

Besides reaching the homes of most of the people of the county, The Mountaineer offers you many aids in preparing your advertising. The Mountaineer subscribes to one of the best advertising services available and through it hundreds of illustrations and tested advertisements are yours at no extra cost.

The advertising staff is at your service to offer every assistance necessary to formulate a complete and effective advertising campaign.

You'll find that it pays to advertise in The Mountaineer.

This Is The Advertisement That Brought Results



SALE Over 20,000 Pieces CHINAWARE

Values Up To \$1.00 Per Piece

5c Each Piece

Complete Set of 32 Pieces Only \$1.60

- ★ Dinner Plates
- ★ Soup Bowls
- ★ Cup and Saucers
- ★ Dessert Dishes
- ★ Platters (3 Sizes)
- ★ Gravey Bowls
- ★ Sugar Bowls
- ★ Cream Pitchers

On Sale Tuesday Oct. 14 9 a. m.

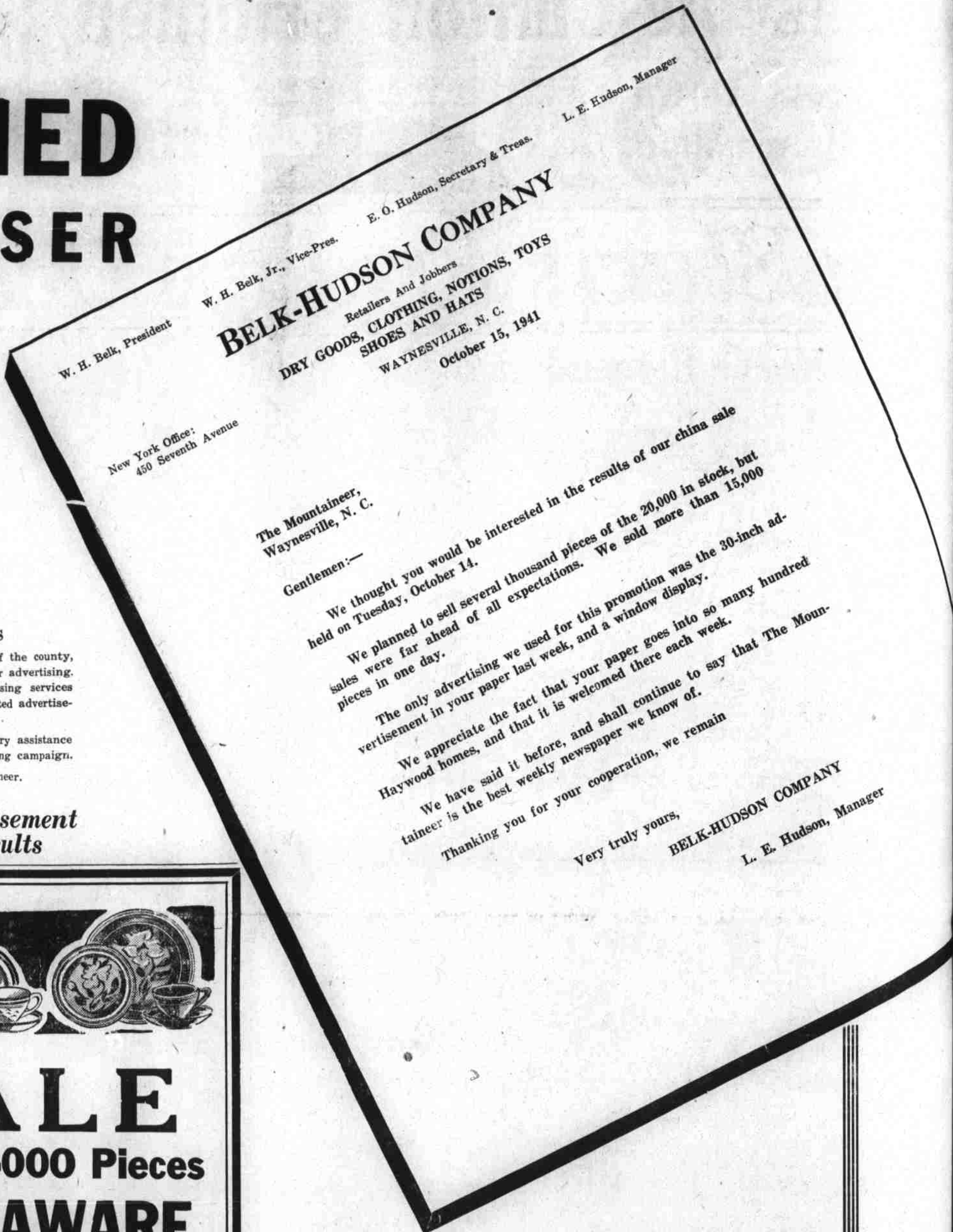
(None Sold Before Above Date)

Dozens of patterns to select from. You'll be surprised to find that you can probably complete or add to a set which you now have that cost you as much as \$1.00 per piece . . . Imagine being able to pick up a 32-piece set of good china for only \$1.60 . . . Come Early.

BELK-HUDSON CO.

"The Home Of Better Values"

NO EXCHANGES OR REFUNDS



W. H. Belk, President

W. H. Belk, Jr., Vice-Pres.

E. O. Hudson, Secretary & Treas.

L. E. Hudson, Manager

BELK-HUDSON COMPANY

Retailers And Jobbers

DRY GOODS, CLOTHING, NOTIONS, TOYS
SHOES AND HATS

WAYNESVILLE, N. C.

October 15, 1941

New York Office:
450 Seventh Avenue

The Mountaineer,
Waynesville, N. C.

Gentlemen:—

We thought you would be interested in the results of our china sale held on Tuesday, October 14.

We planned to sell several thousand pieces of the 20,000 in stock, but sales were far ahead of all expectations. We sold more than 15,000 pieces in one day.

The only advertising we used for this promotion was the 30-inch advertisement in your paper last week, and a window display.

We appreciate the fact that your paper goes into so many hundred Haywood homes, and that it is welcomed there each week.

We have said it before, and shall continue to say that The Mountaineer is the best weekly newspaper we know of.

Thanking you for your cooperation, we remain

Very truly yours,

BELK-HUDSON COMPANY

L. E. Hudson, Manager

Bring Dollars Into Your Place Of Business--

NEWSPAPER ADVERTISING is one of the most profitable investments you, as a business man, can make. The visible increase in traffic and sales (see proof in letter above) can't help but follow intelligent, effectively planned advertisements in The Mountaineer.

Our advertising staff will be glad to help you plan such advertisements at no cost to you other than regular space rates.

THE MOUNTAINEER GOES INTO MORE THAN 2,500 HOMES EVERY WEEK

The MOUNTAINEER

Going Into More Homes Than At Any Period During 57 Years Of Its Publication