



W. H. BELK, President



J. C. JENNINGS, Manager



E. O. HUDSON, Secretary-Treasurer

Many thanks--

We are deeply pleased by the response to the New Belk-Hudson store. We appreciate the hundreds of compliments passed on our new and enlarged building, and the larger stock which we have on display.

In making this expansion program, we had one thing in mind, and that was to serve the people of this area better, in a better building, with more merchandise at even better prices.

All businesses depend on volume of business done in which to operate. The greater the volume, the smaller the overhead per dollar of merchandise sold. On that theory, we have enlarged and expanded our store in order to offer you more selection for less money.

Our Pledge To You . . .

Down through the years, our policy has been to give quality merchandise for less money. That policy prevails today, and on all three floors you will find values you can not expect to duplicate elsewhere.

Belk-Hudson

"Home of Better Values"

"The Home
of
Better Values"

"The Home
of
Better Values"