

Beat a Rising Market

THIS ADVERTISEMENT IS AS NEW AS TODAY'S NEWS IT DOES NOT REFLECT THE PRESENT-DAY TREND OF INFLATION

"BUY NOW and SAVE" is rather an over-worked slogan of the recent depression. Yet we find today it is the soundest advice we could possibly hope to offer our vast multitude of customers, for the reason that in every industry—every line reflects the UPWARD trend of prices in all commodities, both wholesale and retail.

The merchandise we're offering in our Annual January Event would in many instances cost as much—and even more—to replace on the wholesale market today. Yet we are offering our customers REDUCED "Clearance" prices for one reason—and one alone! It is because thousands of thrifty shoppers in this area have come to regard LEGGETT'S JANUARY CLEARANCE SALE as an annual "Super-Value Giving" Event.

We know that, because, not only to-year, but because hundreds of our customers would be held. We pride ourselves in offering to our community a great debt in making possible this sale.

So-o-o-o, here is the big January Event you'll find "give-away" prices again—but we do not believe in working for YOU be the judge of the values we are offering in our January Sales but throughout the year.



SELL-OUT

LADIES WINTER COATS

Only 46 Ladies Winter Coats left, including Fur-Trimmed and Plain-Tailored styles. Many odd sizes and styles in this lot, and we are CLOSING-OUT for—

**LESS THAN HALF-PRICE!
SALE OF FUR COATS!**

Only 8 more remain in stock but that number includes some select models in good sizes. Your choice of Fur Coats

FOR ONLY HALF-PRICE!

NEW COTTON DRESSES

250 Brand-New Styles in a thrilling, wide range of models and patterns. These are outstanding values at—

48c to \$4.98

Crisp New Blouses
Wide variety of styles and Colors for only— **98c**

Ladies Sweaters
New High Shades. Excellent Quality for— **98c**

**Sale of Lace-Trimmed
COTTON SLIPS
All Sizes for 25c**

**Good Quality, Lace-Trimmed
RAYON SLIPS
Priced 3 for \$1.00**

PANTIES-BLOOMERS
Very Fine Quality Rayon; Special Low Price of— **25c**

JERSEY PAJAMAS
\$1. Values for 48c

LADIES GLOVES
\$1. Values for 69c



125 PIECES OF
NEW CURTAIN SCRIM
New Patterns per yd. **10c**

36-INCH HEAVY
ROUTING FLANNEL
A real value at yd.— **10c**

36-INCH FAST COLOR
SOLID COLOR LINENE
A real value at yd.— **10c**

KITCHEN TOWELS
Good Quality at each— **5c**

NEW CURTAINS
New Colors at per pair— **48c**

**Father
George
Sheeting**
10c
Per Yard

JANUARY



When you take into consideration the real value you quickly recognize these January White Sale prices.

CANNON

Guaranteed for 4-years; None better

- 63" x 99" **79c**
- 72" x 99" **89c**

CANNON PILLOW CASES

Cannon Bath Mats
Extra Heavy Quality and Absorbent; On Sale, each—

97c

CANNON
Wonderful Quality at low price of

5 for

BATH CLOTHS
Extra Generous Size in New Fancy Borders, at each—

5c

Feather
Good Quality and Restful. Per pair, only—

40 NEW PIECES OF
PLAY CLOTH
Special for Sale at yd.—

15c

60 NEW PIECES OF
FAST COLOR
All new Spring pat. yd.—

36-INCH FINE QUALITY
BLEACHING
Special low price per yd.—

10c

SOLID
BROAD
All Fast Colors; yd.—

LEGGETT'S

"HALIFAX COUNTY"

Roanoke Avenue at 11th