

SHOPPING CENTER

HALIFAX COUNTY'S



AND--We're ready for you, Mr. Santa Claus .. in true LEGGETT tradition ..

Ready For SANTA CLAUS???

SA-A-A-Y . . . we started preparing for him months ago. You see, Old Man Santa's yearly visit is quite an event at LEGGETT'S, and we wouldn't keep him, or the thousands of happy youngsters dependent upon him, waiting for even 14,000 more square-feet of floor space . . .

BUT, when we say "w-e" perhaps we are "hogging" our share of the credit. After all, it is not so much "w-e" who started our preparations, as our entire buying organization—and it is a gigantic one . . .

We only wish that you good folks in Roanoke Rapids and surrounding territory who annually look to this great store for providing "SANTA CLAUS" could go "Behind the Scenes" with us . . .

There's our great New York buying staff, for instance, with a personnel of scores of folks who do nothing but constantly and continually study SANTA CLAUS and his needs . . . The great BELK organization operates over 165 stores in the South, earning for them the enviable reputation of: "The South's Largest Distributors of Quality Merchandise."

We hit upon a new Toy, for example . . . one that would contribute endlessly to both the entertainment and instruction of thousands of kiddies in the Southland. A certain manufacturer controls the patent or copyright. Our merchandise manager reports it would be "an excellent item—but the price is not within the reach of the masses . . ." Ours is a powerful buying organization . . . Comes word from the head office: "BUY TEN THOUSAND DOZEN"—at such-and-such a price* . . .

*A price that will enable us to place that particular toy within the reach of thousands of children, whose parents ordinarily could not afford such an extravagance . . .

And so it goes with the entire line of "Christmas Merchandise," and "Holiday Gift Goods." We have always taken the attitude that CHRISTMAS is a Season of "Peace on Earth—Good Will Toward Men . . ." To that end, we have ever subscribed the belief that real joy, and True Christmas Spirit may be attained by GIVING SOMETHING.



A Great Week-End Sale of Dresses!

Here's an Event that has been planned for YOU! You'll need several Extra Dresses for the Gay Holiday Season ahead—and we're making it easy for you to buy them. Remember: LEGGETT'S Exclusive Dress Styles are featured in over 165 of the South's Leading Stores. For Style and Value, they're in every way "the Cream of the Crop".

FEATURING 300 DRESSES

All "Brand-New" Styles and materials; New Colors. Every Dress in this group would regularly sell for 2.98.

2.69

—SIZES 12's to 44's—

or 2 for \$5. — "Bring a Friend & Save!"

250 DRESSES ..

that would ordinarily sell for 1.98; All new styles; Featured Friday and Saturday for only

1.69
2 FOR \$3.00

"Bring A Friend—and SAVE"

WINTER COATS

STYLES THAT ARE STILL MAKING "FASHION HEADLINES" EVERYWHERE

Here's a "Very Special" Offering of Winter Coats. The styles are smart and QUALITY is exceptional at our low price of —

9.95

LEGGETT'S DEPARTMENT STORE

