## **THURSDAY, OCT. 17, 1940**

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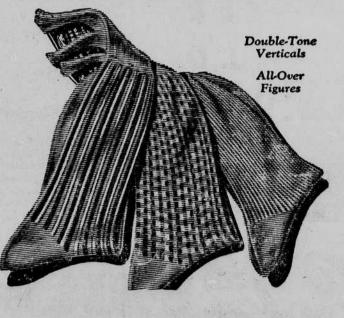
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THE ROANOKE RAPIDS HERALD

**SECTION A—PAGE 3** 



Fall Socks in Ancient Madder Tones ... the old English method of color blending...deep, rich, distinctive.



MEN'S DEPARTMENT

where the most h a r d w e a r comes, then let us suggest you see us this weekend. A new pair of Jack Rabbit Overalls w i l l make any man feel better and Think! for only \$1.21 a pair.

The Trubenized\* Collar never needs starch, yet it can't wilt, wrinkle or pucker-up – and retains its laundry-fresh crispness as long as it's worn. Essley was first to develop the *porous* fused collar, and you'll find it at its peak of perfection on Essley

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