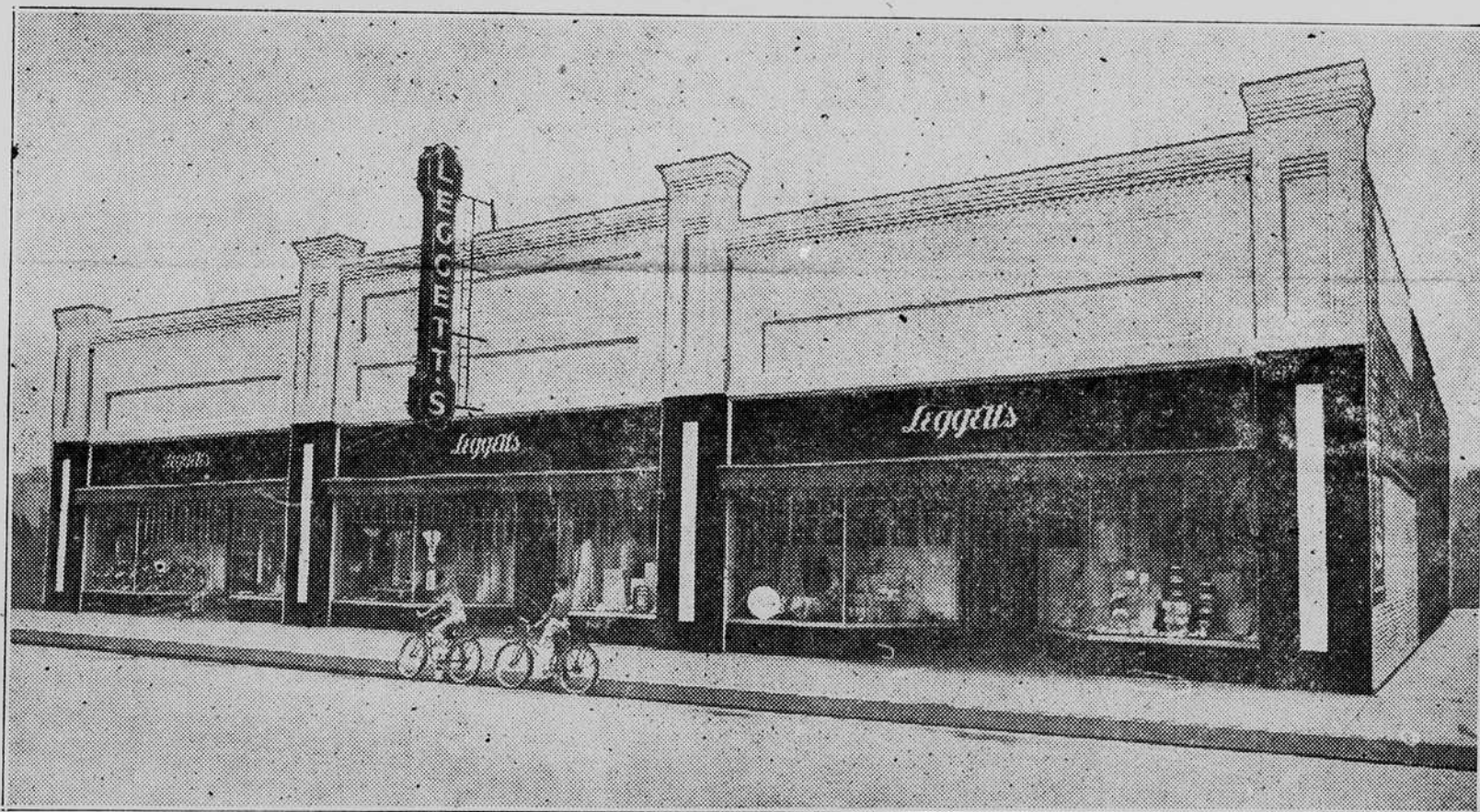


# NEW LEGGETT'S STORE

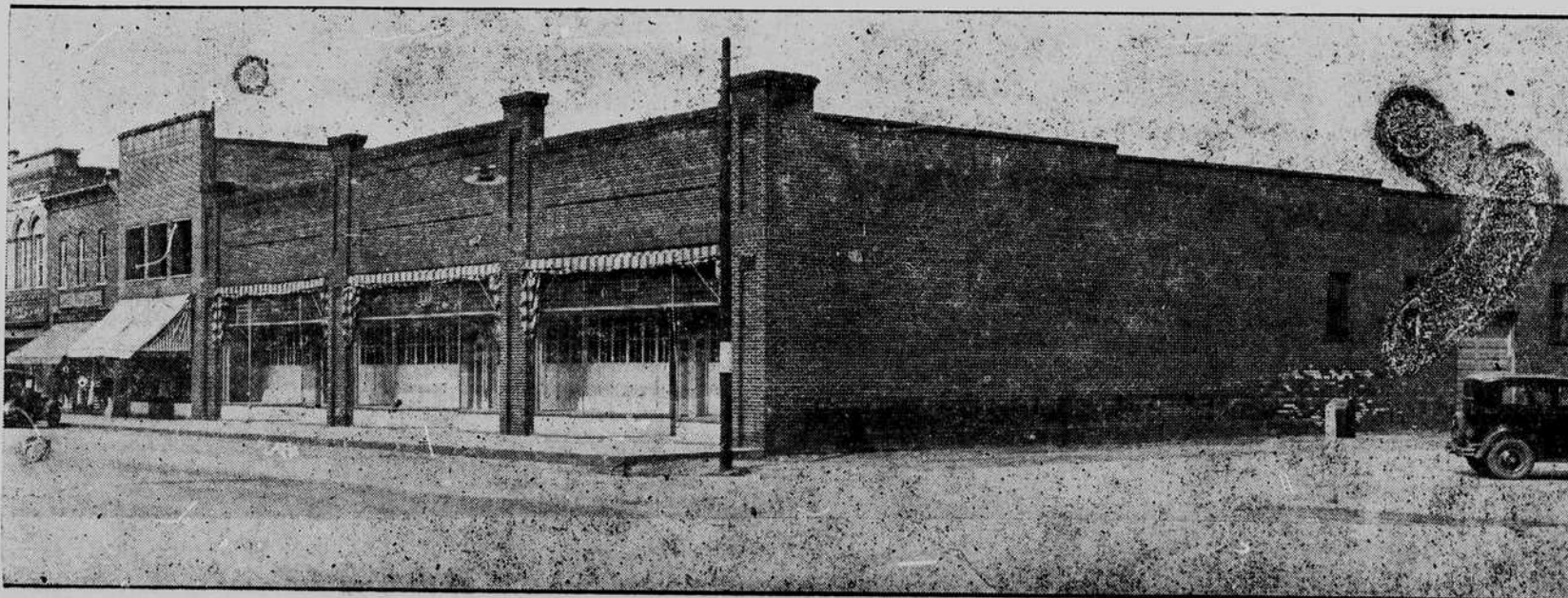
AS IT  
LOOKED  
10-YRS.  
AGO...



AS LEGGETT'S FRONT LOOKS TODAY



TOP PHOTOGRAPH shows Leggett's Department Store as it looked when first opened to the public in Roanoke Rapids in the fall of the year 1931. Since then many improvements have been made both to the interior and exterior of the store, as the next photograph shows. The second picture was taken soon after the addition of the large plate glass front, extending the full 100-ft. width of the store facing Roanoke Avenue, and the installation of the large Neon sign, familiar to thousands of thrifty shoppers of this section. The brick exterior of the building has also been painted white, adding materially to the store's appearance from the front and side views. The picture at the bottom shows a general front and side view of the large store (before the plate glass front was installed and the brick work painted) but after the store had been lengthened to extend the entire 140-ft. back to the alley. This second major addition was made during the year 1935. Latest addition is that of a mezzanine floor, giving the store a total of 18,000 square-feet of floor space. Complete details of the enlargement program just completed at the store will be found in this section.



**18,000 SQUARE-FT. OF FLOOR SPACE**  
Devoted To Serving The Shoppers Of This Vast Trade Territory

**OPENING  
IS HUGE  
SUCCESS**

**Thousands Visit  
Enlarged Store  
Here Last Week**

**A BELK STORE**

**New Departments  
Added; Big Gain  
In Floor Space**

The opening of Leggett's newly enlarged and remodelled department store here last week was attended by a fine reception from the public, and spontaneous compliments on the attractiveness and beauty of the interior decorations were paid by large crowds which thronged the store throughout the opening day Thursday, and over the week-end.

Manager H. S. Loy of Leggett's said the generous and complimentary response of the public to the efforts of the firm to enable it to better serve buyers of this section is deeply appreciated, and worthy of the continued efforts of Leggett's to offer reasonable priced quality merchandise in surroundings making it a pleasure to shop.

The management and employees of the establishment will continue to direct their energy toward maintaining the reputation of a firm where fastidious buyers may purchase with confidence, Manager Loy stated.

From the front of the building with its beautifully decorated show windows with the big black and white onyx name of the store emblazoned thereon, to the new mezzanine floor which has been added in the rear. Leggett's presents a completely remodelled and enlarged store which bears little resemblance to the establishment which was begun here ten years ago in the Fall of 1931.

The steady growth of Leggett's business with thousands of patrons and friends has enabled it to further expand its holdings in Roanoke Rapids in order to further serve this community and the surrounding area.

And behind the enviable record which Leggett's has made here is a reason other than the quality merchandise the store offers and the commodious building—a reason which makes Leggett's store more than a structure of stone and wood with counters and shelves piled high with necessities and luxuries of modern living. That quantity behind Leggett's success is the personnel of the establishment—many of whom have been with the store since its early years here.

Established here as a member store of the Belk organization under the supervision of Manager Loy, who has many years of experience in such work and that distinctive executive ability which has enabled him to surround himself with dependable, capable, and courteous helpers, Leggett's has a sales force recruited from among

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LEGGETT'S SECTION