

LET ROANOKE RAPIDS STORES BE YOUR

# SHOPPING GUIDE

IN MAKING YOUR SELECTION OF-



## YOU'RE SURE TO PLEASE EVERYONE

MOTHER and DAD — HUSBAND or WIFE,

BROTHER and SISTER — SWEETHEART



*Roanoke Rapids Stores feature such a wide selection of merchandise in all lines that you are sure to find just what you want here! Shop in Roanoke Rapids with the assurance you could not find better selections — even in a town of 25,000 — and we firmly believe you will agree that —*



Prices Cannot Be Beaten Anyplace!



Look for the Membership Emblems on the Windows of Stores



It is the sign of a Good Merchant!



## TUNE IN-

ON THE MERCHANTS ASSOCIATION RADIO PROGRAMS DAILY!

OVER STATION W C B T ! "BETTY AND BERT"

12:15 to 12:30 Noon Weekdays; Sunday from 5:45 to 6 P. M. PLUS: "Hill Billy" and Band Music 6:45 to 7 A. M. Weekdays



## Saturday is the last day of the Popularity Contest!

Contest ends Saturday, December 6th, at which time the name of "Miss Be Thrifty" will be announced, and the winner presented with a Complete New Winter Outfit! All that is necessary to vote is for you to send a postal card addressed to:

BETTY AND BERT,  
% MERCHANTS ASSOCIATION,  
ROANOKE RAPIDS, N. C.

naming your favorite candidate for the title of "Miss Be Thrifty" on the back of the card.