

Messenger Brings Vast Saving to Thousands



The Secret of Our Grand Success:

We have successfully proven to the public and ourselves that Men's and Boys' clothing can be sold cheaper when selling a great value quick. In order to accomplish this, we stocked heavy on the best, fresh, new merchandise money could buy. We bought the latest and most popular styles. Our reputation for quality and satisfaction absolutely guaranteed does the rest to award us with the greatest and most successful value giving fete ever staged in Mount Airy. You can't afford to wait for you can save now, and money saved is money earned.

An Apology--

During our big rush Saturday it was impossible to serve you as we would liked to have done. We are aware that many could not wait to be served at all. We are sorry our selling force was not more efficient and promise to be able to better take care of you and your needs from now on.



Men's Sweet Orr Corduroy riding pants, **\$4.35**
Men's khaki riding pants, **\$2.85**

Men's Overcoats and Top Coats

Twice since opening this event have we exhausted our stock of these fine all wool garments. Now we have another shipment, all fresh and new. Very latest models beautiful fabrics in new patterns.

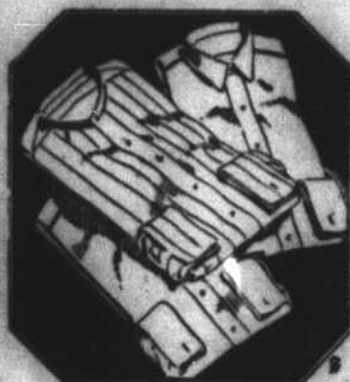
\$17.85

Second group offers coats equal to many being sold for as high as \$30.00

\$21.85

Men's Woolen Shirts

Khaki color serge, 2 pockets, made full **\$2.85**



Men's Fine Shirts

\$2.50 men's collar attached shirts, now at **\$1.39**

To \$3.50 new Manhattan shirts, collar attached, new patterns, new collars and cuffs **\$1.98**

Arrow Soft Collars

Also laundry collars, priced **5c**
35c Van Hensen collars, priced **19c**



New Felt Hats

A brand new shipment of \$7.00 Stetsons now **\$5.85**

All \$3.50 new felt hats, **\$2.85**

All \$4.50 new felt hats, **\$3.85**

Manhattan Pajamas

Finest soft flannellette, priced **\$2.49**



Boys' Caps

Brand new, Campus caps, very latest models, suiting materials, leather visors, adjustable to size **\$1.39**

Style Plus SUITS

No matter how particular you are you can not help but appreciate the beauty in material of these suits. Hundreds of the choice new pattern weaves, strictly highest class best wool made up in the most popular this season models. Tailored suits could not fit better, 2 pants, a feature group at

\$21.85

Another group made up for you who demand the very best in clothing. These must be seen to be appreciated, 2 pants, economy price

\$29.85

Young men's brand new Campus modeled suits, latest and most popular medium and extreme models. The materials are the finest. Economy prices, as low as—

\$16.85



Hanes Union Suits You know the quality strictly firsts, winter weight **98c**
Men's new model caps, size adjustable **\$1.48**



Boys' 2-Pant SUITS

One long and one pair of golf knickers, tailored with the same care and exactness that men's suits are made. Every one a true winter 1927 model. All wool sturdy and strong. Special group economy price

\$6.85

Boys' new winter suits, tailored with all the elegance of a man's high class suit, all sizes, special group, economy price,

\$9.85

Men's Dress Pants Special all wool group at **\$1.85**
\$3.50 all wool dress pants, **\$2.85**
\$6.00 finest woolen dress pants, **\$4.85**

New Cheney Ties .. **89c**
\$1.00 Hikok Belk .. **79c**
50c silk socks, **39c**
All gloves reduced in price.

Men's Extra Coats Good durable all wool garments. You will appreciate the quality **\$7.85 and \$9.95**

PRATHER'S

Mount Airy, N. C.

Work Pants \$3.00 strong work pants at **\$2.45**
\$5.00 Corduroy Pants, Sweet Orr Quality, **\$3.98**
\$1.95 Sweet Orr Overalls at **\$1.49**