

Big Inventory Sale

Starts Friday, January 15th ATTENTION PLEASE!

Within the past 60 days merchandise has made a very substantial advance in price, but in order to make room for our Spring materials we are going to offer you a very special discount on all fall and winter stock -- as long as it will last. Come early for choice buys.

MEN'S AND BOYS'

Suits

\$13.95 value now	\$11.95
\$14.95 value now	\$12.95
\$15.95 value now	\$13.95
\$16.95 value now	\$14.95
\$18.95 value now	\$16.95
\$21.00 value now	\$18.95
Special Lot Boys' Suits	\$ 4.95

MEN'S AND BOYS'

Overcoats

\$14.95 value now	\$11.95
\$11.95 value now	\$ 9.95
One Special Lot	\$ 5.00

MEN'S AND BOYS'

Dress Hats

\$3.50 value now	\$2.98
\$3.00 value now	\$2.49
\$2.50 value now	\$1.98
\$2.00 value now	\$1.69
\$1.50 value now	\$1.29

MEN'S AND BOYS'

Dress Pants

\$5.00 value now	\$4.39
\$4.50 value now	\$3.89
\$4.00 value now	\$3.39
\$3.50 value now	\$2.98
\$3.00 value now	\$2.59
\$2.50 value now	\$2.19
\$2.25 value now	\$1.89
\$2.00 value now	\$1.69
\$1.75 value now	\$1.49
\$1.50 value now	\$1.29
\$1.25 value now	\$1.08
\$1.00 value now	89c

MEN'S NOFADE

Dress Shirts

\$1.50 value	\$1.29
\$2.00 value	\$1.69

SPECIALS

LL BROWN SHEETING

Yard Wide **9c**

9/4 BROWN DRUID SHEETING

Per Yard **32c**

8-Ounce Feather Proof

BED TICKING

Per Yard **21c**

FLANELET MEN'S SHIRTS

Button and Zipper Fronts

Each **89c**

MEN'S LINED JUMPERS

Each **\$1.29**

One Lot Solid Color

BROADCLOTH

Yard Wide **12 1/2 c**

80 SQUARE PEPPERELL PRINTS

Yard Wide **19c**

36-Inch Solid Color Outings, yard **12 1/2 c**

27-Inch Solid Color Outings, yard **10c**

Sweaters

\$5.00 value now	\$4.39
\$4.50 value now	\$3.89
\$4.00 value now	\$3.39
\$3.50 value now	\$2.98
\$3.00 value now	\$2.59
\$2.50 value now	\$2.19
\$2.39 value now	\$1.98
\$2.25 value now	\$1.89
\$2.00 value now	\$1.69
\$1.75 value now	\$1.49
\$1.69 value now	\$1.39
\$1.50 value now	\$1.29
\$1.25 value now	\$1.09
\$1.00 value now	89c

SHOES

Ladies' Suede, Oxfords and Straps

\$2.50 value now	\$2.00
\$3.00 value now	\$2.29
\$3.75 and \$4.00 value now	\$2.98
\$4.50 and \$5.00 value now	\$3.49

Ladies' Leather Shoes, Oxfords and Straps

\$2.50 value now	\$2.19
\$3.00 value now	\$2.69
\$3.50 value now	\$2.98
\$4.00 value now	\$3.49
\$4.50 value now	\$3.79
\$5.00 value now	\$3.98

Children's Shoes and Oxfords

\$1.19 value now	\$1.00
\$1.25 value now	\$1.09
\$1.50 value now	\$1.29
\$1.75 value now	\$1.39
\$2.00 value now	\$1.69
\$2.25 value now	\$1.89
\$2.50 value now	\$2.19
\$2.75 value now	\$2.39
\$2.95 value now	\$2.49

Men's and Boys' Dress Shoes

\$2.50 value now	\$2.19
\$2.75 value now	\$2.39
\$3.00 value now	\$2.59
\$3.50 value now	\$2.98
\$4.00 value now	\$3.49
\$4.50 value now	\$3.89
\$5.00 value now	\$4.39
\$5.50 value now	\$4.79

Goodrich and Ball Band Boots

Hip Boots	\$4.25
3/4 Length Boots	\$3.75
Knee Length Boots	\$2.75
3/4 Boys' Boots	\$3.00
Boys' Knee Boots	\$2.50
Youth's Knee Boots	\$2.25
Special Lot of Men's Knee Boots	\$2.25

BE SURE AND SEE
THE RED TAG
BARGAINS
AT OUR STORE

Darden Bros.

"The Big Store" HERTFORD, N. C.

THESE PRICES ARE
FOR STRICTLY CASH
AND ALL SALES
ARE FINAL