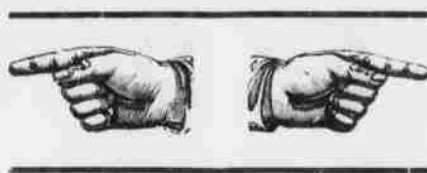


# CRUSHED!



# CRUSHED!

A CRUSHING REDUCTION SALE

destroying all profits and much of actual cost on over \$20,000 worth of seasonable merchandise for Men, Women and Children began

WEDNESDAY, AUGUST, 8TH  
AND WILL LAST 10 DAYS AT

## MORRIS-SCARBORO-MOFFITT-COMPANY'S, ASHEBORO, N. C.

This Crushing REDUCTION Sale of  
**Morris-Scarboro-Moffitt Co's.**  
entire stock will close  
**SATURDAY,**  
August 18th.

**AN OUTRAGEOUS DESTRUCTION** of regular prices for 10 days began WEDNESDAY, August 8, that will not only crush competition, bring thousands of people to the City of Asheboro, but will accomplish another and more important mission.

**JULY THE FOURTH** is past and it is the unalterable decision of this firm not to carry over a single dollar's worth of the past season's goods if Crushing Cut Prices will move them out. We can afford to lose on the balance of this great stock of over \$20,000 worth of goods in order to convert into cash, therefore, we opened August 8th, with the most outrageous slaughter of up-to-date Dry Goods, Shoes, Clothing, etc., that mortal man or woman has ever witnessed. This Crushing Reduction Sale WILL LAST TEN DAYS ONLY. You cannot afford to miss this sale, too much is at stake. This stock must be reduced regardless of what it will bring. The money must be raised. Bargains will be thrown on the counters that beggar description and pass beyond competition. This mammoth stock will be the scene of terrific carnage of all former prices.

**A Mighty Avalanche of  
Majestic  
BARGAINS.**

Without a Parallel. Without a Record within the Memory of Man or Woman! has Merchandise Sold at Such Low Figures.

A FEW OF THE MANY THOUSANDS OF BARGAINS THAT ARE ON SALE:

### Woolen Dress Goods and Silk.

Jap. silk, excellent quality, good width, regular 50c and 75c value crushed to 39c

### SILKS

#### At Crushing Reduction Prices

Fancy shirt waist suitings in checks and stripes, worth \$1.00 crushed to 69c  
500 yards of white and cream Habatui, worth 75c, crushed to 43c  
36 inch guaranteed taffeta stamped on the border, and worth \$1.00, crushed to 79c

### Dress Goods.

Dress goods, blacks and colors, worth 15c, crushed to 9c  
Dress goods, including this season's most popular shades, worth 50c, crushed to 39c  
Fine quality Virts mohair and serges in blues, blacks and greys, worth 60 and 75c, crushed to 48c  
50 pieces mohairs, panama cloth and novelties, this season's colors, worth \$1.00, crushed to 69c

### Table Linen and Towels.

Extra large size honey comb towels, 10c sellers, crushed to 4c each  
Large size bleached towels extra good quality, regular 15c and 18c sellers, crushed to 9c  
Turkey red and bleached table damask, 35c and 40c qualities crushed to 19c  
60 inch bleached table damask, Crushed to 28c

### Groceries

Sugar crushed to 5c  
Arbuckle coffee crushed to 15c  
Arm & Hammer soda at 3c  
Laundry soap worth 5 and 7c the world over, crushed to 3c  
And thousands of other groceries to be crushed.

### Shoes.

200 pairs of ladies' dongola oxfords and shoes, small sizes, in either patent tip or plain common sense styles, regular values \$2.50 and \$3.00, crushed to 69c  
Ladies' vici kid and oxford shoes in all the latest styles, regular values up to \$2 a pair crushed to 98c  
Ladies' very fine vici kid and patent kid oxfords and shoes, crushed to \$1.48  
Ladies' potent kid oxfords, strictly hand turned from one of America's most noted makers, regular values up to \$3 a pair, crushed to \$1.98  
Splendid quality children's oxfords and shoes in all sizes, regular values up to \$1.50 a pair, crushed to 98c  
Men's satin calf shoes, guaranteed solid throughout, crushed to \$1.39  
Men's box calf and vici kid Shoes, strictly up-to-date, crushed to \$1.69  
Men's patent colt gun metal oxfords and shoes either in tans or blacks, \$3.50, crushed to \$2.69

### Pants

Men's work pants, crushed to 35c  
This is one of the grandest bargains ever offered the people of North Carolina.  
\$1.29 for men's pants worth \$2.50 They will not last long as some are of the nicest and choicest fabrics ever seen. This lot for ten days only, crushed to \$1.29  
Men's pants made of fancy Scotch mixtures and worsteds, also in black, regular price up to \$8.00 a pair, crushed to \$1.98  
\$4.00 worsted pants at \$2.48.  
The determination of this company to reduce this stock is the result of this crushing loss and means the best and finest men's pants it has ever

been your pleasure to see in a superb collection of fancy worsteds, neat cassimeres, made up in elegant style, crushed to a pair, \$2.48

### Men's Furnishing Goods

Hemstitched white handkerchiefs, worth 10c each, sale price, 2c  
50 dozen mens white hemstitched handkerchiefs, worth 12c each, sale price, 6c  
50 dozen pairs of men's black and tan hose, worth 10c a pair, sale price, per pair, 7c  
Men's very fine quality hose embroidered etc., worth 25c a pair, sale price, 13c  
Men's suspenders, worth 35c a pair, 100 dozen men's and boys' negligee shirts, worth 50c each, sale price, 19c  
50 dozen men's negligee shirts, made of good quality madras, sale price, 19c  
Men's handsome quality negligee shirts, regular values up to \$1 each, sale price, 37c  
200 dozen men's linen collars in

all the latest shapes, worth 10c each, sale price, 4c  
Men's shirts, value up to \$1.25, crushed to 89c

### Men's Clothing.

Men's fancy cassimere and Cheviot lot spring suits in all the leading shades, regular \$7.50 sellers, crushed to \$2.98  
Men's 2-piece suits, made of strictly all wool homespun and worsted, either light or dark patterns, actual values up to a \$10 suit, crushed to \$4.48  
Men's suits, made of strictly all wool, fancy worsted and cassimere, blue and black included, positively worth up to \$12.50, crushed to \$6.85  
\$8.95 for men's all wool blue serge and imported worsted suits, the grandest range of patterns ever seen in the state of North Carolina, regular \$15 value crushed to \$8.95  
Boys' wash suits that sell for 75c to \$1.00 the world over, crushed to 39c

### Boys' Clothing Slashed to the Core.

Boys' knee pants suits made of dark cheviot or cassimere, regular \$2.00 seller 98c  
Boys all wool 2-piece suits and made of durable fabric, many very pretty patterns, regular price was \$3.00, crushed to \$1.88  
Boys' knee pants suits, made of extra nice fabrics, value up to \$4.00, crushed to \$2.48

### Crushing Sacrifice of White and Colored Lawns.

Scotch lawns in the neatest and prettiest array of dots and figures ever presented, regular values 6c and 7c a yard crushed to 4c  
White lawns in either fancy lace or striped effects, as well as perfectly plain. We are overstocked here like in other sections and must unload. Regular values up to 15c per yard, crushed to 8c  
Plain white lawns, standard everywhere at 10c per yard, crushed to 8c  
Beautiful lawns for summer dresses, regular 12c and 10c goods, crushed to 8c  
White waistings, regular values up to 25c per yard, crushed to 14c  
12c A. F. C. gingham, crushed to, per yard, 7c

### Men's Hats

One great lot of very stylish men's hats in all the popular shades, pearl grey, fawn and black, crushed to 89c  
Men's very fine felt hats, the regular \$1.50 quality, crushed to 98c  
Men's hats worth \$2.00, crushed to \$1.48  
Men's very fine hats worth \$2.50 crushed to \$1.89  
Boys caps, worth 25c at 14c  
\$5.00 John B. Stetson hat crushed to \$3.43

### Handkerchiefs

Men's hemstitched white and colored bordered handkerchiefs worth 10c, crushed to 3c  
Ladies handkerchiefs, worth 10c, crushed to 4c  
Men's and women's handkerchiefs, worth 12c crushed to 7c  
Extra quality, 15 and 20c values, a limited lot, crushed to 11c

### Crushed Reduction Sale of Furniture

We will show the people of this county the most sensational sale of furniture in the memory of man or woman.

### Notions and Small Ware

These prices emphasize the fact that you cannot afford to stay away from this sale. Dollars will be saved at every turn.  
Pearl buttons, regular 10c dozen, crushed to, per dozen 2c  
Good quality pins to go at per paper, 1c  
10c best grade cotton elastic, sale price, per yard 4c  
J. & P. Coat's cotton thread in all numbers and colors, and is known as one of the best brands of cotton thread in the world, regular 5c per spool, this sale per spool 4c  
King's thread, " 1c  
Tofchon and Val. lace, worth 5 and 7c per yard, this sale 2c  
Soap, worth 5c a bar this sale 2c

### Outrageous Sacrifice of Staple Dry Goods

These goods are too well known and need no more comment than the prices quoted. In the face of an advancing market, we offer thousands of dollars worth of standard goods at less than mill cost.  
Best American calicoes and prints, standard the world over at 6c and 7c a yard. Crushed to 4c.

### SENSATIONAL MINUTE SPECIAL SALES

Will Take Place at Various Times Throughout Each Day of the Sale.

Specials will be announced at various times during each day of the sale until this stock is reduced to its normal point.



**Absolutely FREE.**

This buggy can be seen at our store any time during the sale. We will give one ticket with each dollar purchase during the 10 days sale, and the last day of sale, August 18th, at 4 o'clock, the drawing will take place, the lucky number gets the buggy.

**NO GOODS CHARGED AT CRUSHED PRICES.**

## Morris-Scarboro-Moffitt Company.

**OUR GUARANTEE:** Every statement herein made will be carried out to the letter. No exaggerations are permitted in this advertisement. You will find every bargain just as represented or your money refunded without question from any cause whatsoever.

**NEVER BEFORE,** or perhaps never again will the opportunity be presented to you to buy merchandise at such figures.