

THE YEAR'S

# GREATEST SALE

NOW GOING ON

And will continue until Saturday, Jan., 18th, only.

A Clean Sweep Clearance of Our Immense Stock of High Class Merchandise. An Announcement of the Utmost Interest and Importance. Prices down to a meer fraction of usual figures.

Now is the time for the stupendous January stock clearance, prior to inventory---a sale which in years past has spread the name and fame of the Lazarus Bros'. stores far and wide---the great clean sweep! And the Sale which will end Saturday, January 18th, will easily stand at the head for the most wonderfully reduced prices, the most exceptional value-giving, the most extraordinary attractions.

Let nothing prevent you being here. It will be a sale beside which all others pale into insignificance.

A Sale which has placed before the people an almost limitless stock of the season's choicest and most desirable merchandise at prices which in all the underpricing and value-giving which have crowded and brought multitudes of buyers have never been equalled. The one and only consideration is to reduce reduce, reduce!---all else gives place to the peremptory and imperative need for absolute clearance---profits and margins are out of the question. Let the loss be what it may, the goods must be sold and sold quickly.

15c. Matting reduced to 10c.	\$1.25 Dress Goods in Broad Cloths, Panamas, Plaids, Fancies, Voiles, Poplins, Serges. Sale price per yard, <b>89c.</b>	Pins, 2 papers for 1c.	<b>Men's Wool Gloves, per pair 19c.</b>  <b>Men's Heavy Knit Shirts 39c.</b>
20c. " " " 15c.		Hair Pins, 2 papers 1c.	
25c. " " " 20c.		Best Thread, 2 for 1c.	
30c. " " " 25c.		Silkteen Thread, per ball 3½c.	
36 in. Ingrain Carpet 25c.		Safety Pins, per dozen 2c.	
60c. All Wool Ingrain Carpet 38c.		Black Pins, per box, 1c.	
9x12 Ingrain Rugget \$4.37	<b>Window Shades</b> EACH <b>19 CENTS.</b>	<b>Great reductions in Trunks, Suit Cases and all Leather Goods.</b>	
9x12 all Wool " 8.00			
\$1.75 Brussell Rugs reduced to 1.19			
3.00 Moquite " " " 2.19			
2.50 Smyrna " " " 1.85	All Remnants in our Dres Goods stock will be put on sale at about half original price.		

<b>MEN'S SUITS.</b> Only one or two of a kind but most all sizes in the lot, that sold for \$15 and \$18, Your choice - - - \$9.75	\$1.00 Bed Spreads Reduced to 75c \$1.75 " " " \$1.38 25c towels per pair 19c \$1.00 bed sheet reduced to 79c 20c pillow slips reduced to 15c	Table Linen 50 cents value, at per yard - - - 39c Table Linen 85 cts. value 69c Table Linen \$1.25 value 89c	Ladies' Under Vests, 15c Ladies' Union Suits 60c value, reduced to - - - 39c Ladies' Wool Vest and Pants \$1.00, sale price, - - - 89c	Men's heavy Wool top Shirts, \$1.25 value sale price - 98c	<b>MEN'S SHIRTS.</b> Men's heavy Fleece Lined Shirts and Drawers, 50 cents value, each - - - 37c
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Remember This Sale Will Last For 10 Days Only. Don't fail to get your share of the Bargains.

Alamance per yard, - - - 5c	Fancy Silks, 50c values, per yard - - - 25c	36 inch Wool Plaid Dress Goods - - - 19c	Ladies' \$1.50 Shoes, - - - \$1.19
Unbleached Domestic - - - 6c	Fancy Silks, 85c values, per yard - - - 69c	50c dress goods in Plaids and Solids, per yard 35c	" 2.50 and 3.00 - - - 2.00
Dark and Light Outing, per yard - - - 4c	Black and all the leading shades, \$1.25 value, per yard - - - 89c	65c dress goods per yard - - - 45c	Misses 1.50 Shoes - - - 1.15
Extra heavy light and dark Outing, 12½ cts. value, per yard - - - 8½c	\$1.50 Black Silk, per yard - - - \$1.19	75c Blue, Black and Brown Panama Cloth 50 inches wide per yard - - - 60c	Children's 1.50 Shoes - - - 98c
			Infants 50c Shoes - - - 38c

POSITIVELY NO GOODS CHARGED DURING THIS SALE. TERMS ABSOLUTELY CASH.

Men's \$2.00 soft and stiff Hats \$1.25	Ladies' long Coats, \$7.50 value, sale price - - - \$5.00	The balance of our Ladies and Children's Hats, trimmed and un-trimmed at ½ price.	50 cents Corsets 39c	Ladies' Wrappers - - - \$1.00	Men's \$5.00 Suits \$ 3.75
Men's 50c Neckwear 39c	Ladies' long Coats, 12.50 value, sale price - - - 8.50	Balance of our Furs at ½ price.	10-4 Elkin all wool Blanket, \$5.00 value, per pair \$3.98	Ladies' Wool Hose, 25 cents value, sale price - - - 19c	Men's 7.50 " 5.00
3 for \$1.00	Ladies' long Coats, 18.00 value, sale price - - - 12.00		11-4 all wool Blankets, per pair 4.98	Children's Fay Stockings, per pair 19c	Men's 12.50 " 9.50
			Gray Blankets for single Blanket, each 25c		Men's 15.00 " 11.75
					Men's 20.00 " 15.75
					Great reduction in Boys and Children's Suits.

Men's \$6.50 Overcoats	\$4.50
Men's 8.50 " "	5.85
Men's 12.50 " "	8.75
Men's 15.00 " "	10.50
Men's 18.00 " "	12.00
Great reductions in Boys and Children's Overcoats.	

Best Grade Calico per yard 6c.  
 Light and Dark Percale 15ct. value per yd. 12 1-2c.

# LAZARUS BROS.

MORGANTON, - - - - N. C.

The Great Sale now in progress. Everything reduced---nothing reserved. Every article marked in plain figures. ONE PRICE TO ALL.