

# CLEARANCE THAT'S REAL

TALKED OF IN EVERY HOME

Old Prices Simply  
Smashed to Atoms!

## LAZARUS BROTHERS

The Greatest Clearance Sale in Modern Times to Take Place  
Wednesday, July 24.

Entire Stock of High Class Character in Dry Goods, Clothing and Shoes to be Unloaded In

LOW PRICE MAKERS

Morganton,

- N. C.

HIGH PRICE BREAKERS

ASTONISHING! UNPARALLELED! UNBELIEVABLE! ASTOUNDING!

Sale Opens Wednesday, July 24th 9:00 A. M.

### Dress Goods.

25 cent values	18 cts
50c values	35 cts
\$1.00 values	89 cts

### 25c Nainsook 12 1-2

12 1-2 cent Dimity	8 cts
15 cent Mercerized Waistings	10 cts
18 cent 40 inch Persian Lawn, sale price	12 cts

### While Every Thing Has Advanced

We bought months previous to an assured advance. The rise in wholesale prices averaged 25 per cent. We profited just that much. Our enormous purchasing power, our control of the market with our ready spot cash, all work together for your benefit.

### Never Better Prepared

With a determination to over-shadow all former efforts and establish a new record in Value Giving. Remember one thing, when Lazarus Bros. starts out to do a certain service they generally accomplish it. This particular sale was not organized for a day—our plans were large and wise; they were formulated to hold public interest continually; that's what they have done and are still doing. Prices like these are our dependence, they carry conviction and keep business at high pressure.

Everything in our Millinery Department at less than cost

### TEN DAYS OF FURIOUS DISTRIBUTION.

#### Heads Of Each Department Given Full Power

To mark and sell as they see fit; time, money and brains spent to make this sale one that will stamp indelibly in your minds the one occasion of your lives where Lazarus Bros.' great organization was appreciated enough to deal out—square out of their pockets, in the shape of profit giving.

#### Morganton Aroused To Its Utmost.

This unusual sale is conceded by merchants and knowing ones to be the most daring and extravagant disposal of High Grade Merchandise ever known to have taken place in this town, this exciting sale can be directly attributed to our advance great purchases Forcibly—Relentlessly—Rapidly—it came unheralded, unexpected, fore-warned.

### Terms Of This Sale Positively Cash.

Men's Suits \$5 and \$6 reduced* to \$3.85. Men's Suits \$12.50 reduced to \$8.75. Men's Pants \$1.50 kind 89c.	\$18.00 Art Square 9x12 \$13.75. \$10.00 Art Square 9x12 \$7.50. \$5 Art Square \$3.75. Great reduction in Carpet, Rugs and Matting.	Men's Low Cut \$5 Shoes \$3.75. Men's Low Cut \$4 Shoes \$3.25. Men's Low Cut \$3.50 Shoes \$3. Men's Low Cut \$3 Shoes \$2.65. Men's Low Cut \$2.50 Shoes \$1.95.
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### Come With The Highest Expectations.

Figure as low as you will, consider the goods to be of the very highest grade but you will not be able to realize until you see for yourselves the tremendous cut-prices; it will amaze you; seems impossible, you won't know how it can be done, will seem like a miracle of merchandising, yet we will prove every word.

FANCY DRESS LAWNS 8c. value per yard 4 1-4c. 12 1-2c. value per yard 8 1-2 18c. value per yard 12 1-2c.	Unbleached Domestic 5c. Unbleached Domestic a a a extra heavy per yard 6 1-4c. Best grade Galatar cloth per yard 15c.	ALL SHOES REDUCED. Men's, Ladies and Children's High and Low Cut.
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Store Closed Wednesday, July 23rd, To Mark Down Stock.

### Save This Bill And Wait For It!

The outcome will go down on record as being the most wonderful, the most stupendous undertaking for this class of merchandise ever even dreamed of.

Sale Starts Wednesday 9 A. M.

### Ladies And Misses Low Cut Shoes.

\$2.50 Oxfords,	:	:	:	:	\$1.85
\$2.00 Oxfords,	:	:	:	:	1.65
\$1.75 Oxfords,	:	:	:	:	1.39
\$1.50 Oxfords,	:	:	:	:	98c.

### PLAIN AND FANCY SILKS.

Values up to 75 cents, this sale  
35 cts.

### We Are Indeed Very Proud

of our last Season's success. The close of another season affords opportunity for retrospection, and as we look over our records it is with warm feeling of appreciation and gratitude for the continued loyalty and support of our many customers. Watch us during the coming season.

### MEN'S SUITS.

\$15.00 values reduced to  
\$10.00.

### Prices Plainly Marked.

A large force of helpers now engaged changing the store into a Bargain Carnival. The entire stock is being arranged to the greatly reduced prices. The place, in every detail, will be daily decorated and special tables and lots placed here and there, all marked with tempting new prices that will surely interest each and every individual that enters our store. Remember you pay only marked prices.

Men's \$4 hats	:	:	:	:	\$3.50
Men's \$2 hats	:	:	:	:	\$1.35
Men's 50 cent shirts	:	:	:	:	39c.
Men's Belts	:	:	:	:	15c.
Men's Overalls	:	:	:	:	25c.

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