

Watch M. B. Conquer!

MORRIS BROTHERS GRAND CHALLENGE SALE

Beginning Saturday, May 7th, 8:30 a. m.

Statement By Morris Brothers

Strenuous strivings lead on to greater things. When one of our great men wrote, "The law of worthy life is fundamentally the law of strife," he laid down a law for business as well. It is only through labor and painful effort—by severe energy and resolute courage, that we move on to greater things. It is only through the daily striving to do better in store service and in value giving that this store has been able to retain its enviable position.

That we have conquered in all our undertakings needs no comment. Our challenge sale a year ago was a great success and now it is we want to express to the people of Gastonia and vicinity our heartfelt thanks for the gratifying evidence of your good will and the magnificent demonstration of confidence that has come to us in greatly increased business since we opened our doors in this city.

Hard as a rock and cold as marble would be the heart that did not cheerfully respond to such convincing display of public confidence and in showing our sincere appreciation of the favors we have received at your hands. It is not our desire to merely express such through the glittering generalities of cold and unfeeling type—but we are going to show our appreciation in a material way in the offerings to you during this 13 days of unparalleled buying opportunities.

We want you all, each and every one to come; also invite your friends who have not yet acquired the habit of trading with us to come. We want you to come expecting to find everything just as advertised and we promise that you will not be disappointed. Cordially yours.

MORRIS BROS.

P. S. We will positively deliver the goods exactly as represented.

A Powerful Demonstration of The Wonder-Workin' Power OF THE Almighty Dollar

Surprises to Greet You On Every Hand.

13 DAYS

You Can't Afford to Miss It.

of grand and glorious opportunities waxing hotter each day as the sale progresses.

Be Sure and Get Our Big 2-Page Circular For Full Particulars and Prices

TO SERVE YOU!
A big force of experienced sales-people—prompt attention to one and all.

Yes they will be here for miles around—the good news-is spread broadcast.

HITCH UP AND BRING THE WHOLE FAMILY. TWILL PAY YOU.

A Sale That Is Different And The Reason WHY

There have been Sales and Sales but never before have the good people of Gastonia had just such an opportunity as this great Challenge Sale. It is not a sale of a few odds and ends---a few leaders to catch the people but a bonafide reduction on our entire stock with the "Morris" guarantee on every article and every price.

TO YOU who remember our great Challenge Sale of one year ago this will be welcome news. This was a grand event, but this year we expect to have a bigger one, bigger stocks and bigger values, COME.

The Fun Begins at 8:30 "On The Tick of The Clock"

Saturday May 7th at 8:30

MORRIS BROS.

"The Store That Sets The Pace" -- Gastonia, N. C.