

# A Gigantic War On High Prices

Declared by **I. J. DEITZ CO.** Louisburg, N. C.

We are opening here a terrific gun-fire of **LOW PRICES** that carries conviction against **HIGH-PRICES**, Never before in the history of selling goods has a store waged such war with as much determination to save you money. This great war sale begins

## Thursday, October 4,th 1917 Rain Or Shine

AND IS DESIGNED TO BE THE MOST TREMENDOUS MONEY-SAVING DEVICE THAT EVER TOOK PLACE IN LOUISBURG

<p><b>WAIT BUT DON'T MISS IT!</b></p> <p>Clerks for this great rush who'll wait on you and you'll feel just like home. <b>THERE WON'T BE NO WAITING-- COME</b></p> <p>We are well provided with Extras</p>	<p><b>READY; 'HUGE STOCKS, NEW GOODS AT PRICES THAT LOOK LIKE GIVING-AWAY!</b></p> <p>We are ready—No other store can possibly do as well. Ever since this year began our six stores with their expert knowledge of good goods and good value have been buying up big. You can't buy these goods today at wholesale for the prices we've got them marked for you. <b>Be ready.</b></p>	<p><b>A HOST OF POLITE HELP</b></p> <p>Remember the sale date, Thursday, Oct. 4th, 8 A. M. sharp. Make no mistake finding the store.</p> <p><b>DON'T BE MISLED</b></p> <p>You will regret it all your days.</p>
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Here is a Mere Fraction of the Ocean of Great Bargains. Get Ready! Read! Come

- \$2.50 Boys' Suits of Blue Serge .....\$1.23
  - \$5.00 Boys' Suits .....\$2.98
  - \$6.00 Blue Serge Suits, the New Norfolk .....\$3.95
  - Boys' Pants, 85c value .....48c
  - Juvenile Suits, worth \$3.00., now.....\$1.47
  - Finest Suits made, High Grade Worsteds, \$7.50 value.....\$4.68
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- 38c Corset Covers, .....21c
  - Ladies' Wool-Mixed Gloves .....15c
  - Ladies' White Hemstitched H'k'fs.....1c
- EXTRA SPECIAL !**
- Newest Style Velvet Hats, 300 to select from.....98c
  - Children's 15c Gloves, per pair.....9c
  - 10c Hair Combs, each, .....5c
  - Dress Pins, per package, .....1c
  - 50c Bureau Scarfs .....24c
  - 50c Hair Brushes, .....15c

- DRESS SKIRTS**
- The Best Obtainable in Cloth, Style and Fit. Nowhere else can you find as good choice
- All-Wool Poplin \$6.98 Dress Skirts.....\$4.98
  - All-Wool \$3.25 Skirts, .....\$2.19
  - \$2.98 Skirts .....\$1.98
  - The New Military Colth Skirts a marvel at .....\$2.98

- Ready-Made Dresses**
- For Women, Misses and Children
- Womens' \$1.50 Gingham Dresses.....98c
  - Women's \$1.98 Percale Dresses.....\$1.19
  - Misses' 95c Dresses, 4 to 14.....48c
  - Children's 85c Gingham Dresses.....49c
  - Misses' \$2.25 Cloth Dresses.....\$1.49
  - Little Tots' 50c Dresses.....27c
  - 50c Petticoats, beautifully embroidered, 29c

- Shoe Department**
- Look ! Sensation !
- Men's Work Shoes .....\$1.48
  - \$2.25 Gun Metal Dress Shoes.....\$1.39
  - Weinberg's, the best Solid Leather Work Shoe made.....\$2.98
  - Ladies' \$3.25 Dress Shoe, Patent and Dull, Button or Lace.....\$2.49
  - Men's Dress Shoes, in all leathers, \$2.89 to .....\$1.69
  - Boys' Dress Shoes, Lace or Button \$2.48 to .....\$1.29
  - Misses and Childrens Shoes, Button or Lace, \$2.98 to.....\$1.49
  - Douglas Shoes for Men and Boys..\$3.50

- Charming Shirtwaists**
- Every One New Fall and Winter Artistic Designs
- Ladies' Waists, regular 98c to \$1.39 values .....49c
  - Silk Waists, made to sell at double the price .....\$1.98
  - Shirtwaists, unmatched under \$1.98 .97c

- Outing Flannel Garments**
- Extra full-cut and heavy children's 50c Gowns .....29c
  - Women's 75c Outing Gowns, extra large and heavy .....49c
  - The 98c kind reduced in this sale to...73c
  - \$1.25 Grade to go at .....97c
  - 50c Petticoats .....33c
  - 65c Knit Petticoats .....48c
  - Children's 50c Outing Slippers .....26c
  - 99c Dressing Sacks .....48c

- Good Sheeting, 15c val., per yard,....10c
- 20c Mattress Ticking, per yard, .....15c
- Huck Towels, each .....9c
- 10c Apron Gingham, per yard .....6c
- 15c Outing Flannel, per yard.....10c
- 18c Dress Gingham, per yard.....12c
- Wool Serge, 75c value, per yard.....49c
- 15c Curtain Scrim, per yard.....9 1-2c
- New Fall 1917 Dress Goods, value 58c to \$1.00, yard.....59c and 23c

- Children's Black 15c Hose, pair.....10c
- Men's 15c Hose, pair .....10c
- Ladies' 20c Hose, pair .....12 1-2c
- Pearl Buttons, card .....3c
- Men's and Boys' 50c Caps.....23c
- Men's Hats, \$1.00 value .....48c
- Men's 25c Suspenders .....13c
- Men's 50c Neckwear .....25c
- Cuff Links, 25c value .....11c
- Canvass Gloves, per pair.....9c
- Spool Cotton, spool,.....2 1-2c
- Men's 25c Belts .....15c

- UNDERWEAR**
- Boys' Fleece Ribbed Union Suits...39c
  - Men's 75c Heavy Fleece Shirts and Drawers .....49c
  - Men's Heavy fleeced Jean 50c drawers,23c
  - Boys' Heavy Fleece Shirts and Drawers .....45c
  - Ladies' Fleece Ribbed 50c Union Suits,39c
  - Ladies' Fleece Ribbed 75c Shirts and Drawers .....39c
  - Girls' Ribbed 75c Union Suits .....39c
  - Girls' Extra Heavy Fleece 75c Shirts and Drawers .....29c

**Fall and Winter Cloaks 1917 Suits and Wraps**

Most Marvelous Values Ever Brought to Public Notice

We omit prices purposely, because of the charming beauty and value of each model no prices in print would be just. **YOU MUST SEE THEM**

**Millinery Department**

The Newest and Best The Very Essence of **MILLINERY BEAUTY !**

At Money --- Saving Prices

Simply Great

- MEN'S CLOTHING**
- At Enormous Savings
- All-Wool Blue Serge Suits, \$18.00 to-day's value, to go at .....\$11.98
  - Men's Suits \$11.00 to \$12.50 values in sale at .....\$6.85
  - Men's \$16.50 Suits, high grade merchant tailoring .....\$11.25
  - Men's Suits, values \$9.00 and \$10.00 \$5.80
  - Men's Overcoats, \$11.90 and and \$10.40, down to .....\$6.98

- Men's Dress Shirts, choice dollar val...59c
  - The very best Work Shirts, the strongest 85c kind .....65c
  - Boys' 75c Sweaters .....35c
  - Boys' 35c Blouses .....23c
  - Men's \$1.00 Dress Gloves .....49c
  - "De Lux" Hats for Boys .....25c
  - Men's \$1.00 Sweaters .....75c
  - Men's 15c Garters, per pair .....9c
  - \$1.25 Watches .....98c
- EXTRA SPECIAL**
- Boys' \$2.25 Flannel Suits .....\$1.39

- TROUSERS**
- Men's \$1.50 Trousers .....98c
  - Men's \$3.00 Pure Wool Trousers .....\$1.79
  - Men's \$4.00 Worsteds Trousers .....\$2.60
  - Very Heavy Corduroy Trousers .....\$2.98
  - \$1.50 Overalls and Coats .....\$1.15
- Children's Coats—Great Bargains**
- Children's Chinchilla Coats, \$2.50 value. Special .....\$1.25
  - Children's \$3.50 Cloth Coats .....\$1.98
  - Very Stylish Little \$3.00 Coats .....\$1.79
  - \$6.50 Coats marked for this sale ..\$3.39

# I. J. DEITZ COMPANY

The Store that Always Sells the Cheapest,

Louisburg,

North Carolina