

50 Dozen Shirtwaists—Voiles. Regular \$3.00 seller
Sale Price
\$1.89

WORK--STEADY

500 pair or more Ladies Oxfords and Pumps. Values up to \$7.50
Sale Price
\$2.95

COST MARK SALE OF

R. J. NORRIS COMPANY

== \$80,000.00 Stock of Council-Norris Company ==

We pride ourselves in first offering the buying public of Rocky Mount and vicinity a "peep" into the real cost of the merchandise we sell. Everything in our store is plainly marked and if you will bring the cost mark with you, you can tell the cost just as well as we can. In saying "COST" we mean the actual cost—the actual amount of hard cash that we paid for these goods. Not one cent is added for profit and you will notice elsewhere in this advertisement where we offer \$1,000 reward for any man, woman or child anywhere who will prove that this is not our cost mark or who will prove that any article in our store is not marked according to what we claim in this statement. A good business man gets bids for large contracts and gives the business to the lowest bidder. We submit our bid to the people of this vicinity and if they have the business foresight and judgment that the business man uses they will buy their merchandise from us NOW. We intended running this sale to about the fifteenth of this month but we may sell out all the stock that we want to get rid of before that time so the time for you to act is just as soon as you finish reading this. Don't let the grass grow under your feet.

Have you ever heard of such an offer that we are making you? No merchant in this vicinity has dared tell you what his cost mark is. We not only tell you but if there is anyone that does not know how to figure a cost mark and tell the price by one, we will take pleasure in showing him or her just how it is done and just how it is impossible for us to charge more than the actual cost to us when we advertise our cost mark publicly and boldly to everybody.

NEW FALL GOODS ARE HIGH—BUY NOW



Ready-to-Wear

Ladies' Coat Suits and Dresses—among these styles you will find your fit suitable for this fall and winter. Look at our cost mark and take half off—

50 % off

\$1,000.00 REWARD

We offer to any man, woman or child in the state of North Carolina who will prove that the cost mark "Work Steady" is not properly applied to our goods as advertised, or, who will prove that we have marked our goods higher than cost to us—the magnificent sum of \$1,000.00.

This should prove to you that we are on the square when it comes to marking our goods at cost. We would not dare make such a bold offer unless we knew that we were right and that no one could prove or have any reason to believe that we are not making a straight from the shoulder proposition.

50c FREE

We will go further and offer to any one bringing this advertisement or circular in to our store, Fifty cents (50c) credit on any purchases that they may make. This offer holds good only during this sale, so bring this circular in right away and get this credit. This of course is in addition to getting your goods at COST.



Men and Boy's Clothing

This is a good showing of men and boys' clothes both for the late summer and fall and winter wear. We have just received some boys' clothing for this fall that is included in this lot.

At Exactly COST

<p>MEN'S SOCKS 50 dozen Men's Socks, values up to \$1.25 Sale Price 59c</p>	<p>WASH TIES 5 dozen Men's Wash Ties. There is nothing the matter with these ties except we have got to sell them too cheap. Regular price 25c Sale Price 11c</p>	<p>BOYS' WASH PANTS 25 dozen boys' wash pants. The very thing for the boy rough on clothes. Regular \$1.50 value Sale Price 95c</p>	<p>MEN'S STRAWS 10 dozen men's Straw Hats, values to \$6.50 Sale Price \$2.95</p>	<p>PALM BEACH SUTS 100 Palm Beach Suits for men. This summer's buying. It will pay you to lay up a good supply for next summer now and it is a long time before fall yet. Regular \$23.50 sale. SALE PRICE \$11.95 This is below cost</p>
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\$5,000.00 Worth of Overalls

We have an enormous stock of Signal, Sweet-Orr, Newport, Mogul, etc.



Overalls that we must move—Buy a dozen pair and save money.

Sale Price \$2.49

\$5,000.00 In Serges and Tricotines

These serges and tricotines are excellent quality and were bought for this fall trade. They too are marked with "Work Steady", and insures you a bargain. Values as high as \$6.00 per yard.



SALE PRICE-COST

Now that we have shown you what we have and at what low prices you can get this merchandise, do you expect to let this opportunity slip from you. Not only are these good bargains but we have numbers upon numbers of other bargains in our store that are equally as attractive.

We have been fighting hard to get money in the last few months and the way this sale is going we will get it. In all our other sales that we have had we have never seen one yet that was so much appreciated by the public and that has been as easily and as satisfactorily handled. There is nothing to be unsatisfied about. Our cost mark is on the goods. You see the cost when you pick up the article. Pay the clerk the money and walk out. You KNOW YOU ARE GETTING A BARGAIN. You do not have to take anybody's word for its being a good buy, because you know if you can buy it at exactly the same price that we bought it it MOST ASSUREDLY is a BARGAIN.

BRING THE FAMILY—WE CAN FIT THEM ALL

REMEMBER TO BRING THIS CIRCULAR AND GET CREDIT ON YOUR PURCHASES FOR FIFTY CENTS (50c).

100 dozen Men's Handkerchiefs.
Regular price 15c.
Sale Price
6c

R. J. NORRIS CO.

Successors To
Council-Norris Company

TWO FRONTS

132 Howard St.

100 dozen or more Men's Collars, soft and stiff. Regular prices 40c and 25c. Arrow and Corliss Coon
Sale Price
19c