

WEISEL'S STORE NEWS.

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"While Others Talk we Act."



January is usually considered by the Dry Goods men to be a slow and dull month. Therefore to enliven our stores and keep our sales-people busy, we have inaugurated a **JANUARY SLAUGHTER SALE**. Values cut no figure with us this month. We lose money because we want to. We made money last month; now its your chance. Prices in many instances cut half in two; especially on Ladies Dress Goods, Millinery. &c. We have secured about 15,000 yards of Hamburg Edgings to add to this unusual Slaughter Sale. Even if you do not need the goods now, it is a special good opportunity to



BUY BIG VALUES TO PUT AWAY FOR FUTURE USE.

E. P. Reed's Shoes for Ladies that were \$4.00, now \$1.98. E. P. Reed's Shoes that were \$3.50, now \$1.98. E. P. Reed's Shoes that were \$3.00, now \$1.98. E. P. Reed's Shoes that were \$2 50, now \$1.98. In fact every pair of E. P. Reed's Shoes in the House will feel the butcher's long keen knife in this Slaughter Sale.

Mens Ready Made Clothing shall also feel the edge of the butcher's knife. Long, sharp and keen as the blade—so the cut in the prices shall be. This is the best opportunity men have ever had in really first-class Custom Made Clothing. All must be sold—to make room the large stock being manufactured for the spring and summer business.



Usters:

This much needed garment, specially adapted for our severe weather, usually is an ungainly affair—ill-fitting, with no pretensions as to style. Ours are otherwise. We have given the Usters we make that careful thought of design, skillful workmanship, which you find in our dress garments.

To introduce them to the public we make a special offering this week of an

All-Wool

Irish Frieze

Ulster

(Imported Frieze), cut extra long, with large storm collar, lined with our all wool Cassimere, Iron Frame sleeve lining, Satin yoke back, muff pockets, Velvet lined, sewed extra strong at

\$7.00:

A happy combination of Warmth, Comfort and Style.

To see them is to buy them.

Exceptional Value Giving in Furnishings

Swell Neckware, 25c.
20yds Butterfly Bows, 15c.
Men's Fine White Shirts, 45c.
Men's Fine Maco Socks, 12c.
Men's Nat Wool Underwear, 50c.
Fine White Handkerchiefs, 5c.



A Peculiar Custom

prevails in this day in certain parts of England, where the young men seize the shoes of the young women, collecting as many as they can, and on the following day, the girls retaliate by getting the men's hats, which are to be redeemed on a subsequent evening when both parties assemble at one of the inns.

We are selling a special line of ladies shoes. It is best to seize upon them as soon as possible—such values will not stay here long.

Home Comforts for the Men.

Are you thinking of a suitable present for father, brother, son, husband, or your best young man? We have the most complete line of men's Slippers it has ever been our pleasure to see in this city.

Full with style, wear and economy. We don't keep anything else, we think no one else has quite so good—Dress Goods, Trimmings, etc., as we have.

We have some HOT STYLES at 25c., 35c., and 60c.



A CLOTHING Surprise in the Heart of WINTER.

Beginning to-morrow morning we will inaugurate a CLOTHING SALE, of such "extraordinary offerings" that will eclipse any sale in the history of this community.

It Will be a Harvest of Exceptional Value Giving.

It's a bold stroke for great business, figuring on a small margin of profit, relying on a tremendous response. Here is an opportunity to buy

Thoroughly Reliable and Stylish Clothing For Men and Boys

in THE HEART OF WINTER, when they are needed most, and at "end-of-the-season prices." We have included every garment of the "VITALS" Brand make in this sale. Every item we print will bear the closest investigation. Those that come first naturally get the cream of selection.



EXCEPTIONAL VALUE GIVING IN BOYS' CLOTHING
458 Boys' Knee-Pants Suits

The kind that give mothers little cause to worry. Good, serviceable, mixed Cheviots. Double-Breasted styles, greatest values ever offered.

FROM 75 cts. TO \$3.00.

EXCEPTIONAL VALUE GIVING IN MEN'S CLOTHING.
265 Men's Suits

Every garment in the lot strictly All-Wool, bright, catchy fabrics; style, fit and finish perfect; a long-to-be remembered value.

FROM \$2.50 AND UP.



Prepare for the New Year. Our Millinery is daintier, neater, more stylish and prettier than ever. We're constantly improving our millinery department. We're giving you better values at moderate prices than ever before. There's more style in our millinery than any other we know.

POOR, RICH, BIG, SMALL, SHORT, TALL

You're not too poor, not too rich, not too big, not too small, not too short, not too tall, to find just the clothes you're looking for in our stores. If they don't fit, we'll make them fit, and there'll be no charge to the fitter. Business suits, extra value, \$5. Dress Suits from \$5. to \$18. Extra value too.



Blanket Weather. Blankets as woolly as they are comfortable, are a feature with us this season. The price is no indication of the quality, as we want to move them for our Summer goods. It would pay to buy a pair of these splendid blankets. You will need them very soon. 75c up.



Oh My! How Badly. "These Gloves fit and I thought them such a bargain." That is where, dear lady, you make a mistake. Every pair of gloves you buy marked below 75c has some reason for being marked so. Invariably one or two fingers are too short or the gloves are not mates in sizes. We know this because every manufacturer tries to offer us these goods at great reductions. We don't care to handle them. We want you to be able to wear our gloves, and we can sell you one of the best fitting, best finished gloves for \$1.00 fully guaranteed.

Hamburgs. To the right as you enter our Dry Goods store, you will see displayed in several stacks Hamburg edging at prices below the cost of manufacturing. We were indeed lucky to secure this beautiful lot for our January Slaughter Sale.

Hamburgs worth 20c. to 25c., beautiful designs, at 12c. the yd.
Hamburgs worth 15c. to 18c., at 9c. the yard.

Hamburgs worth 10c. to 12 1/2 at 6 1/2 the yard.

This is a better investment than placing your money in bank for if you do not need them now you will by and bye, and where could you get one hundred per cent. on your money except from Weisels?



YOU LOOK BETTER in a hat that becomes you than in one that does not. It makes a greater difference in your appearance than any other article of apparel can. That is why it is important that you should buy your headgear from us. We see that you are hatted properly.

Exceptional Value Giving in HATS: Men's Fine Derby and Alpine Hats; newest Winter styles; all shades, great value at 95c.

Men's Fashionable Derby and Alpines, the correct "swell" blocks; fine Fur stock, extraordinary values at \$1.98.



HOW MANY MEN Have spoiled their general appearance by wearing an unbecoming Hat. Buy your Hats here, and you will be sure of a Hat that will suit you. If a hat does not look well on you, we will tell you so.

The Joy of Fair Women is a becoming and stylish dress and hat. At our store their wants can be satisfactorily filled.



Where ever this paper goes please receive it as a personal invitation to you to attend the popular price sale which is now in progress at our stores. "Nothing advertised which we have not got!" "No deception, no 'baits,' no illusive leaders!" "But good reliable goods at honest prices!" "No exaggerated phrases, no blow or bluster, no flowery adjectives, no mental fire works—just plain, straight, old-fashioned common sense talk about goods and prices. at a store where you pay less and more than at any other place in town."

MOSES WEISEL,

Nos. 54 and 56 Water Street, Elizabeth City, N. C. TELEPHONE NO. 11.