

WEISEL'S STORE NEWS.

Vol. 1.

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No. 3

"While Others Talk we Act."



To invest money at this sale is better than putting it away in a Bank. Success Extraordinary has attended our **January Slaughter Sale**; still we have large lots of merchandise that shall feel the keen edge of the long sharp butcher's knife.



This Slaughter Sale

IS GOOD FOR THAT TIRED FEELING.

Nobody is particularly anxious to spend their money, everybody has to. Your wants must be satisfied, and it takes money to do it. A person is not apt to look cheerful over the prospect of spending money. Lots of buying is done with a long face. This is all wrong. We offer a chance for the better. YOU FEEL RELIEVED the minute you hear our Grand Slaughter Sale prices. The first glance shows you that you are on the right track. No mistake about this being a modern and up-to-date slaughter sale. You wake up to the fact that you have gotten into the right store: The feeling grows—you feel as if the goods were bought on purpose for you. No trouble to make a satisfactory selection. Trouble is forgotten when you learn our prices. We don't give goods away—we can't. We can sell goods very low—we do. This is a fact. We might brag about it, but what's the use? It's as true as truth, that we sell goods cheap. We prove it. E. P. Reed's famous Ladies' Shoes 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. Genuine all-wool Covert Cloth for Ladies Dresses, that was 50c, now at 25c the yard—and lots of others too numerous to mention here, that were 50c and 75c, all at the small price of 25c the yd.

To-Day

We have on sale 50 dozens pure fur, soft and stiff hats. Spring Blocks in the exclusive hatters' \$3.00 qualities, at \$1.48. These hats are trimmed with bands and bindings of heavy gros-grain silk, and either lined with richly colored satin or finished "skeleton".

Of Course

You can pay 25c for a collar and 40c for a pair of cuffs, if you want to, but we do not think you will if you see our styles in Linen Collars at 10c each, and cuffs at 25c a pair. They're not as fine as the highest price sort, but shapes are identical, and will wear as well.

Our Good Boys' Clothes

(of course we mean good clothes for good and bad boys) don't cost much if you buy them at our store.

For example, we are selling excellent quality All wool Boys' Short Trousers Suits, in sizes 3 to 15 (small sizes in fancy styles, large sizes plain Double breasted) at \$2.75. We could get \$5 as easily, but would not sell as many, and we're after a big business.

Brace up

With a pair of our special value silk web's, kid end "cast off" buckle suspenders, which we are selling to-day at 15c a pair, as good as you've paid 25c for.

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 made 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.

The Golden

Opportunity of the season. Rare bargains in our Clothing Department. Once again we are ready to do the right thing by you. Our goods are all A1 in quality, and our low prices are the terror of our Competitors.

One trial will convince you that we can and do offer big inducements for your trade. We keep at the front. We defy competition! We guarantee satisfaction! We hope to see you soon.

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 50c, fully guaranteed.



For this grand slaughter sale we are selling Fruit of the Loom Bleached Cottons at 6c the yard. A good yellow cottons for 3½c; better for 5c, and as fine as the heart can desire for 6c yd. Good apron Check Gingham for 4c yd.

Boys Will Be Boys

and human ingenuity will never devise clothes which a modern boy will not wear out in time, but our sort of boys' clothes will wear longer and will cost you less money than any other in town. Everything for boys' wear at prices low enough to be within the reach of the most modest purse. Prices from 49c up per suit.

Great Slaughter Sale.



The brisk buying season is past, and we are determined to carry no goods over to next season, so we have made sweeping PRICE REDUCTIONS in every one of our departments to accomplish this end quickly. Don't Wait.

Chances Like These Come Seldom.

MEN'S SUITS in neat effects, in cassimeres, Tweeds, &c., that were \$12.00 and \$14.00, now **\$9 25.**

Men's Underwear, all kinds, formerly \$1.10, \$1.25, \$1.50, \$1.75, &c., all go in together at one **Price 95c**

Men's Shoes to rush out a big lot of \$5.00 Patent Leather **\$3 50.**

Men's Green Shoes that ever were \$3.50, now **\$2 25**
The Largest Stock in the city to select from.

MOSES WEISEL,

Nos. 54 and 56 Water Street,
Elizabeth City, N.C.