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HERE WE ARE WITH  
BARGAINS FOR EVERYBODY!!

AT

SOUTHERLAND'S NEW YORK BARGAIN STORE.  
ONE of the CHEAPEST CASH STORES in NORTH CAROLINA.

Occupying Two Stores—one devoted to Dry Goods, Notions, etc., the other filled with Gent's Furnishing Goods, Boots, Shoes, etc.

IT WILL PAY YOU TO CALL

and pay you handsomely before making your purchases. Just listen and you will hear the people from all over the country talking about the big bargains we are giving them and at one price to everybody. Come one and all.

HOW IS THIS FOR A REVOLUTION IN PRICES:

150 pieces Pant Goods from 9 cents to 90 cents per yard; 25 pieces Bed Tick from 10 cents to 20 cents a yard; 200 pieces of Prints from 4 cents to 6 cents a yard, worth 6, 7 and 8 cents; 100 pieces of Ginghams below regular prices; 100 pieces of Dress Goods at bed-rock prices. All kinds of Sea Island and Bleached Domestics.

IN SHOES WE WILL SAVE YOU 25 PER CENT.

A pretty good little saving, in prices ranging from 25 cents to \$3.00 a pair.

A Big Stock of Clothing Marked Down!

At prices to suit the hard times.

GREATEST BARGAINS EVER OFFERED IN SOFT AND STIFF HATS!!

We have 300 dozen Shirts on hand from 25 cents and up. Now is the accepted time to lay in your supply.

WE CARRY A TREMENDOUS STOCK OF BUGGY HARNESS AND SADDLERY!

And when you come to town drop in and see us. We will sell you a set of Buggy Harness way below the prices charged by other dealers. Ask for our 20 cents Buggy Whig "Unbreakable," the best whip in the world for the money.

TRUNKS, VALISES, HANDBAGS, etc. at lowest possible prices.

TOBACCO at 25, 30 and 35 cents a pound, worth 40 and 50 cents. 300 Umbrellas from 48 cents to \$3.00. Notions of all kinds at way down prices.

WHOLESALE DEPARTMENT.

To Dealers we will give especially low prices as we have upstairs for Wholesale Trade only.

MESSRS. LESLIE SOUTHERLAND, EUGENE POWELL, HARRY EDWARDS and CLAYTON OUTLAW, also MRS. PETTEWAY, MISS ADELE GALLOWAY and MISS DICY BRIDGERS will be glad to have their friends call.

**DON'T FORGET THE PLACE!**

THE NEW YORK BARGAIN STORE.  
LEADING LOW PRICE CASH HOUSE OF GOLDSBORO.

JOHN F. SOUTHERLAND,

PROPRIETOR.

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ASHER EDWARDS,

The Original Leader in Low Prices,  
GOLDSBORO, N. C.

1891.

FALL AND WINTER.

1892.

Never in the history of Goldsboro has there been such a varied and elegant stock of FALL AND WINTER GOODS displayed as is now on exhibition on the shelves and counters of my vast establishment. I have been in the Northern markets for several weeks selecting such goods as I know would please my customers, and now I am enabled to offer you the very best goods in our line seen in Goldsboro and

AT PRICES THAT WILL ASTONISH EVERYBODY.

There is nothing in the history of buying and selling in this market to compare in genuine cheapness with our varied and immense stock. I buy in large quantities, direct from first hands, thereby saving the cost which is of necessity put on by the jobber, from whom ordinary dealers have to buy. Then again, I buy for cash, which enables me to secure the best bargains that are offered, and also take advantage of the discounts which are always the result of cash transactions. This is why

We are Enabled to Undersell Others.

Our varied line of DRESS GOODS are the pick of the market. You will find in this department a handsome assortment of BLACK GOODS, SERGES, SEBASTAPOL, DIAGONALS and a full line of late NOVELTIES with DRESS TRIMMINGS to match. The largest and handsomest line of DRESS FLANNELS ever exhibited, in solid colors, stripes and plaids, from 36 to 54 inches in width. HENRIETTAS, in every imaginable color.

Six Hundred LADIES WRAPS and JACKETS, in Plush, Astracan and Beaver, will and must be sold for whatever they may bring.

By inspecting my CLOTHING DEPARTMENT, you will find enough in that line to clothe every man and boy in Goldsboro.

I HAVE CLOTHING for EVERYBODY  
AND AT ANY PRICE.

HATS, BOOTS, SHOES, CARPETS, RUGS and OIL CLOTHS, you will find in endless variety and astonishingly low.

What I offer you here is no old stock or auction goods, but articles of legitimate value, fresh from the factories or direct from the hands of importers and jobbers. I can thus save you many a dollar of your hard earned money if you will only come to see me, because I will make it to your interest to trade with me.

It will be of great interest to Country Merchants to buy their supplies of me, as I guarantee to sell them cheaper this season than any Northern wholesale establishment.

My commodious yard in the rear of my store is always open for my country friends, and they are invited to drive in when coming to Goldsboro.

ASHER EDWARDS,

The Original Leader of Low Prices.