

Lumberton's Latest and Greatest Sensation!

White & Gough, HAVE MADE "THE HIT."

Fifteen Thousand Dollars! Fifteen Thousand Dollars! Fifteen Thousand Dollars!

EIGHT THOUSAND DOLLARS SAVED TO THE PEOPLE OF ROBESON COUNTY.

"A Dollar Saved Is A Dollar Made."

Big Failure In South Carolina.

We have bought these goods at our own price. Many of them have not been unpacked since they left the factory, but we drove a cold, hard Bargain for Cash. We must say that we surprised ourselves and that we are now astonishing the public, as they are crowding our two stores which are jammed with goods of every description from the floor to the ceiling. They are as fresh and choice goods as has ever been displayed in this part of North Carolina. We have many hundreds of dollar's worth of goods that we cannot open up because we have no room for them. You can get ANYTHING at our stores at a marvelously low price. This sale which REALLY opened on Friday morning at 6 o'clock, is for your benefit. Each article is marked in plain figures, so that you can see the price. We have nothing to hide. We bought these goods far below the Wholesale Price. We can sell them below the price that they brought at the factory. Merchants can buy from us at "Our Equal Price to Everybody," and make an enormous profit on these goods. We must unload them. We have no room for them. Our clerks are polite and attentive. Our Dry Goods, Clothing and Shoes cannot be excelled in Beauty, Quality and Price.

Dry Goods Department.

Lawns and Spring Suitings, worth 15 cents per yard, our price 7½ cents. Batiste, worth 15 cents the yard, our price, 8 cents. Crepe De Chine, 25 cents, our price, 13 cents. Silk Mixed French Voile, worth 60 cents, our price 35 cents. French Organdies, Silk Mixed, worth 60 cents, our price 33 cents. Silk Mulls, Panamas and other Fine and Beautiful Fabrics, at half price. See our Easter Goods. Best Calicoe 5 cents the yard. Plaids, 5 cents the yard. Fine assortment of Gingham, 6 cents the yard. Other prices from the fine South Carolina store below cost of making the goods. A Line of Ladies Skirts not excelled anywhere. See them and you will buy. No such prices ever heard of.

Four Thousand Pairs Shoes.

Every kind, Quality and Size. They are of the Latest Style and of the Best Tanned Leather. We can show you some goods in this line that are "Perfect Beauties." No lady is completely dressed unless she has a glove fitting shoe. We can suit you from the 40c Oxford tie to the fine Queen Quality. The fine Queen Quality shoes slippers and oxfords the \$3.00 grade worth at the factory in Boston, \$2.25, our price \$2.00; the \$2.50 quality, worth at the factory, \$1.85, our price \$1.75. A line of Men's Patent Leather, Vici and other makes, low cuts, Misses and Little Gents Shoes and Slippers, all kinds. The celebrated "Buster Brown" Blue Ribbon Brand, good as was ever sent out by the Brown Shoe Company, the largest factory in the world. Men, women, boys' and girls' Canvas Oxfords, Etc. We are paying a big price for this advertisement and we cannot name all the different varieties. Come and see for yourself and be convinced.

CLOTHING, CLOTHING,

We are ahead of Everything in this line. We have hundreds of suits, and we have cut the price into half. You can get anything that you want in the way of men's and boys' suits. We have about 400 pairs of pants for men from 35 cents up. We have boys' pants as low as 10 cents the pair. Big stock of overalls 19 cents up. Our line of Children's Clothing is the Finest and Cheapest ever before shown. 500 dress and working shirts, 15 cents up. Dress Negligees, costing 75 cents for only 39 cents. We have only 200 of this kind. \$1.25 Shirts at 79 cents. We have a few of this kind. Our neckwear is of every variety, and we can almost give it away.

CHINAWARE! CHINAWARE!! CHINAWARE!!!

We hesitate to mention the Quality and Price charged for this line of goods, lest we be misunderstood. We will simply say that we have a few sets of Decorated China ware that will cost you less than plain goods usually bring.

Groceries and Staples.

Our Prices are startling, when you remember that our goods are of the Best Quality. On Friday morning we will put before the public, 100 Barrels Patent Flour at \$4.50 the Barrel; 1,000 Pounds Rio Coffee at 10 cents the pound. Think of such a price! Rice, sugar and grits are away down in price at our stores. We have all kinds of canned goods. Our tomatoes are good in quality and low in price. Sugar corn 7c, 9c, and 11 cents. This is just half price. Hieng June peas 11c, the can and all kinds of Baking Powders at factory price. We have fancy seedless raisens and currants, sold in New York for 11c, our price 9c. Finest line chocolate and breakfast cocoa, &c., all of which have been put up by the best firms in the United States. 1000 matches for 5c. You can get our pickles, sauces and catsups and everything in this line at your own price. Spice, Pepper, Ginger and all flavoring extracts will go at mere song, and you can raise the tune. 1000 lbs. stick candy at 6 1-2c the pound. 1000 lbs. mixed nuts, which sell in New York at 14c, our price 11c. In cereals we have the celebrated Egg O. See at 6 1-2c. A thing unheard of before. Grape Nuts 10c. You can get four boxes of Star Lye, 10c size for 25c. We have all kinds of seeds for garden and field by the bushel. They are at your own price. Everything you want in this line.

TOBACCO! TOBACCO!! TOBACCO!!!

Five Thousand Pounds Unprecedented in Prices and in Quality. We have near every popular brand. Liberty Bell, factor price 32 cents, our price 25 cents; Red Ham, factory price 32 cents, our price 25 cents; Thoroughbred, factory price 34 cents, our price 25 cents; Sweet Loaf, factory price 34 cents, our price 25 cents; Red Apple, factory 37 cents, our price 25 cents; Captain Jack, factory price 32 cents, our price 25 cents; Red Elephant, factory price 37 cents, our price 25 cents; R. J. R., factory price 47 cents, our price 25 cents. Rams Horn, worth 44 cents, our price 35 cents; Sweep Stakes, factory price 35 cents, our price 25 cents. You can find all the other brands at our stores at similar prices.

AN EXPLANATION:

It has been asked why we can sell such goods at such a low price. Our reply is that we have garbled up a great up-to-date stock of goods in our sister State. The firm needed ready cash, became desperate, and we relieved the situation. The goods have not been stolen, as the prices might indicate. Take advantage of the opportunity of your life.

White & Gough, Lumberton, North Carolina.