

# Serious, Sensational, Surprising.

## WHITE & GOUGH,

### The Greatest Bargain Givers in North Carolina.

We were Serious when we told you in our last week's advertisement that we had Twenty-Five Thousand Dollars' worth of Merchandise to throw on the Market during the Next Ten Days. Our Prices are both Sensational and Surprising. No wonder that competition is trying to hide behind the old gag of just as cheap, old goods, they won't do what they say, etc. Thousands of people will tell you that we do just as we say; thousands of people will testify to the fact that we have, and do save them from 25 to 50 Cents on the Dollars they spend at our store. Why can we not do this when we buy at Bankrupt Prices for the Cold Cash? No one can compete with the man that buys his Goods at twenty-five to fifty cents on the Dollar. Wherever there is a failure, wherever the man in need of cash with which to meet the pressing demands of hard times is found, there you will find us with the Ready Cash to garble up the Goods at Our Own Prices, the Public Reaping the Benefit.

#### Now Let Us Ask 'You Just A Few Questions :

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| <p>Why is it that people who trade with White &amp; Gough look so happy and prosperous ?</p> <p>Why is it that your neighbor has a Bank Account when you are in debt ?</p> <p>Why is it that the vast throng who daily crowd our stores can pay as they go ?</p> <p>Why is it that the farmer who trades with White &amp; Gough can hold his cotton ?</p> | <p>Why is it that the people who trade with White &amp; Gough can wear Good Clothes and have some of the Comforts of Life ?</p> <p>Why is it that the people who trade with White &amp; Gough will be able to Educate their children and live in painted houses ?</p> |
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Because by trading with White & Gough you can save from 25 to 50 Cents on every hard earned Dollar you spend. Come and investigate our Unapproachable Bargains and every other answer will be made clear and plain.

## Every Freight Train Loaded !

Every Freight Train that Arrives in Lumberton is laden with Merchandise of every description, all bought at Bankrupt Prices from Broke Merchants and elsewhere for the Cold Cash. REMEMBER, we don't ask for your business on the grounds of having accommodated you or from any sentimental basis—'tis a cold business proposition, we tell you plainly, meaning just what we say. IF WE DO NOT SAVE YOU MONEY WE DON'T ASK FOR YOUR TRADE. We adopt no catch penny methods to get you in our stores, we advertise no special days for giving bargains. Every Day with us is a SPECIAL SALE, every Sale a Bargain, every Bargain a Trade Winner. A Customer one time is a customer always. Then, DON'T fail to buy all your needs from us while our Three Stores are packed from floor to ceiling with a Rich Harvest of the Most Wonderful Bargains ever offered the people of Eastern North Carolina.

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| <p>Don't pay any attention to the big cock and bull story of old goods. Come and see, come and see.</p> <p>Don't be led away by flaring advertisements of special sales. Every day with us is a Special Sale.</p> <p>Don't trade elsewhere when you can save from 25 to 50 Cents on every Dollar by trading with White &amp; Gough.</p> <p>Don't be a knocker—come and buy our Bargains.</p> | <p>Don't be led away by the music of the old song of "just as cheap." Come and see.</p> <p>Don't take our statement—come and see for yourself.</p> <p>Don't think of coming to Town without visiting the stores of White &amp; Gough. It will pay you well.</p> <p>Don't trade with us if we don't save you money.</p> <p>Don't procrastinate, procrastination is the thief of time. Come now, be convinced.</p> |
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It has been said, and wisely so, that there is a time in the life of every man when fortune knocks at his door. It may be knocking at yours now. Don't fail to heed its warning.

## STOP, READ, THINK.

Space forbids our naming prices and articles, but we cannot refrain from mentioning just a few things that those who may not know us will stop and think, TEN THOUSAND PAIRS OF SHOES, every kind and description. Let us urge you to purchase at once your low cut shoes. We have a line of women men and children goods that will go in a very few days, what an article costs cuts no figure with us, we buy cheap and sell regardless of factory cost.

We have a line of the well known KING QUALITY in men's shoes, the \$3.50 kind must go for \$2.39. A line of the popular Geo. G. Snow shoes for men, the \$2 kind go at 98c, the \$3.50 kind at \$1.89. Geo. D. Witt's \$5.00 Shoes in the Latest Styles for \$3.50, high and low cuts. AMERICUS Brand, you know what it is; the \$5.00 kind go for only \$3.00. A big supply of the well and favorably known brands of Old Glory, and Wall Street, \$3.50 and \$4.00 the world over, our price only \$2.89. The Celebrated and Popular Brands of WHITE HOUSE and PRESIDENT Shoes for men, made by the Brown Shoe Company, the \$4.00 and \$5.00, go for \$2.89. We have them in high and low cuts, Patent Leather Vici Kid, Etc. Garnett, Puckett & Company's fine \$5.00 Shoes for men, for \$3.39, the \$3.00 kind for only \$2.05. Big line of Women and Children Oxfords, also Canvass Goods at from 25 Cents up. Now is your time, we are not going to carry a single pair over for another year. A line of the well-known Queen Quality Shoes for Ladies, the \$3.00 kind for \$1.93, the \$2.50 kind for \$1.69. Craddock, Terry & Company's Celebrated Brands—these Goods are known to most everybody. We sell the Lexington Brand, worth \$3.00, for 1.95. The Autograph, 3.75 grade for 2.39. The Won-in-a-Walk, 4.50 kind for 2.79. The Best Shoe in the U. S. Army, worth 2.25, our price 1.69. These are only a few of the great Bargains, we can't them all. Come and see, come and see.

# CLOTHING! CLOTHING!

We have had a wonderful trade on CLOTHING. Will save you more money than you ever dreamed of.

## SHIRTS. SHIRTS. SHIRTS.

We have ONE THOUSAND SHIRTS, a line worth at the factory, from Four Fifty to Nine Dollars per Dozen, at ONLY 39 CENTS EACH. See them. One Thousand Men's Fine Neckwear, including Four-in-Hands and all the Latest Styles, goods worth 35 to 50 Cents, all go at 19 Cents. See them. 5000 Men's Linen and Celluloid Collars in all Styles, worth 10 to 20 Cents, all go at 5 Cents each.

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| <p>1000 Pairs of Men's Suspenders, the 25 to 40 cents kind, all go at 19 cents.</p> <p>1000 Pairs of Men's Socks, less than factory cost.</p> <p>1000 Pairs of Ladies' and Children's Hose, every kind, no competition in sight.</p> <p>500 Ladies' Corsets, all kinds, Long and Short.</p> <p>Big Line Ladies' and Children's Gauze Underwear, unheard of Prices.</p> | <p>Fans and Parasols, a Nice Ladies' Umbrella, with Oxidized Silver or Natural Wood Handle, for sun or rain, worth \$1.00, for only 69 cents.</p> <p>8000 Pounds of Tobacco, Red Elephant, Sweep Stakes, Schnapps, Etc., all worth at the factory, from 39 to 47 cents. Our Price TWENTY-FIVE CENTS. We received an order for a whole car load.</p> |
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For every Dollar's worth of Goods we receive, we pay the SPOT CASH. We sell the same way. You know that this saves you Thousands of hard earned Dollars. THEN SPEND YOUR MONEY WITH US.

YOU WILL BE TOLD THEY ARE OLD, COME AND SEE! COME AND SEE!

# White & Gough, LUMBERTON, N. C.

The Greatest Bargain Givers In North Carolina.