

# WHITE & GOUGH, Inc.

## The Store That Has the Goods

Take any of the Departments in our Big Department Store, and each affords a greater selection than can be found elsewhere in Robeson county. Many of the prices quoted are matchless, the result of our unequaled facilities for buying. Note the extraordinary Bargain Prices, the immense variety, the wide range of qualities, no trash, no junk, no catch-penny methods, only merchandise worthy of the name, in variety to suit all wants. Known as we are, as leaders in our line of business, you need not hesitate for a moment to come to us for your wants. "We are progressive" and guarantee to give each and every man a square deal. As to our honesty of purpose, we point you to our past record, which is one of our achievements in the Mercantile Business.

This is mid-summer with us, every article of Spring and Summer Goods must move, and move quickly, to make room for our immense stock of Fall and Winter creations which will soon commence to arrive. If you trade elsewhere, that small voice will keep saying to you, "I could have done better at White & Gough's." That still small voice always tells you the truth. Many new things in Millinery and other seasonable lines of Merchandise are coming in on every train, bought late and will be sold for less than half price in many instances.

### Dry Goods Department

Near everything in the line of cotton goods has advanced, but our prices have declined. Just make a note of your wants, then make a dive for our store. We are going to sell every Spring and Summer fabric in our store.

Several thousand yards Summer Dress Goods, Lawns, Batiste, Tissues, Etc., worth up to 20c, we are going to sell at 5 cents a yard.

One big lot, thousands of yards, Linen's and other serviceable fabrics, seasonable at all times, worth up to 18c, we are going to close them out for just 6½c. a yard.

Thousands of yards of Calicoes, Gingham and other staples, 5 cents.

About 10,000 yards of finest Gingham, yard wide, worth up to 15c, for 9 cents.

The prettiest assortment of Curtain Net, Scrim, Orientals, Etc, ever shown in Lumberton, make the home look good, prices will carry the goods off. Make your selection.

Big and up-to-date line Fashion Linens, some want 18c, our price 10 cents.

A big line of Silks, in plain and figure, worth up to 63c, we are closing the line at 25c. a yard.

All fine Dress Goods at prices heretofore unheard of.

### Hosiery Department

We have about a thousand dozen, and know our goods and prices cannot be approached in this section of the State. Our specialty in high-class hosiery is the well-known and celebrated "Buster Brown" goods for men, women and children, every pair warranted.

See our line of Men's 50c Silk Sox for 25c a pair, see the woman's Silk Hose, some will ask you a dollar, our price 49c.

### Men's Straw Hats

We are closing out every Straw Hat we have. See the big lot Sun Hats, worth up to 50c, your choice 19c. All kinds for men, boys and children. Men's dress Hats in the same ratio of reduction. Men's Felt Hats, about a thousand at almost your price. One lot worth up to \$2.50 for 98c choice. Men's and boys' caps, at summer closing prices.

### Ready-to-Wear

In the line of Merchandise ready-to-wear, we are showing some startling values. It will be money in your pocket if you patronize this department.

One lot, about 100 ladies' White Wash Skirts, worth up to \$1.75, our closing summer price 59 cents.

About 200 Misses' Wash Dresses, all at bargain prices.

Ladies' Dresses in all grades, the prices will carry them away.

Ladies' Long and Short Kimonas, plain and floral patterns, 19 cents up.

Ladies' house Dresses, fine Skirts, special values in Drop Skirts.

Muslin Underwear in great variety, to hear the prices it will make you think of 5 cent cotton.

Shirt Waists in the new Styles, a lot up-to-date, worth up to 90c, for 49c. Some grades up to \$1.25, which are going at 79 cents.

Children's Wash Suits, for the little one, boys' and girls' Rompers, the Little Tudor, one of the best garments made, 49 cents.

Wash Suits for boys from 2 to 8 years of age, great variety, 49 cents up.

Boys' pants, just anything you want.

### Millinery Goods

As stated in the caption of this ad we are daily receiving the new things and at about half price. We do not intend carrying over a single article, prices will carry the goods away, you can share in the profits by taking advantage of this sale. We have the new things in White ready-to-wear Hats for Ladies', Misses and Children, also some fine Dress Hats from the biggest manufacturing firms in the business. Thousands of yards of Ribbons; about one thousand Baby Caps. Remember, bottom out of prices.

### Clothing Department

In each of our many lines we have space only for a few items. Our shelves and counters are loaded. 1,000 pairs men's pants worth up to \$2 for 98c. See them. See our specials in a man's \$20 imported blue Serge for \$12.89. Other extra specials for \$9.98. Boy's knee pants all prices. Greatest variety of suits. See us, we guarantee to save you money.

### House Furnishings

All with the pruning knife duly applied. Good Pillow Cases 42x36 at 10 cents.

Sheets full size 49c, you could not buy the goods for the amount.

Linen Shades for the windows, 23 cents.

Nice Dado Shades with fringe, 33c, these goods are sold usually for 50 cents.

Nottingham Lace Curtains at prices that will surprise you.

Several cases White Bed Spreads in Marsailles and Honey Comb, all at wholesale prices.

Several hundred dozen Towels, 5 cents up.

Table Linens all kinds, at lower prices than ever before.

### Grocery Department

We claim to be headquarters for both wholesale and retail. We carry the greatest line of groceries to be found anywhere in this section. Great variety of fancy groceries. If you are not buying from us start now. 50 bags rice. 50 cases Star Lye. 50 cases sardines. 25 cases Horseford's Bread Preparation. 50 cases Rough Rider. 50 cases Gold Dust. Immense stock of La Bell and other brands of syrup. Can meats all kinds. 10,000 pounds of leading brands of tobacco at 25c per pound. We buy your country produce.

### Shoe Department

We have more shoes than any regular shoe store in this part of the State. We cordially invite the ladies to inspect our line of May Manton Pumps, Oxfords, Colonial, Etc. We are quite sure to please the most fastidious. See our white line of Canvas and New-Buck. Also white Hose, white Hand Bags, everything in white. Men's Oxfords, Pumps, Ties, Etc. We also carry a complete line of high-cut Shoes of every kind, shoes for men, women and children. See our leader in women's elastic side "Juliets" at 98 cents.

### Parasols and Umbrellas

The most handsome line in this part of the State. We are going to sell them. Now is your time. Fancy Parasols, plain Umbrellas, etc., all sizes, cannot quote prices. impossible to describe the goods.

We extend to you a cordial welcome to our store. Visit us whether you buy or not. We guarantee to save you money on each and every purchase made.

# WHITE & GOUGH, Inc.

Greatest Bargain Givers in North Carolina

Stores at Lumberton and Fairmont, North Carolina.