



FALL OPENING

"Miss Beautiful" is always pleased to come to our FALL OPENING. Our store now gleams with magnificent new merchandise and we invite you to our opening. When you come you will see the NEWEST CREATIONS of fashion. Our styles are the styles you can rely upon for correctness; our QUALITY you can rely upon for goodness; our PRICE you can rely upon for honesty. Deal with a RELIABLE store and you will feel satisfied that the style is correct, the quality good, the prices right.

Just From The North

Our buyers having just returned from the great Bargain Centers of the North where they spent more than two weeks picking up just such Merchandise as will suit and profit our people, a complete exhibition and grand display can be seen in our Store on or before SEPTEMBER THE 25th.

DRY GOODS.

We have never had so many good things in yard goods. It will be a loss of time for you to think of looking elsewhere, when you can find the newest and best at our Bargain Emporium.

SATINES ARE IN GREATER DEMAND than ever, our prices 15 19 and **23c**

CONQUEST CREPES, just out in great assortment of colors, beautiful goods for Waist and Dress. **19c**

RUSSIAN CORDS AND FRENCH POPLINS—They look as fine as silk, new and stylish for **19c**

MANY NEW THINGS in cotton fabrics.

VELVETS AND CORDUOYS will be in big demand, see us for the newest in plain and cut brocade effects.

SILKS, full yard wide in beautiful range of colorings for **98c**
You will pay more elsewhere.

BROADCLOTH—You will be looking for Broadcloth, we have the best in just the color you want Yard **98c**

COTTON IS ADVANCING. We want it to go to 15c quick. In the meantime you can get cotton goods at the old prices.

THOUSANDS OF YARDS best Calicoes. Yard **5c**

TEN THOUSAND YDS. Best Dress Gingham, 7 to **9c**

FRENCH PERCALES, yard wide **10c**

GOOD PLAIDS, Yard **5c**

CURTAINS and CURTAIN DRAPERY of the most attractive originality, Yard 7 1.2 to **19c**

LADIES', MISSES' and CHILDREN'S READY-TO-WEAR

A most wonderful line of these goods will arrive in due time, the kind with the distinctive snap and dash that make you feel and look up-to-date when you wear the Garment.

LADIES' SUITS.

In the very latest models and newest fabrics. Goods that are classy and right, prices in keeping with material and workmanship.

LADIES' COATS

Not the last-year patterns and Cuts, but the kind just from the shop and Fashion Center. We will show them in the new Brocade Material, Matalasse, Silk, Plush, Astrakan, English Serge etc.

SKIRTS....

You will be interested in the new up-to-the-minute Styles.

The draped effects, narrow bottom, side button, slit bottom, etc.

They come in Plaids, Serges, Fancy Mixtures, Wide Wales, Bedford Cord. Prices:

\$1 98 \$2 39 \$2 98
and up.

NEW SHOWING OF WAISTS—

THE NET LACE SHOWINGS will be for more dressy wear, Lingerie, Voiles, Negligees, Balkans, etc., in white and colors. Prices

79c 98c \$1 15

THE FINER GOODS FROM

\$1.49 to \$2 39

MILLINERY GOODS—

The thoughtful will appreciate our efforts, when we assure them that we can save them almost half on every Ready-to-wear hat they buy. We bought hundreds of the newest, just from the largest dealers, manufacturers and importers in the business. Why pay more when we save you so many hard earned dollars and give you the same goods, and many times better than you find elsewhere.

AMERICAN LADY CORSETS—

The name is suggestive of the quality, style and make, "The best on Earth," prices.

98c \$1 49 \$1 98

CHEAPER GOODS

49c

SHOE DEPARTMENT—

Opening of the newest and best, a twenty thousand dollar stock.

"MAY MANTON" for Ladies has no superior and few equals in fine goods.

"KEITH'S KONQUEROR" is the best for Men.

EVERYTHING IN CHILDREN'S Goods for Street, School and all purposes. Wholesale prices will prevail.

CLOTHING AND GENTS FURNISHINGS—

This Department will be in better shape than ever. This is saying a great deal. Thousands of dollars worth of the newest and most up-to-date Suits, Pants, Hats, etc., for Men, Boys and Children daily arriving.

ONE THOUSAND DOZEN SHIRTS AND UNDERWEAR, Men's, Boys', and Children's. Be not misled. We

are headquarters and save you money or do not want your money.

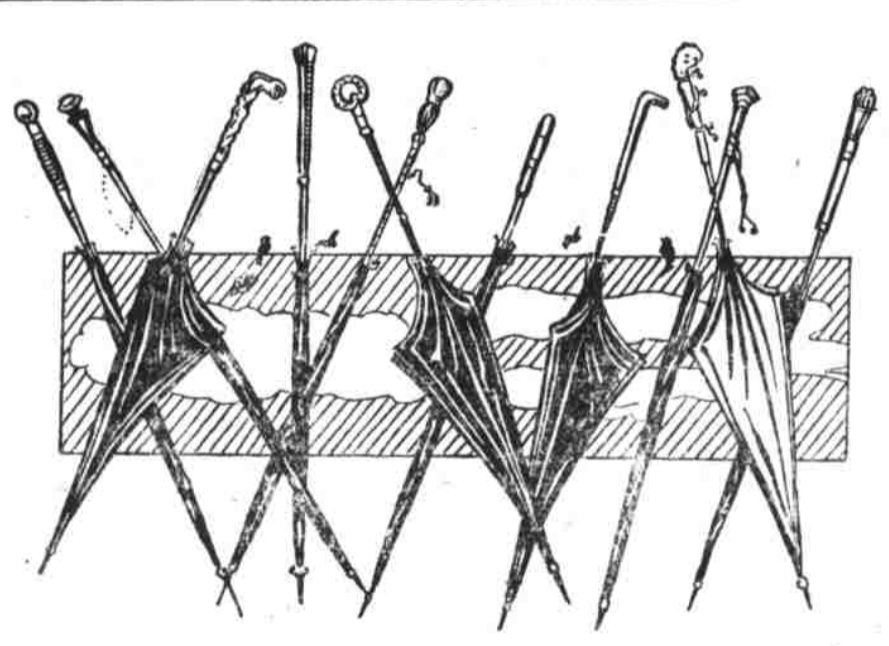
GROCERY DEPARTMENT

(Wholesale and Retail.)

This Department is always open with Car-Loads of Fresh Groceries at less than you pay elsewhere. Ten Thousand pounds well-known brands Tobacco on hand, **25c** pound

HUNDREDS OF CASES canned goods of all kinds.

We shall if possible, make greater and more determined efforts this fall than ever to save you money, giving you better merchandise for less than you pay elsewhere. We have in past saved money for the working man, and all who appreciate economy. Our policy will be continued.



A Big Umbrella Special!

\$1.50 and \$2 Values for 98c.

A Manufacturer closed out to us a special lot of umbrellas at a price concession that permits us to sell them AT ALMOST HALF THEIR REGULAR PRICE **98c**

WHITE & GOUGH, Inc.

ORIGINAL AND GENUINE BARGAIN GIVERS

Lumberton,

North Carolina