

WHITE & GOUGH, Inc.

The present is your opportunity, Close times and low priced cotton has caused you to delay, put it off no longer. **BUY NOW**

Will Sweep Thousands Of Unheard Of Bargains From Their GREAT MERCHANDISE EMPORIUM

The best lot of Tobacco we have had, several thousand pounds. It will not last long, our price **25 Cents**

During the Month of January. No Winter Goods Will be Carried Over. This the first month of 1915 will place within the reach of every one such goods as they need and values heretofore unknown.

COTTON, Piece Goods on basis present price of cotton.

SUIT CASES

98c

IT'S A DANDY FOR THE MONEY—YOU'LL SAY SO TOO.

MISSES ALL WOOL SWEATERS—VALUES UP TO \$1.75. CHOICE—

98c

BOY'S SWEATER COATS

23 to 49

CHILD'S SWEATER COATS—small sizes—A bargain never before offered in this store

19c

MEN'S & BOYS' GOOD WORK SHIRTS

19c

You'll be amazed at this value.

1 BIG BARGAIN TABLE SHOES, Nearly all sizes. Values up to \$3, choice while they last

98c

1 LOT SAMPLE SHOES ODDS AND ENDS. Fine goods. Values to \$5. Choice

1.49

SHOES FOR THE CHILDREN. A big line

10c

a pair up.

1 LOT MEN'S HATS—VALUES UP TO \$2.50—Hundreds of 'em—We ought to sweep 'em clean at

49c

LOT 1—MEN'S SUITS, values up to \$15.00

\$4.98

BIG LOT MEN'S HEAVY winter Sweater Coats, worth \$1.25 for

69c

Great heaps of bargains will be swept away by the busy crowds in our Big Store each day. We could not realize the tremendously low prices we had for our customers and good value seekers until we began to dig down into our enormous stock of merchandise.

Look, Read, Think and act Quick. We know of many mistakes made by delays—immense fortunes could have been grasped but for inattention.

Be Convinced it Costs You Nothing Remember! We bought heavy expecting large receipts from the cotton crop of this section. Plenty was made, but no one could anticipate conditions. The European War came on us like a thief in the night. We will share conditions, by reducing prices and no portion of our stock will be held. All must go at reduced prices. No fake, you know our reputation and we mean what we say. Nothing reserved in this sale.

Clothing Our stock comes from the best factories in the East, clothes that you can rely on, for every member of the family and at prices heretofore unheard of. Space forbids quotations on regular lines, but we quote you a few prices on odds and ends, broken lines, some a little off in style, small sizes, etc, but they are extremely wonderful values.

50c and 75c work shirts 39c. Several thousand in this lot, all sizes and fabrics, work shirts of the better kind. Dress shirts at 39c, Negligees, soft collars, etc., the most stupendous assortment of shirts ever shown in a special sale, thousands to select from at the small price of 39c.

DIFFERENT! YES! THERE NEVER WAS A SALE JUST LIKE IT IN LUMBERTON, YOU'LL MISS THE USUAL "HURRAH BARGAIN TALK" IN THIS AD, BUT IT WON'T LOSE YOU ANYTHING FOR WE TALK REAL BARGAINS WE TAKE THIS OCCASION TO THANK EACH AND EVERY ONE HEARTILY FOR YOUR VERY LIBERAL PATRONAGE DURING THE PAST YEAR, OUR EVERY ENERGY DURING THE PRESENT YEAR WILL BE EXERTED IN YOUR BEHALF, WE SHALL SAVE YOU EVERY DOLLAR WE CAN

LADIES COAT SUITS BEING SWEEP AWAY. LADIES' MISSES' AND CHILDREN'S COATS. YOUR PRICE

NO WINTER GOODS CARRIED TO ANOTHER SEASON. YOUR TIME IS NOW CHILDREN'S UNDERWEAR

WONDERFUL SHOE BAR. GAINS, GREAT SACRIFICES IN CLOTHING

1 Lot Youth's Long Pant Suits—will fit boys and young men, values to \$10, Choice \$2.39

BIG LOT LADIES' ready trimmed Hats displayed on a table, values up to \$3.00. Your choice while they last

50c

LADIES MUSLIN Drop skirts, full size

25c

LADIES BLACK AND colored Drop Skirts

25c

SHIRTS IN THE NEW Fabrics, near all sizes, variety colors. Just take off One-Third of the price, this means you can buy a \$3 Skirt for

2.00

Stop and think.

RAIN COATS WONDERFUL Assortment, Silk and Poplin for Ladies, Men's at about half what you pay elsewhere.

A GREAT LINE COATS for the little folks, Bear Skin and other fabrics,

75c to 1.23

this about half price.

ONE BIG LOT LADIES Fleece Kimonos about half price.

MEN'S FIRST Quality Heaviest Fleece Underwear

39c

Garment

January Our Big Month. It will be yours if you trade with us.

LADIES READY TO WEAR including Coats, Coat Suits, Cloaks, in all the newest fabrics—not a thing in this department will be held in reserve—not one garment will we carry over to another season. Our price will sell the goods even when money is so tight—the wise consumer will not—dare neglect this opportunity of saving hard earned dollars. This department offers a complete assortment of clothing for women, misses and children.

The Quality Store

Wherever you read anything above the White and Gough signature, bank on it, no chance for disappointment at any time. Always a pleasant surprise for you here.

UNDERWEAR for every member of the family from the little tot to Grand Parents in wool, cotton rib, Fleece—All first class goods, from reputable manufacturers. All over the State our reputation for values in this line is well known—you can get more for your money. See big bargain counters at give away prices. P. S.—While writing this ad a merchant came in and bought 14 pieces of underwear—you can buy at the same price he did.

WHITE & GOUGH, Inc.

LUMBERTON

Carolina's Greatest Bargain Givers

NORTH CAROLINA.