

# Terrific, Electrifying Excitement!

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## WHITE & GOUGH, INC.

### Big Department Store

The Thrill of the Century, the Sensation of Modern Merchandising

The Opportunity of a lifetime will greet you from now until January the First. A \$75,000 Stock to select from, conceded to be the Greatest collection of General Merchandise in the two Carolinas. This is no hot air we are giving you. The Goods are in our Store and Warehouse to back up the assertion, and at prices that are simply paralyzing to all competition. We don't have spells of Bargain-giving, with us it is an every day occurrence. You can come from far and near with the absolute assurance that our ads speak only the truth.

Again we call your attention to the Safety and great advantage of spending your hard earned dollars with the concern that pays the Spot Cash and sells the same way. It doesn't take a Solomon to readily see that this method of doing business is to the advantage of both buyer and seller. All we ask is that you give us the opportunity to show you. The result will take care of itself.

#### YARD GOODS

This includes all fancies, staples and everything we measure by the yard.

Cotton has advanced higher and higher. Of this we are glad, being large farmers ourselves, but we assure you our prices have not advanced in keeping with the price of Cotton. We are selling our Merchandise at prices existing when Cotton was 8 cents and even less per pound.

Thousands of yards Calicoes ..... 5c  
North Carolina Plaids ..... 5c  
Yard wide Sheeting, good smooth Merchandise, worth 7 1-2c for 6c  
In the Finer Goods, don't fail to see our French and Storm serges.  
Old prices prevail while every one knows these goods have advanced twenty per cent.

#### YARD GOODS

Fine Lustra Silks yard wide ..... 49c  
Scotch Mixtures for Skirts, Broad Cloth and Repellents, all colors, worth 25 per cent more than our prices.  
Velvets and Corduroys in all popular colors.  
Silks and silk trimmings, Brocades, Plaids and stripes, Messalines, yard wide goods many will ask from \$1.25 up, our price 98c

#### LADIES', MISSES' AND CHILDREN'S READY TO WEAR

We receive almost daily by express Ladies' Coat Suits, Coats and all the new things as they come on the market.

Nice Fur-Trimmed Suits in serges, Poplins and new fabrics \$9.98 up. Every Suit up to the minute in style.

Ladies' Coats in the new sport length, new fabrics, fur trimmings, hair line plaids, all sizes, great array of the things new and in greatest demand. Prices lower than elsewhere or you need not buy.

**SPECIAL.** We have some suits slightly out of style, in very fine goods, many easily changed to the up to date cut, prices were from \$12.50 to \$25.00. YOUR CHOICE while they last for only \$5.00

#### LADIES' SILK WAISTS

the newest things on the market. See the waist of silk Scotch plaid worth \$1.50 for only 98c. An elegant line of Middy Blouse 49 and 98c.

**SPECIAL.**—Misses Middy Blouse Dresses, the things you have been wanting, made in Storm and French Serges. Very Nobby, sizes 12 to 17.

#### FUR MUFFS AND SHAWLS

We have the best line ever put on the market in this part of the State. The Genuine Goods, no imitations. Ladies, Misses and children can be supplied.

#### MISSES AND CHILDREN

We were never in better shape to take care of you. Nice Coats for the little one in Cloth, Astrachan &c., prices 98c for sizes up to 8.

CHILDREN'S SCHOOL DRESSES ..... 49c  
These are most wonderful values.

INFANTS WRAPS. If you are looking for that which is beautiful, see our silk wraps for the little ones, both long and short. Infants Bedford Cord, lace trimmed wraps ..... 98c  
Infants Cashmere Wraps that will please you.

#### MILLINERY DEPARTMENT

We have already sold more Millinery goods than we did the entire season last year; there is a reason—Prices and Styles. You can buy the same goods of us at about half what you pay elsewhere. It costs you nothing to see us before buying.  
Special attention is called to our line of Infants Caps.

## Men's Clothing, Men's Furnishings, Boys' & Children's Supplies

Men's Suits, latest Mixtures, Invisible Plaids, Blue Serges, Pin Strips, &c. Our prices are lower than others.

In Children's and Boys' Suits we have a better line than we have ever shown, Suits with two pair pants worth \$3.50 for \$2.49. Blue Serge Suits to fit Boys from 3 to 20 years, with knee pants, Juvenile Suits in the new "Oliver Twist" styles. BOYS Mackinaw Coats with Cap and Leggings to match. Boys' Knee Pants. See us before you spend a dollar.

#### MEN'S AND BOYS' SHIRTS, OVERALLS, WORK PANTS, JUMPERS, &c

Regardless of the General Advance in all goods in this line, we are still selling those good 50c work shirts for 39c. All other goods on the same low level. The best Dollar Shirt for 79c. Agents for the well known Arrow Brand Collars for men and boys. Men's Wool Top Shirts 98c

#### UNDERWEAR FOR MEN, WOMEN, BOYS AND GIRLS

Ladies' Double Stitch heavy Bleached Vest and Pants 49c, Ribbed Goods for 25c, Bleached Union Suits 49c, Children's Union Suits 25 to 39c. Boys' Heavy Flat Fleece Union Suits 49c. Men's Fleece Shirts and Drawers Fifty Cent Goods for 39c. Haynes Shirts and Drawers 50c Garment, best goods made for the price. Haynes Union Suits for men 98c. All sizes.

#### HOSIERY FOR THE FAMILY—THE SOLDIER BOY AND BUSTER BROWN, NONE BETTER

True Shape Fibre Silk, best 25c Goods made. Line of Cotton Hosiery at prices based on 7c Cotton, 1000 pairs Ladies Hose 5c.

#### SHOES IN AN INDESCRIBABLE ASSORTMENT

Our line embraces the well known makes of Brown Shoe Company, Endicott Johnson & Co., "May Manton" Ladies Fine Shoes, "Skuffer" Styles for lasting wear. A bargain Counter of Odds and Ends; you may find what you want at less than half price. One counter goes at 98c.

#### LADIES, TAKE NOTICE

We are agents for the Celebrated PICTORIAL REVIEW PATTERNS, a stock of more than Three Thousand on hand, Fashion Books, new Patterns as they come out, Monthly Fashion sheets free. You all know these to be the most popular patterns sold. See us for your patterns. Mail Orders receive prompt attention. Patterns 15c.

#### GROCERY DEPARTMENT—WHOLESALE AND RETAIL

You can buy of us at retail and get wholesale prices. We have recently completed a big warehouse; we are in shape to handle large quantities. Buy your groceries of us. 10,000 pounds tobacco all well known brands, 25c pound.

**We Have a Few 50-Gallon Syrup Barrels For Sale**

For years we have been the people's friends, have Saved them Thousands of hard-earned Dollars, the liberal patronage we have enjoyed is thoroughly appreciated. We shall continue to be the Bargain Headquarters for those who appreciate a Real Bargain, and those who have profited by our method of Money Saving appreciate our untiring efforts by letting no catchpenny methods draw them from us.

## WHITE & GOUGH, INC.

ONLY AND ORIGINAL BARGAIN GIVERS