

Middy Blouses
-For-
Little Girls
15c

OPPORTUNITY

Gingham Dress-
es For
Little Girls
15c

OPPORTUNITY Paid Us A Visit and Left A Message for You

Now you might say, Why, if Opportunity had a message concerning me, it was not delivered direct? We can answer this very readily: as Opportunity gets turned down so often together with the enormous visiting list makes it impossible to give each customer a personal insight as to what opportunity has in store for them, we turn to the pages of The Robesonian and through its columns tell you that opportunity is now knocking as it has never knocked before, and if you wish to get acquainted with Prosperity, you must open the door and shake hands with Mr. Opportunity.

Our Mr. White has just returned from the great markets of the North. He brings the message such an array of attractive new up-to-the-minute merchandise has never been shown in Lumberton. Opportunity is with you, gain or loss is at your door. We have no time to go into further detail, the following is only a mere shadowy outline of what awaits you. Read, meditate: the message is simple. It is directed to you.

READY TO WEAR—READ CAREFULLY

Ladies' fine Taffeta Silk Dresses, no two alike, values \$15 to \$22.50. Crepe De Chine Dresses and Waists.

Ladies' Fine Organdy and Embroidery dresses, \$4.50 to \$9.50.

Ladies' House Dresses, Neatly trimmed made of Scout Percaloes, Gingham, Chambray, &c., Values \$1.50 for 98c.

Fifty New Sport Coats, just received today, the newest styles, everybody wearing them, new fabrics, \$4.98 to \$12.50.

The third shipment of new Spring Coat Suits will arrive tomorrow. This will close our coat suit season. Unapproachable values. See the line of new Spring Skirts.

Ladies' Waists, such an assortment not seen heretofore in Lumberton, nor in Robeson county, the very newest things, new fabrics, new collars, sport styles, wash fabrics, silks, crepe de chine, prices 49c to \$4.50.

Ladies', Misses' and Children's Middys, 49 and 98c.

SPECIAL—A middy blouse for little girls for only 15c, greatest bargain ever shown.

Ladies' silk middy ties, large size 49 to 65c. Misses' and Children's School Dresses, 25 to 39c.

Fine Embroidered commencement dresses for misses and children.

EXTRA SPECIAL. Several hundred child's White Lawn Embroidered dresses for 25c. A full line of Muslin Underwear. Ladies' White Skirts with deep Embroidery 49c. A \$1.50 value for 98c.

Corset Waists, Brassieres, &c. American Lady Corsets, Ladies' Gauze Vests, Cotton and Lisle 10 to 25c.

SILKS, YARD GOODS, &C.

Taffeta Silks are very stylish, we have the best line to be bought, black and colors, 98c to \$1.49. Full yard wide.

Silk Poplins, scarce and hard to buy. We have secured an assortment, full yard wide at 98c.

Silk Messalines, Silk Pongees, Crepe DeChines, Tub Goods, &c.

One bargain counter of silks, values up to \$1.50 per yard, great variety. They are going and going fast. The price is 49c.

Plain and fancy Voilles in cotton and silk, 15c up.

Our line of staple and novelty dress goods is by far the best we have ever carried, it would take a newspaper to give description. Come and see.

Regardless of the daily advancing of prices, we bought the finest line of cotton goods to be had. Cannot describe on paper, the Novelty Stripes, Checks, Plaids, Florals, Dots, in every imaginable and attractive design, Staple and dainty effects, tints.

Mergerized Poplins, looks like silk, 10 to 19c. Manville Chambrays, 12 1-2c.

Norwood Chevots, 12c.

36-inch Percaloes 10 and 12 1-2c.

Kiddie Kloth and Bontex Galateas, for the little boys.

Wash Suits, also for skirts of service.

Modette Fancies and Exhibition of White goods, Flaxons, Lawns, Crepes, Persians, Linens, cannot be equaled in this part of the State.

MILLINERY DEPARTMENT

For this department too much cannot be said, every hat selected by Mr. White and approved by Mrs. White, who accompanied him, with great care, positively the latest and best. Pattern hats up to \$7.50. Our line from 98c to \$3.49 is unsurpassed, for Ladies, Misses, and Children.

LADIES' NECKWEAR

The most delicate and dainty patterns and designs, Shadowy and substantial effects, from the world's best factory, prices from 10c to \$1.98.

We make special mention of our line

BABY CAPS

It would be a difficult matter to collect a more attractive assortment, several thousand, the prices range from 10c to \$1.49. See those trimmed with rose buds, ribbons and laces.

HOSIERY AND GLOVES

We have added a new departure to our extensive Hosiery Department and hope the ladies will appreciate our efforts to secure what they want.

We are showing in large quantities a line of genuine silk hose in black and colors, the values are excellent and prices from 49c to \$1.50.

Our line of cheaper hosiery is the most varied and attractive to be had.

GLOVES. Just what you want for the Spring and Summer, the new things in Silks, Chamoise, Fibre and genuine Kid.

MEN'S GOODS

We have for years been considered headquarters for shirts. Today we are better than ever with hundreds of dozens in all grades from a 19c work shirt up to silk. The Ferguson McKinney 50c is the best we know of for the money. The dress and Negligee made by "Cluette, Peabody & Company, known as "Monarch", is the best dollar shirt on the market. We have them with combination sport and close collar soft bosoms and stiff bands. Boys' shirts of like descriptions. The finest line of neckties in the county. 10c to 49c.

CLOTHING DEPARTMENT

We invite you to call and see us. A magnificent line boys' goods, all prices. Boys' pants 19c, 49c, 65c and up to \$1.75.

SHOE DEPARTMENT

We are still featuring the celebrated May Manton line of ladies' fine goods, in high and low cuts, Oxfords, Baby Dolls, Mary Janes, and the new Bronze Sandal with silk hose to match.

We have an elegant line of white canvass high and low cuts, and our prices are lower than can be found anywhere, or you do not have to buy.

IN MEN'S GOODS. We have some specials, such as will hardly be offered again, Edwin Clapps high grade Oxfords and high shoes. All who know this line know the price is \$7.50 pair, they cost \$5.40 at the factory, our price to close the line is \$4.75.

Our line known as "Keith Conqueror" every pair warranted new, stock received today, Oxfords, Buttons, Blucher, Old English, Tans, Gun Metals, Vici, and everything known in the line.

Our line of the well known "Buster Brown" goods is complete.

EXTRA. We have a Job or Bargain Counter of Shoes and Slippers for Men, Women and Children. These goods in many instances go for less than one-fourth the real value. One line of Men's shoes worth up to \$5.00 are now \$1.98 and \$1.49. A line of ladies' goods of like value at 98c and \$1.49. Two thousand pairs Tennis Shoes in White, Tan and Black, 49c. About one hundred cases received this day.

GROCERY DEPARTMENT

We have two car loads flour, lowest possible prices.

Ten thousand pounds Tobacco, popular brands, 25c.

Fancy Groceries of all kinds.

Case goods by the car load, wholesale prices on all.

We have never opened a Spring business in better shape to supply your every need and at prices lower than the other fellow. We do a Cash business only, and this alone will convince you that we can save the cash buyer money. We are always grateful for your liberal patronage

WHITE & GOUGH, INC.

PICTORIAL
REVIEW
PATTERNS

Original and Greatest Bargain Givers

Lumberton, N. C.

Silk Bargain
Counter Goods
Value up to
\$1.25 for
49c