

LADIES:

WE MAKE BUTTONS TO MATCH YOUR DRESS OR SUIT, ALL SIZES, ASK TO SEE SAMPLE CARDS.

BIG JULY

BUY YOUR FRUIT CANS NOW, ONLY A FEW ON HAND, WILL NOT GET ANY MORE THIS SEASON.

Bargain Sale

White & Gough, Inc.

Original and Greatest Bargain Givers.
(THE HOUSE THAT GIVES YOU SERVICE)

We advise every one who can do so, to take advantage of this our greatest Sale of the year, commencing FRIDAY, JULY THE 5TH. Every article of seasonable goods will be placed at your disposal at prices which will be a great saving to the lovers of economy. These are times when merchants with large stocks need not make unusual price inducements in order to sell their goods, wholesalers and Jobbers will gladly take the merchandise off our hands, and in many instances pay more than we ask our retail trade. We, however, are not unmindful of the existing conditions and prefer giving our Bargains to those who have helped make our business the pride of all lovers of real bargains. Scarcity of merchandise is now the great consideration, hard to get deliveries, hard to get shipments, slow transportation, etc. We are daily advised of the closing out of some important line, the Government taking over this and that factory. To illustrate, during the last few days we are advised by three large Overall factories to send no more orders, the Government having taken charge of the factories, now making suits for our boys in France. Luckily we had about fifteen hundred pairs on hand. We are going to make July like December when it comes to business this year, the unapproachable values will be snapped up, it will pay you to buy almost any article, as you will find it cheaper now than you will be able to get it after this sale. We try and give no misleading advice, those who put off will realize the truthfulness of this ad. when they go to buy later. Only a meagre idea of our wonderful offerings can be given here. **COME AND SEE.**

MILLINERY BARGAINS

Not a hat to be carried over. We have the largest line of Ready-to-Wear goods in this part of the State, trimmed hats a specialty, they go at about half price, all the latest Styles and most attractive creations, it costs you nothing to look and may save you enough on one hat to buy a "War Savings Stamp." Large stock Baby Caps, Sun hats, etc.

SHIRT WAIST BARGAINS

Finest Waists in Crepe de Chines, Georgettes etc., goods worth up to \$7.50 go in our July Sale. Your choice \$5.00

The best and most attractive waist on the market for \$1.00. All other grades in proportion. A Big Bargain in an assortment of odds and ends, goods worth up to \$2.50. Your choice for 50c

BARGAINS IN COTTON WASH GOODS.

A big table of various kinds, in heavy and sheer weaves, plain and stripes, dots and floral designs, goods worth from 20c to 35c. July Price 12 1-2c to 15c

JULY BARGAINS IN READY-TO-WEAR DRESSES.

Ladies silk Dresses, Silk Gingham combinations etc., at greatly reduced prices, goods new and very attractive, nothing will be carried over. Every garment will go at some price.

Finest French Gingham and Voile dresses. Special in White Skirts, several hundred, very newest designs, in plain weaves, bedford cords, wide wales, gaberdines, etc.

Great reduction in Silk Skirts, this line is too varied to describe and quote prices. You can appreciate by seeing the goods.

SCHOOL DRESSES, JULY BARGAINS.

They come in Gingham, Percales, Linens, etc., prices from 50c up. All sizes, why not buy them ready made, the cloth would cost more than the made up garment.

White embroidered dress, Lawn dresses with Ribbon and Lace trimmings, \$1.00 up.

DON'T FAIL TO SEE OUR CURTAIN GOODS

We have extra specials in the line, new things you have not seen, also spring roller Curtains, see the new Springless roller curtain, will not get out of fix, new and just what you want, last a long time, full size 75c.

Fancy and plain Serim net 12 1-2c to 20c.

JULY BARGAINS IN GENTS GOODS.

About 1,500 Overalls for Men and Boys. Buy now, you will not be able to get them at any price later. Prices 50c up. Men's \$1.75 and

\$2.00 worth more at the factory.. Hundreds of work shirts.

JULY BARGAINS IN MUSLIN UNDERWEAR

Garments for Ladies, Misses and Children, Gowns, Skirts, Pantlets, Chimese, Bloomers, Braissiefes. Also Gauze Vests, etc. Everything in the line reduced.

JULY BARGAINS IN BOYS WASH SUITS

They come in stripes, plain white and solid colors. Sizes up to 9. Prices 39c to \$2.00. Several hundred to select from.

JULY BARGAINS IN SILKS.

Now is the time to buy the silk dress or skirt, several thousand yards, prices 49c to \$1.75. Plaids, stripes, Solids, Messalines, Taffetas, Poplins, etc. Don't delay, they will be higher.

All yard goods, such as Serges, plaids, stripes, checks, fancies, gaberdines, in fact every article in Dress Goods, would cost more at the factory than our prices. See us, but do it NOW.

BARGAINS IN COTTON GOODS

Gingham, Sheeting, Bed Tick, 10 1-4 Sheet-ing, etc.

A special Bargain in Dress Gingham, beautiful patterns, 25c. The factory asks 27 1-2 for this same article.

SEVERAL HUNDRED PAIRS MEN'S WORK PANTS

\$1.25 up. Would cost more at the factory. Our July sacrifice sale will be your gain.

SEE OUR LINE MANHATTAN DRESS AND NEGLIGEE SHIRTS.

We are now selling some lines for less than we paid for same goods to come in later. The July Sale is your opportunity.

A large stock of Cluette, Peabody's & Co. Arrow brand, the well known Lion brand, Ferguson, McKinney's dollar goods, etc. Our offerings are immense.

Bargain Counter of Shirts, odds and ends, goods worth up to \$1.75, closing out at 39c to 69c, not half cost for the cloth.

BIG JULY REDUCTIONS IN MEN'S HATS. Panama hats different shapes, worth about \$5. July sale \$2.50. A better one at slightly higher price.

Hundreds of straws in heavy and light weight, smooth and ruff effects, all at about half.

BARGAIN COUNTER MEN AND BOY HATS.

Some are soiled. Choice 10c

SEVERAL THOUSAND CAPS, NEW FOR MEN AND BOYS, LATEST STYLES,

JULY BARGAIN SALE

JULY BARGAIN SALE MEN'S SUITS

(In Kool Cloth, Palm Beach, Serges, etc.) Boys Palm Beach and other thin suits for summer go in the July Sale. We save you money or don't want your money.

OUR BUSINESS POLICY HAS BEEN THAT OF SAVING MONEY FOR THOSE WHO VALUE ECONOMY. DON'T FAIL TO VISIT OUR BIG JULY SALE.

SUMMER UNDERWEAR

For Men and Boys. The July Sale just when you need the goods, no such opportunity been offered.

Men's Nainsook Union suits 50c while they last.

Men's B. V. D. Union Suits and Single Garments 50c and \$1.00. Boys' Nainsook Union Suits, also Balbriggan and Porus knit garments Single piece and Union, 25 and 50c.

JULY SALE IN OUR BIG SHOE DEPARTMENT.

Great reductions throughout the entire Department, the fact that we carry more shoes than many exclusive sho stores makes our shoe sale a most interesting feature.

LADIES WHITE CANVASS PUMPS,

High and low heel, Mary Janes all sizes, reduced to \$1.00. White Canvass Pumps and Sandals, leather and Ivory heel and sole reduced to \$1.50.

Ladies' high top boots, white canvass, some would ask you \$4, our price reduced to \$1.75. Ladies' high top duck boots Ivory heel and sole July Sale \$2.50.

Misses' and Children's Mary Janes, Pumps, Oxfords, High top Shoes, all sizes, 75c up. July Sale.

July Sale on the E. P. Reed's fine goods. They come in every shape, all leathers, white canvass, renskin, white Kid etc., the July knife has cut deep, buy now.

See our Bargain counter containing men and Women's Oxfords, Pumps, ties, etc., broken sizes, values up to \$5.00, your choice \$1.98. Bargain Counter No. 2 containing women's shoes, oxfords, pumps, sandals. Various leathers, prices up to \$4.50. Your choice \$1.50. Bargain Counter No. 3, containing shoes, oxfords, ties, pumps, sandals, Misses and children sizes, tan, patent leathers, gun metal, vici etc., worth up to \$3.00 for only 98c choice.

A Remarkable Purchase

Since writing the ad-appearing herewith, we have been exceedingly fortunate in the purchase of a large stock of what we think to be the best Merchandise we have ever been able to buy at

BANKRUPT PRICES.

This stock comes from a prominent town in South Carolina, was bought by one of the most tasty and best buyers in that State. It had to be sold on account of the interested parties having to go to war. The goods are now arriving and consists principally of Men's and Boy's clothing, Pants, Shirts, Ties, Underwear, Four thousand dollars worth of shoes, of the best makes, Men's and Boy's hats, overalls, Rain Coats, Palm Beach suits, Kool Kloth Suits for men and Young men. Special attention is called to the line of

"STYLEPLUS" SUITS.

These goods are known on this market, of a high grade, and every article up to date in Style.

THE WISHART COMPANY.

On account of being drafted into the service of our government Mr. Wishart has to retire. We have bought his line of staple groceries and you can now buy what you want at WHOLESALE PRICES, an opportunity you may not enjoy in many moons. Mr. Wishart will continue handling certain lines and will be found at his place of business until he leaves for the camp. We are always on the alert for a Bargain, our success means gain if you act promptly. See us now. Don't delay When in Town make our store your headquarters, a hearty welcome awaits you.

WHITE & GOUGH, Inc.

EXTRA SPECIAL!

WE REFUND RAILROAD FARE TO OUR CUSTOMERS IN BLADEN, CUMBERLAND AND ROBESON COUNTIES WHEN THEY HAVE SPENT \$25.00 OR MORE, THIS NOT TO APPLY TO OUR GROCERY DEPARTMENT. EVER APPRECIATIVE OF YOUR BUSINESS, EVER ON THE LOOKOUT FOR YOUR INTEREST, MAKE OUR STORE YOUR HEAD-QUARTERS.

WHITE & GOUGH,

INCORPORATED.

OUR STORE WILL REMAIN OPEN UNTIL 7 O'CLOCK ON AND AFTER JULY 8TH.

LUMBERTON, N. C.

MASON FRUIT JARS IN QUARTS AND HALF GALLONS.