

**Retail****Lines  
Reduced****A****Big Change in Business****Wholesale****Buyers give  
Attention.**

BY

**WHITE & GOUGH, Inc.**

This Ad. is of more value and greater importance than any we have heretofore written. It means the saving of more dollars for more people than any of the great offerings of the past. We have decided to

**DISCONTINUE****The Wholesale Dry Goods Department**

of our great bargain emporium, this for the purpose of devoting our time and space to the improvement and enlarging our big **RETAIL BUSINESS**. We need the room for specializing in Ready-to-Wear for Ladies, Misses, and Children and for the better care of our Clothing Department, which has grown beyond our expectation. We shall make these departments the pride of this entire country by carrying lines of Dresses, Coats, Suits, Etc. that will fit and fit the most exacting buyer.

**Wholesale Department**

In our **WHOLESALE DEPARTMENT** we have a stock of more than Fifty Thousand Dollars worth of choice, staple, high-class Merchandise which we offer to Country Merchants and wholesale buyers at prices lower than that asked by Manufacturers, Mill Agents or Jobbers.

This offer means full piece and package. No measuring of yards, no breaking of packages. We advise you to make your purchases just as soon as you read or learn of this wonderful opportunity. You will never get such a chance again.

**Special Notice.**

It will be impossible for all of our many clerks to wait on you, so when you come for a "Wholesale" bill kindly call for our head salesman, Mr. French, or either of the proprietors.

**Neighbors can buy together and by taking full piece and package secure wholesale prices**

**The Stock Consists Of:**

Fine Fancy Dress and Staple Checked Gingham, Sheetings, Plaids, Cheviots, Shirtings, Outing, Flannels, Percales, Calicoes, Dress Goods, Table Damask, White Bed Spreads, Underwear for Men, Women and Children, Sweaters for Men and Boys, Hosiery, Suspenders, Handkerchiefs, Large line of Work Shirts, Overalls for Men and Boys, Men and Boys Caps, Negligee and Dress Shirts, and other articles in large quantities.

**Just a Few Prices--Wholesale Only**

North Carolina Plaids 16 1-2c yard.  
Yard wide Sheeting 18 1-2c yard.  
Yard wide Bleaching 15c yard.  
Canton Flannel 14c yard.  
Calicoes 16 1-2c yard.

Hosiery of good quality for Men and Women \$1.50 doz. About 800 doz. on hand. Different kinds and qualities.

**RETAIL DEPARTMENT**

A corresponding reduction to reduce our lines. We are going to change the arrangement of our store, we had rather move money than Merchandise. The money saving opportunity may never come again. This is the season of necessity, the very time you need the goods. Come quick, do not delay. Our lines are too well known to try and outline. The general public have long since learned the fact that we carry the largest and best selected stock to be found in this part of North Carolina.

**TAKE OUR ADVICE,** You will never regret it. Come early. Our merchandise, is going to leave by wagon loads. The Sale will not last thirty days, the prices we name will carry the goods to other quarters. See that you get your share.

**WHITE & GOUGH, Inc.****Original and Greatest Bargain Givers**