

We Lead the Followers. There Are No Leaders For Us to Follow,
It is a fact that we must stay in front in our business career can bold our well-established customers. We are not satisfied wit Our newly bought stock for fall and winter forces us to oo out at what we have; we must have an increase of trade mustgive you something that talks stronger than our words; however what we promis What we are after is m
what we have, we mu
business. To accompl
ever what we promise ore business; we know h our efforts we kno we fulfill

## HERE IS A PLAIN PROPOSITION.

Does it not stand to reason that the more money you spend with any one merchant the more deeply he is impressed to cut closer on every article and make a greater effort to get more of your patronage and kind influence in his behalf than what you have already been giving him? Sure it does. Is it not the same fact that in order to find the safest point to center your trading you must first find the quantity, the assortment, the best selections. the best bought, cleanest and best kept stock, polite and accomodating salesmen to wait on you.

This is the Point. You will find all these features throughout our entire business, which serves to press our store to the front as the trading center for this entire section.

## OUR LINE IS


 We can furnish your house from floor to ceiling, from the ki chin to the parlor. Sheets, Pillow Cases, Blankets, Comfort Mattresses and Pillows. We carry the largest assortment of an firm in the county. We are anxious to do business with you W will treat you right. If ycu are not treated just as you think
should have been, we are your protection report and we will thank you and appreciate Return and make the matter to your entire satisfaction.

LIKE A CHECK, WE ARE ALWAYS GOOD IN CASE OF FIRE.

## Here are a few Eye-Openers. Watch our prices; we will always be on the bottom.

Good Calico at 4c, worth 5c. Outings from $31-2 \mathrm{c}$ up to the best. Regular5c Sheeting at 4c. Good Pants Cloth at $81-3$, worth 12 1-2c, Regular 75c Blankets at 45c. Regular 75c Comforts at 45 c . Regular 75 c Counterpanes at 40 c. Pillow Cases from 10c a pair up.
These prices are below bought se we can sell them at these price we bought se we can sell them at these prices,
and you get the benefit.

The biggest stock of clean, clear cut Cloth,
ing that you ever saw. All new stocky, not a dollars worth of old goods in the house. Will quote prices as soon as it all comes in.
The cleanest, slickest line of shces that has ever been shown in Rockingham, Every pai new goods. From 15 c up to $\$ 5.50$. All kinds, see our window display

FURNITURE, FURNITURE,
All kinds, all prices, all kinds of terms, Just
any way to suit the customer. It is fist in our
way and we are anxious to move it. See us.

 Our undertak
Coffins from $\$ 3.00$ up to $\$ 20.00$. Caskets from
S12.50 up to $\$ 175.00$ Metalic Casket carried in
stock See us before you place your contract.
When desired we will relieve you of any dis,
comfort of making any arrangements what,
ever in connection with the interment Our undertak
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If you are nearer Hamlet than Rockingham, go to see our Mr. I. C Caudle, who has charge of our Ham. let house. He can supply your demands and will treat you right. We carry a complete line of House Furnishing Goods at that point Prices and terms

