

Sensible Goods For Sensible People

At Ridiculously Low Prices at

Southerland, Brinkley & Co's

- 50 doz Handkerchiefs, in silk, linen and cambric.
- 50 dozen cakes Toilet Soap, from 5c to 25c a cake.
- 50 doz Towels, from 5 to 50c. each.
- 1 lot of Blankets from \$1 to \$5.50.
- 2 doz Rugs from 25c to \$7.
- 25 Buggy Robes, from \$1.50 to \$5.

Shoes

Largest stock we have ever carried.

Infants Shoes from 25 cents up.
Gents fine Pat. Leather Shoes from \$2 to \$5.50.
Ladies Shoes from \$1 to \$3.

Several hundred HATS
at prices to suit.

Our Talcum Powders at 10c are same as sold at other places for 15 cents.

Come to see us and we will save you money.
Yours, anxious to please,

Southerland, Brinkley & Co.

Established 1890 Established 1890.

Moore & Robinson,
UNDERTAKERS.

Fine and Plain Wood and Metallic Coffins and Caskets.

Quality and Prices Guaranteed as Low as the Lowest
John Street, op. Baptist Church. Phone No. 98, 78, and 7.

LAMPS; LAMPS.

We have only a few, but they are all new styles and beauties.

If you haven't visited our store this month, you have missed seeing a pretty arrangement of stock.

We invite you to come.

OPEN AT NIGHT until 9:30.

Yours truly,

Royall & Borden,

The Hustler Is Bound to Lead

Tobacco and Snuff:— have just bought a big lot of Tobacco that I am selling at 25c. per pound. I have also got a full line of figured goods at out prices. Also snuff from 35c. up. Fine cheroots and one pipe cigars. Everyone knows I lead in Tobacco.

Dry Goods:— White and checked homespuns, 4c a yard and up. flannels 6c. Outing 2c and up. Nice line of Calicoes. Worsteds only 5c. Mattress tick 5c and up. Bed tick 10c and up. Big lot of Pants Cloth from 8c up. Cheviots, demins and canton flannels. Be. flannel 10c. all wool. Job lot of children, women and men's stockings and socks, only 5c. Corsets, suspenders, handkerchiefs and purses. Shirts, extra quality only 25c and up. Heavy undershirts only 15c and up. See my 25 cent drawers. Oil cloth and table cloths cheap. Knitting and spool cotton, etc.

Groceries:— Starch 4c a pound, soda 4c a lb. Sugar 5c a lb. Coffee 8c a lb. Vinegar 5c a quart and up. Molasses 8c a gallon, also fine syrup, 2 bars horse shoe soap only 5c. Flour, meat and meal, lard, pepper, spices, powders and canned goods as low as can be sold. Fine cheese, pure cream, cakes, candy, crackers, etc. Crockery, Tinware, Wood and Willoware, Patent Medicines, etc. We will not be undersold.

F. B. Edmundson, THE HUSTLER

Allen Moore & Co.

GARRIAGE AND BUGGY REPOSITORY.

We build Buggies, Wagons, Carts and other Vehicles to order, and do all sorts of Repairing on same, at satisfactory prices, and we guarantee all work turned out from our premises.

Our MR. JERRY HARRISS is well known to the public of this city and section, and has personal supervision of all work turned out from our establishment. Same old stand, John St., opposite Baptist church.

Dissolution Notice.

The firm of Peacock & Davis, composed of R. E. Peacock and John D. Davis was dissolved on the 10th day of January, 1901 by mutual consent. John D. Davis has this day sold his entire interest to R. E. Peacock, who assumes all debts and obligations of the firm dissolved, and R. E. Peacock will conduct the business under the firm name of R. E. Peacock.

R. E. PEACOCK,
J. D. DAVIS.

Goldboro, N. C., January 12, 1901

J. M. Parker,
D. D. S.
Office over Miller's Drug Store.
Hours: 9:30 a. m. to 5:50 p. m.
Sept. 12th. '11

H. F. PRICE,
CIVIL ENGINEER.
Office up stairs, cor. John & W. streets.
GOLDSBORO, N. C.

Feed Notice!
Chicken Feed 35 cents to 50 cents per sack. Also freshly ground Rice Meal. CAROLINA RICE MILL.

Do you Cough?

Dr. Bull's Cough Syrup will cure a Cough or Cold at once. Conquers Croup, Whooping Cough and Whooping Cough without fail. Mothers praise it. Doctors prescribe it for Bronchitis, Hoarseness, Grippa, Pneumonia and Consumption. It gives quick, sure results. Price, 25c. Refuse the dealer's substitute; it is not as good.

Dr. Bull's Cough Syrup

Always cures when others fail.
Dr. Bull's Pills cure Constipation and Liver Troubles. 50 pills, 10 cts. Trial box, 2 cts.

Nasal CATARRH

In all its stages there should be cleanliness. Ely's Cream Balm cleanses, soothes and heals the diseased membrane. It cures catarrh and drives away a cold in the head quickly.

Cream Balm is placed into the nostrils, spreads over the membrane and is absorbed. Relief is immediate and a cure follows. It is not drying—does not produce sneezing. Large size, 50 cents at Drug Store or by mail; Trial Size, 10 cents by mail.

ELY BROTHERS, 56 Warren Street, New York.

\$500 Reward!

We will pay the above reward for any case of Liver Complaint, Dyspepsia, Sick Headache, Indigestion, Constipation or Colic, venous we cannot cure with Liverita; the Up-to-Date Little Liver Pill, when the directions are strictly complied with. They are purely Vegetable and never fail to give satisfaction. 35c boxes contain 100 Pills, 10c. boxes contain 40 Pills, 5c boxes contain 15 Pills. Beware of substitutions and imitations. Best by mail! Stamps taken NERVITA MEDICAL CO., Cor. Clinton and Jackson Sts., Chicago, Ill. For sale by Jenkins & Farrier, Druggists, Goldboro, N. C.

PENNYROYAL PILLS

Original and Only Genuine. Never sold elsewhere. Beware of cheap imitations. They are purely Vegetable and never fail to give satisfaction. 35c boxes contain 100 Pills, 10c. boxes contain 40 Pills, 5c boxes contain 15 Pills. Beware of substitutions and imitations. Best by mail! Stamps taken NERVITA MEDICAL CO., Cor. Clinton and Jackson Sts., Chicago, Ill. For sale by Jenkins & Farrier, Druggists, Goldboro, N. C.

PARKER'S HAIR BALSAM

Keeps the hair clean and healthy. Promotes a luxuriant growth. Never Falls Out. Restores Gray Hair to its youthful color. Cleanses scalp, cures itching, itching, itching. 25c and 50c. Druggists.

Sears & Williams.

Many thanks to the citizens of Goldboro for their patronage and kindness, which enable us to-day to say that we have the Nicest Barber Shop in the City.

And our Barbers stand in the rank of the best in the State.

THINK AS YOU READ. We are under many obligations to our citizens, because we're Goldboro boys and love our city and citizens.

DO YOU KNOW? Our doors and hearts stand open day and night at the call of our citizens at any hour.

HAVE YOU REALIZED THIS FACT? Not only as barbers, but willing and ready to do anything we can for the benefit of our city and citizens.

FROM BOOT BLACKER. We were reared in this city, and from humble boot blacker, by honest work and perseverance, saving the nickles and dimes, we were enabled to open business for ourselves, and with the same honesty of purpose that we have always tried to serve our friends and patrons, we come to you, all soliciting your patronage, promising in the future as in the past, the most polite attention in every respect. Let us serve you.

Your humble servants,
SEARS & WILLIAMS.

NOAH

Was the first man to Advertise!

He advertised the flood and kept at it 'till the flood came. I am advertising COLD WEATHER, and a great flood of trade will come to my store for

Stove Boards,
Stove Pipe,
Stove Mats, etc.,

of which I have a complete line. You should also

Have your ROOFS attended to before the Big Snows.

Best goods, Lowest Prices, and Prompt Attention is my motto.

Give me a call when in need of anything in my line.

Respectfully,
T. C. BRYAN,

The Leading Tin and Sheet Metal Worker.
Walnut Street.

GANDY ESCULETT'S CURE PILES.

And all rectal disorders. Pleasant. Not a Physic Result, or money refunded. 50 cents. GOLDSBORO DRUG CO. Distributor. nv 30 9

DR. FRANK BOYETTE, Dentist.

Office in Borden Building, over Southern Railway & Co's Store.
ALL WORK GUARANTEED FIRST-CLASS

Real Estate and Rents!

The undersigned has engaged in the Real Estate business and in the collection of Rents in Goldboro, and solicits the patronage of the public.

N. B. OUTLAW.

Cut Flowers! Roses, and other choice flowers, can be secured by leaving your orders with A. N. HUMMEL, at Maj. Hurt's Tailoring Establishment.

WOMAN AND FASHION.

A Smart Promenade Toilet—The Flounced Skirt—A Parisian Homespun Costume.

The small promenade toilet portrayed in the sketch is of gray cloth, with the plaited skirt bordered throughout with stitching and opened slightly at the feet on a petticoat of white cloth enriched with lines of silver braid knotted in the center. The jacket takes the form of a round-ed bolero bordered with stitching and is filled in by a long, wide vest of white cloth ornamented with lines of silver braid knotted in the center and



PROMENADE TOILET.

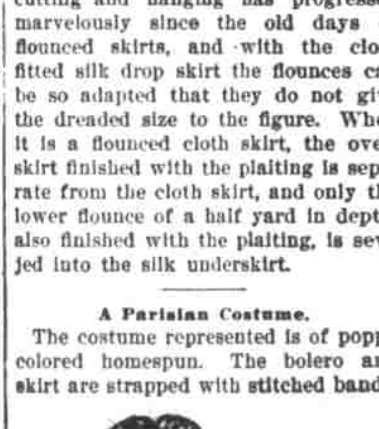
turned back at the neck in two revers, which are faced with chinchilla fur. The high collar of gray cloth is bordered with stitching and faced with chinchilla fur. The sleeves widen below the elbows and terminate a few inches above the wrists, where they are trimmed with white cloth cuffs striped with silver braid, while the full undersleeves of white cloth are gathered into a deep cuff of the same enriched with stitching.—Philadelphia Ledger.

The Flounced Skirt.

In spite of the fact that the long, plain skirts are more graceful and becoming to the generality of women the flounced skirt is coming more and more into fashion, and some of the newest gowns display this style in its various renderings, says the New York Evening Telegram. Made of lace, net or any light material, a flounced skirt is not by any means ugly, indeed in many instances is most attractive, but as every fashion suffers by imitation this one must needs be made, or rather caricatured, in cloth and heavy fabrics. Three or four flounces are considered the correct number when the lighter materials are employed; when cloth is used two are all sufficient, and these two arranged to form an over-skirt effect, trimmed with a plaiting of silk. Fortunately the art of skirt cutting and hanging has progressed marvelously since the old days of flounced skirts, and with the close fitted silk drop skirt the flounces can be so adapted that they do not give the dreaded size to the figure. When it is a flounced cloth skirt, the over-skirt finished with the plaiting is separate from the cloth skirt, and only the lower flounce of a half yard in depth, also finished with the plaiting, is sewed into the silk underskirt.

A Parisian Costume.

The costume represented is of poppy colored homespun. The bolero and skirt are strapped with stitched bands.



BOMESPUN COSTUME.

The skirt is trimmed with a wide plaited flounce, and the waistband is of black panne.—Paris Herald.



The Marriage Problem

"How to be happy though married," has been entirely solved to the satisfaction of hundreds of thousands of women. There can be no happiness without health. The general health of woman is dependent on the local health of the delicate womanly organs. When there are debilitating drains, or inflammation, ulceration or female weakness, happiness in marriage is practically impossible. A host of happy wives testify that the secret of happiness in marriage is found in the use of Dr. Pierce's Favorite Prescription. It dries the drains, heals ulceration and inflammation and cures female weakness. It makes weak women strong, sick women well.

Mrs. Anna Wilby, (Michigan House), Northville, Spink Co., S. Dak., writes: "I am enjoying good health, thanks to your kind advice and valuable remedies. I suffered very much with female weakness and other ailments for more than two years, when I wrote to you for advice. After carefully following your advice and taking six bottles each of Dr. Pierce's Favorite Prescription and 'Golden Medical Discovery' I am now a well and happy woman."

Women are invited to consult Dr. Pierce by letter, free. Correspondence private. Address Dr. R. V. Pierce, Buffalo, N. Y.

Kodol

Dyspepsia Cure

Digests what you eat. Artificially digests the food and aids Nature in strengthening and reconstructing the exhausted digestive organs. It is the latest discovered digestant and tonic. No other preparation can approach it in efficiency. It instantly relieves and permanently cures Dyspepsia, Indigestion, Heartburn, Flatulence, Sour Stomach, Nausea, Sick Headache, Gastralgia, Cramps and all other results of imperfect digestion.

Price, 50c. and \$1. Large size contains 2 1/2 times as much. Book all about dyspepsia, read the full story. Prepared by E. C. DEWITT & CO., Chicago.

J. H. Hill & Son, Goldboro, N. C.

The One Day Cold Cure. E. C. DEWITT'S Laxative Laxative for colds in the head and sore throat. Children take 1/2 tea spoon.

Mexican Liver Pills cure all liver ailments. Price, 50c.

HEDIN ON CENTRAL ASIA.

Noted Explorer Tells of His Journey Last Summer.

Dr. Sven Hedin in a letter to the king of Sweden describes his journey last summer as the most successful part of the expedition, says the London Standard. He says: "We left Tumen on July 20 to explore the unknown regions to the north of Tibet, covering the distance there and back to headquarters, 1,550 kilometers both ways, within 63 days through quite unknown regions. The route was mapped on 173 sheets. The caravan on leaving consisted of 6 followers, 7 camels, 12 horses, 16 sheep and a mule. An Afghan shikari died after 13 days' illness, and his body was carried by us through the desert. Three camels, nine horses and the mule died on the way



DR. SVEN HEDIN.

from hard work. We were on a plateau 5,000 meters high almost the whole time. The caravan passed through the Arka-Tagh, the loftiest group of mountains in the world, consisting of four parallel chains. We reached the neighborhood of the sources of the Yangtze-Kiang, when we were forced to return.

"Our scientific results are very important and may be divided into topographical inquiries, cartographical surveys, astronomical observations, meteorological and other observations. Many hitherto quite unknown districts of Tibet have been successfully explored by the expedition. There are no such dangers to be encountered as in an enemy's country, but many others which completely prostrate men and animals. One of the worst enemies is the western gale, always accompanied by snow and hail, and we suffered a great deal from it. The cold on the plateau, which is as high as 17 Eiffel towers, is four degrees below zero F. It is impossible to warm oneself by walking quickly or to breathe, and one has the feeling that one must fall down. The country abounds in wild animals, especially antelopes, bears, wild sheep and goats, but no human beings were met during 84 days. Only an old inscription on a rock showed that Mongols had lived there in former times."

In conclusion Dr. Sven Hedin hoped that he would be able to make a four weeks' trip to the mountains near Terlik, south of Lob Nor, in the beginning of November. He would then visit the Lob desert. In March he hopes to reach the small town of Barkhalk, west of Abdal, where half his caravan is to remain under the care of Cosacks.

THE GOLDSBORO BUGGY MFG. CO.



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"How to be happy though married," has been entirely solved to the satisfaction of hundreds of thousands of women. There can be no happiness without health. The general health of woman is dependent on the local health of the delicate womanly organs. When there are debilitating drains, or inflammation, ulceration or female weakness, happiness in marriage is practically impossible. A host of happy wives testify that the secret of happiness in marriage is found in the use of Dr. Pierce's Favorite Prescription. It dries the drains, heals ulceration and inflammation and cures female weakness. It makes weak women strong, sick women well.

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Mexican Liver Pills cure all liver ailments. Price, 50c.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought Bears the Signature of

of

Wm. A. Stearns

In Use For Over Thirty Years

CASTORIA

THE CENTRAL COMPANY, NEW YORK CITY.

The Goldsboro Buggy Mfg. Co.

"A little higher in price," but he did not want cheap, shoddy work and was willing to buy from his home manufacturer, where he knew he would get good, honest work. Write for prices, or come and see us.

THE GOLDSBORO BUGGY MFG. CO.

Farmers' Supplies

WE BEGIN the New Year of the New Century better prepared than ever to furnish the public and our large army of customers with general merchandise and farmers' supplies in particular, of which we carry a large stock. Our experience of 20 years, during which time we have been continually in business in Goldsboro, has taught us what to buy for the farmers of this section and how, when and where to buy those supplies so as to be able to furnish them at the least possible cost. We enumerate a few of the articles which we carry in stock at all times as follows:

- | | |
|--|---|
| <p>Truck Seed!</p> <p>We have a large stock of Seed Beans and Peas of all kinds and we also carry guano especially adapted for the growth of truck.</p> | <p>Heavy Groceries!</p> <p>500 Bbls. High Grade Family Flour.
100 Bbls. best Patent Flour.
25,000 lbs. C R Side Meat.
Harvey's best Family Lard.
Sugar, Coffee, Corn Meal, Tobacco, Snuff, Potash, Soda, Baking Powder, Molasses, Salt, Lime, Vinegar, all at Wholesale and Retail,
For Cash or on Time.</p> |
| <p>Feed Stuff!</p> <p>1,000 bushels white and mixed Seed Oats.
1,000 bushels Feed Oats.
1,000 bushels white Corn.
20 tons No. 1 Timothy Hay.
Wheat Bran, Rice Meal, Cotton Seed Meal and Hulls.</p> | |

FERTILIZERS.

- 500 Tons Orinoco Guano.
- 300 Tons Acme Guano.
- 300 Tons Pacific Tobacco and Cotton Grower.
- 300 Tons Navassa, Patapsco, Old Dominion, Baughs' High Grade and Farmers' Bone Guano.
- 1,000 Tons Kainit, Acid Phosphate, Bone and Potash and Cotton Seed Meal.

Do Not Fail to See Us Before Buying Guano!

Dry Goods, Shoes, &c.

We have a full stock of Staple Dry Goods, Shoes, Hats, Notions, Buggy Harness, Horse Collars, Plows and Castings, Shovels, Spades, Cutlery, etc. Everything at BOTTOM PRICES.

We have Special Inducements to reliable parties who wish to buy goods on time.

We can furnish our customers with any article they wish which we have not in stock, such as Horses, Mules, Buggies, Wagons, Carts or anything else on reasonable terms.

BEST & THOMPSON.

WALNUT STREET, GOLDSBORO, N. C.

JOHN SLAUGHTER, Mgr. CARL E. STANLEY, Asst. Mgr.

Goldsboro Undertaking Co.

Funeral Directors and Embalmers
Walnut Street. Phones 81 and 96.
Prompt service at all hours.