

WOOL ZEPHYR in all the Popular Colors, worth 7 1-2c. per oz., our price 3 3-4c.

## 88,000 Square Feet

Of floor space stacked in every available spot with new and up-to-date merchandise. It is an exposition within itself. Every Dry Goods House in this city combined is not as large, and more than all, we have more Fine, Medium and Cheap Goods in every department, than all the other houses together. Another advantage we have, is buying everything direct from first hands and the CASH always paid on receipt of goods; consequently we get extra discounts that small buyers could not. That's the reason we can under-sell our competitors.

3,000 boxes of TALCUM POWDER will go while it lasts, at 5c., box. This is the goods which we have always been running at 10c.

### "BUT YOU MUST, MA'AM,"

Said the "Grand Old Man" to the Queen—and Victoria signed the paper. We have no right to say that you must come for these advertised goods, but we do say that no such values can be had—only over our counters. They are, in fact, unsurpassed bargains. Strong claim, yet you'll find its as true as strong.

**J. B. WHITE & CO.**  
Dry Goods,  
Clothing, Shoes  
and Carpets.

### THESE ARE FACTS

That're known to the majority of intelligent and observing men and women within trading distance of Augusta. Be sure and visit us this week and expect the best bargains to be had in the city. You'll not be disappointed. Every price quoted on this page stands for an EXCEPTIONAL BARGAIN.

5,000 Pieces of Wide Taffeta Ribbons in all the New Colors, worth 50c. yard, at 19c.  
38,000 Yards of 10c., French Percales. full 36 inches wide, will go at 5c. per yard.

### NEW FALL DRESS GOODS.

Styles right, lines never so large or so complete, fabrics superior in every way, prices lower than the lowest elsewhere—rare productions, combinations and colorings not to be found in any other store in Augusta.

Double-width checked two-toned and brocaded Wool Dress Goods that sell everywhere at 19c., will go at 15c. yard.

1,000 pieces of double width Wool Dress Goods, 36 to 42 inches wide, among them you will find Tricots, Serges, Henriettas, Plaid and Fancy Cheviots and many other new weaves worth 39c. to 50c. a yard, will go at 25c.

All Wool Illuminated Tweeds, Silk and Wool fancy mixtures, French Serges, Bayadere, Matelasse and many other new weaves in all the newest colorings, 36 to 42 inches wide, worth 75c., yard, our price only 49c.

100 pieces of 52 inch Ladies Cloth, in all the new shades at 79c., same goods sell elsewhere at \$1.00.

Venetian Cloths, Meltonettes, and Camels' Hair Cheviots, in all the prevailing colors, worth \$2.00 yard, at \$1.25.

### SILKS, SILKS.

There's no place like White's for Silks. Investigate. You'll find exclusiveness, quality, beauty and lowest prices.

100 pieces of plain and changeable Taffeta Silks in all the up-to-date colorings at 59c., yard, same goods sell elsewhere at 75c.

75 pieces of 40c., Brocaded Satins in all the new colors, will go at 24c. yard.

100 pieces of 85c. Striped Taffeta Silks cut to 55c., per yard.

85c. Black Brocaded Silks on the Bargain Counter, they last, at 44c. per yard.

40 pieces of Black Brocaded Silks at 75c. per yard, will go at 59c.

Our 79c. Black Peau de Soie and Gros Grain Silks will go at 95c. yard.

Regular \$1.75 Armure and Peau de Soie Black Silks will go at \$1.39 per yard.

1,000 pieces of Striped, Brocaded and Ombra effect Taffeta and Merveilleaux Fancy Silks, no two pieces alike, worth \$1.25 per yard, will go at 95c.

### UNDERWEAR

—IN—

Dry Goods Department.

Ladies' Ribbed Under Vests at 15c., that are worth 25c.  
Ladies' Regular 40c., Ribbed Under Vests at 25c.  
Ladies' Fleece Lined Stockingnet Under Vest, worth 75c., at 45c.  
Ladies' Regular \$1.25 Wool Under Vest, will go at 89c.  
Ladies' \$2.00 Wool Union Suits for \$1.45.  
Men's Under Shirts at 12 1-2c. each.  
Men's 40c. Under Shirts for 25c.  
Men's 75c. Fleece Lined Under Shirts will go at 39c.  
Men's 85c., Ribbed Under Shirts for 49c.  
Men's \$2.50 Wool Under Shirts for \$1.49.  
Men's \$1.50 Wool Under Shirts for 99c.  
Children's Cotton and Wool Under Shirts, from 15c., to 50c.

### BLACK DRESS GOODS

50 pieces of 38 inch Black Crepons, worth 50c. yard, as a flyer for 25c.  
\$3.00 yard Black Crepons reduced to \$1.08, too many for the town in our store, consequently we are compelled to sacrifice.  
Black Crepons at 99c., that others want \$1.50 for.  
Black Crepons at \$1.25 that others are asking \$1.75 for.  
85c. Black Silk Finished Henrietta, 38 inches wide, will go at 50c. yard.  
Black Storm Serges at 25c., 35c., 50c., 65c., and 75c., that are 40 per cent. less than others can sell them.  
We have everything that is new and up-to-date in Black Dress Goods, from 10c., to \$3.00 per yard.

Come and See Our Stock, No Charge to show Goods.

### Blankets & Comfortables

Heavy Cotton Blankets, worth 85c., at 49c. pair.  
Regular \$1.25 extra heavy Cotton Blankets, will go at 85c. pair.  
\$2.50 Half Wool Blankets will go as a flyer at \$1.71 pair.  
Wool Blankets, worth \$3.50, on the Bargain Counter at \$1.85.  
California Blankets worth \$8.00, at \$4.88.  
Regular \$5.50 Wool Blankets for \$3.49 per pair.  
Comfortables at 50c., 69c., 85c., \$1.00 and up to the finest, that are 25 per cent. lower than others ask.

### SOAPS.

Job lot of regular 5c., Soap to close at 1c. per cake.  
Cuticura only 19c., Lana Oil Buttermilk 5c.; Colgate Cashmere Bouquet 12 1-2c.; No. 4711 only 12 1-2c.; Pears' Scented 15c.; Pears' Unscented 10c.; Pears' Otto Rose 39c.; Woodbury's Facial 15c.; Brown Windsor 2 1-2c.

### DOMESTICS.

Heavy Unbleached Homespun at 2 1-2c. per yard, cost you 5c. elsewhere.  
Alpine Rose Bleaching only 8 7-8c. per yard, price elsewhere 12 1-2c.  
Pride of the West Bleaching will go at 8 7-8c. per yard, price elsewhere 12 1-2c.  
Fruit of the Loom Bleaching, 36 inches wide, will go at 5 7-8c. per yard.  
No Name Bleaching 4 7-8c. per yard.  
Lonsdale Cambric 8 1-2c. per yard.  
XXX Wamsutta Bleaching, 36 inches wide, at 6 1-4c. yard, worth 10c.  
Checked Homespun at 3 1-2c., that others ask 5c. for.

### FLANNELS.

White Wool Flannel at 24c. yard that sells elsewhere at 35c.  
Red Twilled Wool Flannel at 15c., that others try to get 25c. yard for.  
Red Twilled Wool Flannel, worth 40c. yard, cut to 25c.

### ANNEX BARGAINS.

Single Width Twilled Plaid Dress Goods at 3 7-8c. per yard, former price 8c.  
Outing Flannels, worth 8c., will go at 4 1-2c. yard.  
Printed Napped Cotton Dress Goods, worth 12 1-2c., and 15c., yard, cut to 8 7-8c.  
Large Bleached Huck Towels, worth 10c., will go at 5c.  
Regular 5c. Cotton Towels on the floor at 2 1-2c.  
Men's 10c. Seamless Socks, cut to 5c. pair.  
Ladies 10c. Fast Black Hose at 5c. pair.  
Good Pants, Jeans, at 7 1-2c., 6 1-2c., 12 1-2c., 15c., and 25c. These prices are 40 per cent. under regular value.  
Men's Jean Pants at 39c., that would cost you 65c. elsewhere.  
Good Ticking at 5c., 6 1-4c., 7 1-2c. and 10c. yard; impossible to match them.

### NOTIONS.

Lead Pencils, worth 25c., doz., with rubber ends, will go at 10c., dozen.  
50c. Ornamented Velvet Belts, will go at 24c.  
Silk Windsor Ties in Stripes, Plaid and Plain Colors, worth 35c., will go at 19c.  
Hair Pins at 2 1-2c. per box, former price 5c.  
10c., Tooth Brushes reduced to 5c.  
15c., and 20c., Tooth Brushes cut to 10c.  
25c., Hair Brushes will go at 10c. each.  
10c., Dressing Comb at 5c.,  
20c., Dressing Combs for 10c.  
40c., and 50c., Smoking Pipes as a flyer at 15c.  
5c., Writing Tablets for 2 1-2c.  
10c., Ulster Linen Tablets for 5c.  
15c., Box of Paper and Envelopes for 5c.

### BARGAINS HERE AND THERE.

Winter Calicoes at 2 1-2c., per yard, price elsewhere 5c.  
Canton Flannel at 5c. yard that sells elsewhere at 8c.  
Canton Flannel at 7 1-2c. yard that sells elsewhere at 10c.  
Entire Stock of Japanese Tinted Draperies, Silkaline and Fancy Serims, worth 15c., to 25c. yard, cut to 9 7-8c.  
35c., Linen Huck and Damask Towels will go at 19c.  
Linen Towels, worth 19c., will go at 10c.  
85c., Honey Comb Bread Spreads will go at 49c.  
Extra Heavy \$1.50 Bed Spreads will go at 99c.  
Satin, Damask and Marseilles Bed Spreads, worth \$3.50, will go at \$1.81.  
\$2.50 Marseilles Bed Spreads will go at \$1.39.

## Ladies' Suits, Separate Skirts, Jackets, Capes and Furs. Exclusive Styles.

A Week of exclusiveness in our Cloak Parlors—generous assortment of high class Autumn Apparel for Women and Misses—Fashion's best conceits, the world's choicest products, faultless as to style, perfect as to workmanship, satisfactory as to price. No economical woman will buy without seeing our Stock. We have Capes and Jackets from 50c., up to \$60.00. Misses' Ready Made All Wool Flannel Suits at \$4.25, sizes 14 to 18 years, that are worth \$8.00. Ladies' Suits from \$7.50 to \$16.50. Skirts from \$1.00 to \$12.00 and Fur Collarettes and Shoulder Capes from \$1.85 to \$5.00.

### CARPET DEPARTMENT.

We have many beautiful styles and colorings to show, in the standard make of Carpets and Curtains, which were purchased at a special sale. There is a large variety of patterns in this lot, but the quantity of each pattern is limited. If you cannot place buying Carpets or Curtains this season see these as soon as possible, as this is an exceptional opportunity to procure a great bargain.

#### A FEW PRICES:

300 Rolls of New Brussels Carpet, worth \$1.00. Sale Price 74c.  
200 Rolls 90c. Brussels Carpets cut to 64c. yard.  
400 Rolls 75c. Brussels Carpets cut to 49c. yard.  
\$3.00 Nottingham Lace Curtains Cut to \$1.49 per pair.  
\$6.00 Irish Point Lace Curtains cut to \$3.49  
\$7.00 Renaissance Lace Curtains cut to \$3.99

IMMENSE VARIETY OF FINE FURNITURE,

Now on Exhibition, at prices LOWER than same goods can be bought in New York City

### SHOE DEPARTMENT

250 pairs Ladies' Kid Button, some Welted Soles and some turns. Were \$3.00 and \$3.50, broken sizes will go at \$2.00.

OUR BOYS' SCHOOL SHOES AT \$1.25

Are as good as others ask \$2.00 For.

Immense Variety Fine and Cheap TRUNKS at prices 35 per cent lower than others.

### CLOTHING DEPARTMENT.

#### Fall and Winter Suits.

All-Wool Cheviots, Cassimeres and Worsteds—blacks, blues, Oxfords and hundreds of new, rich patterns. Every suit elegantly tailored and strictly high grade. Under ordinary circumstances these suits would cost \$10.00 and \$15.00. For this great opening sale \$7.50 and \$10.00.

The finished imported Fabrics—Sacks and Frocks, Silk, Satin and Serge Lined, Double-Breasted Sacks, of plain and rough-faced Cheviots, some with silk facings; hundreds of neat Worsteds patterns. In fact, a dazzling collection. Tailors charge \$25 to \$35 for identical garments. For this great opening sale \$12.50 and \$14.50.

Hundreds of Fine Suits worth \$10 to \$12, will go for \$7.50.  
English Clay Frock Coats and Vests, worth \$15, will go for \$9.00.  
Hundreds of Bicycle Suits, worth \$5.00, will go for \$3.25.  
Hundreds of Boys' School Suits, worth \$3.00 to \$5, will go at \$2.50.  
Young Men's High Grade Suits, worth \$8.00, will go at \$6.50.  
Hundreds of Single and Double-Breasted Silk and Silk Mixed Vests, worth \$3.50 to \$6.00, will go for \$2.50.

#### CHILDREN'S CLOTHING.

Reeler Suits, Vestee Suits and Tailor Suits, ages 3 to 10 years, at \$1.50, \$2.00 and \$2.50.  
Boys' Double-Breasted Short Pant School Suits, ages 8 to 16 years, at \$1.50, \$2, \$2.50, \$3 and \$3.50.  
1,000 pairs Boys' odd Knee Pants, All Wool, many Double Seat and Knee, at 50c. Others want 75c. for same goods.

NO MATTER WHAT PRICES ARE QUOTED YOU, WE WILL ALWAYS BE LOWER.

# J. B. WHITE & COMPANY.