

## You mau Pau Mope Monou Bul Get No Mope Rral Value

$\mathbf{W}^{\text {E BELIEVE THAT NO OTHER LUMBERTON STORE has solved the problem of Better Value Giv- }}$ ing other store has so successfully lowered the cost to the consumer on all lines of merchandise. The result is a wonderful response to the announcement of our


More penple are daily finding out what trading at this store means. Many new faces are among the buyers this Spring. Our business is growing by leaps and bounds, and the bigger the business grows the more we can care for our customers. Bigger Buying Power Means Buying for Less.

| Spring Millinery | Millinery $\quad$ Ready-to-wear | Ready-to-wear Ladies' \& Misses |
| :---: | :---: | :---: |
| Clothing | R. D.CaldwelldSon,Inc. <br> A Store That You Ought to Know Better <br> Lumberton, . . . . . N. $\dot{\mathbf{C}}$. | Shoes |
|  | Dress Goods |  |

