

## To The Citizens of Lumberton, and of Robeson and Surrounding Counties:

We have during the 28 years of our business career written many advertisements for your reading but we have an unusual and extraordinary message for you to read in this advertisement, as it is the last advertisement to appear over our firm name. It has always been our aim to make our advertisements state nothing but facts, and we have never tried to deceive the public by false statements.

We think we have good reason to feel proud of our business record, as the large number of customers who have patronized our store has shown that we had the friendship and good-will of a host of good citizens. We greatly appreciate the confidence placed in us by our friends and we are clearly conscious of the fact that their confidence has not been misplaced.

We are profoundly grateful that we can truthfully state that at no time in our business career has the integrity and credit of this business been attacked or any cloud of suspicion rested upon it. Although we have gone through many times of depression and financial panics, we have never found it necessary to impose on our creditors or force them to grant special favors.

We have always bought goods from the leading wholesale dealers, jobbers, importers and manufacturers (some of whom we have patronized for 25 years) and we have never bought goods from a dealer of any kind that has not desired to keep us as their regular customers.

We have weathered many gales and storms but the flag of good intentions and the compass of fair treatment have always been our guiding principles. We can stand four-square to all the world and defy any man to bring and sustain any charge of dishonorable dealing.

We have many customers whose real friendship we shall never forget as long as memory sits enthroned. We hesitate to say farewell, as pleasant memories linger in mind which can never be experienced again by us as a business firm. Before speaking the last word we announce that the firm of Caldwell & Carlyle is to be succeeded by Mr. R. D. Caldwell, to whom Mr. W. W. Carlyle, the retiring partner, has sold his interest.

Mr. Caldwell will meet all obligations due by the late firm, and is authorized to collect all amounts due said firm. We would gladly clasp the hand of every customer and give a warm handshake and with uncovered heads make our final bow.

Respectfully,

**CALDWELL & CARLYLE**

Lumberton, N. C., February 29th, 1912.

## R. D. Caldwell & Son, Incorporated

In this our first advertisement, we wish to introduce to the people of Robeson and adjoining counties the newly organized mercantile company, successors to Caldwell & Carlyle. R. D. Caldwell & Son launch out into the business world abundantly prepared to finance a great business. With an incorporated capital of \$50,000 fully paid in, R. D. Caldwell & Son intend to carry a great stock of up-to-date merchandise.

This company extends to the people of Robeson and adjoining counties the same fair and square treatment always given by its predecessors, Caldwell & Carlyle. While this is our first appearance under our new name, it might not have been necessary for an introduction, as we have had a business experience in the mercantile line for thirty years or more right here in Lumberton. Having an experience of this kind we feel that we know the kind of goods the people want, and we intend to have them when called for. In going over our stock we find it in excellent condition, and we are receiving large shipments of new goods daily.

We are going to make a strong effort to carry in our stores, goods in every line from the cradle to the grave, also to give our customers as much for their dollar as possible. We haven't time or space to mention our many special bargains now on in our stores. We earnestly ask you to make us a visit the first chance you get. We will be glad to see you.

Respectfully,

Lumberton, N. C.  
February, 29, 1911.

**R. D. CALDWELL & SON, Inc.**

R. D. CALDWELL, President.  
S. F. CALDWELL Sec. & Treas.

## Special to Farmers:

We will furnish all kinds of Farm Supplies, Farm Machinery, Agricultural Implements, Fertilizers, etc. We advise that Fertilizers be bought at once, as there has been much time lost and there will be a great rush to deliver Fertilizers promptly. We sell all kinds of Fertilizers, and ship to any point, so we ask for your business in this line.

Respectfully,

**R. D. Caldwell & Son, Inc.**