

R. D. Caldwell & Son, Inc.

Dollar Day \$ \$

\$ \$ Bargain Day

\$ Dollar \$ Day \$

Wednesday, April 7th



We are going to make this, our first Dollar Day in Lumberton, an event to be remembered as the greatest day of Bargains ever offered by this store. This will be a day in which we shall contribute toward reducing the high cost of living by placing before you the opportunity of buying quality merchandise at less than wholesale prices. Our loss means your gain on this day, so use it and make your dollars count for true economy and thrift.

Over \$150,000.00 stock of seasonable merchandise from which to make your selections, comprising almost every item from the smallest household article to the latest and most modern farming implements. We lead in quantity.. Which insures variety; we lead in quality merchandise, which guarantees you value received for the money you spend with us; we lead in service, which means prompt deliveries; we lead in price, which saves you money and proves that true economy may always be found at Lumberton's leading department store.

Coats - Suits - Dresses - Skirts

There are models here for every type of figure and no matter what one's clothes requirements are, the correct styles are here, and at prices that are surprising for their lowness.

Piece Goods

- Bleaching, good grade, 3 yards for . . \$1.00
(only 9 yards to customer)
- Apron Gingham good grade, 3 yards \$1.00
(only 9 yards to customer)
- Checked Homespun, price 30c per yard, 5 yards \$1.00
- Dress Gingham, 30c value, 5 yards . \$1.00
- Reductions on all dress goods on Dollar Day, April 7th.



Hose

- Men's Cadet pure thread silk half hose \$1.00
- Men's fine silk half hose, 75c value . . .50
- Men's best silk Lisle half hose 75c value .50
- One lot ladies tan silk hose \$1.75 value \$1.00
- Ladies pure silk hose, all colors, priced regularly \$1.75 to \$5.00, going at Dollar Day prices.



Men's Specials

- One lot men's dress shirts, assorted sizes, \$1.50 values, Dollar Day \$1.00
- One lot men's dimity Union Suits, regular price \$1.50, Dollar Day \$1.00
- Men's Ties, assorted colors—regular price \$1.25, Dollar Day \$1.00
- Men's Chambray work shirts, worth \$1.50, Dollar Day special at \$1.00
- Big reduction on suits, hats, silk shirts, silk underwear, on Dollar Day.



Items too numerous to mention will be offered at Bargain Prices on Dollar Day. Avail yourself of the opportunity to save money on this day, April 7th.

Special Bargains

- Ladies silk gloves, value \$1.75 \$1.00
- Ladies Collars, assorted styles, \$1.50 values \$1.00
- Ladies Gowns, assorted, \$1.50 value \$1.00
- Ladies Camisoles, \$1.25 price Dollar Day \$1.00
- Children's Gowns, \$1.25, price Dollar Day \$1.00
- Baby Dresses, \$1.50, price Dollar Day \$1.00
- Children's Dresses, \$1.50, price Dollar Day \$1.00
- Coats spool cotton, per spool05



Advance Styles in Girls Dresses

Mothers will appreciate the smartness and cleverness of the decorative details which has been worked into the making of the new spring dresses for girl's wear. In fact the most important style point in girl's wear is the important part played by handwork. There is also a new expression of simplicity in the lines of little girls' dresses conforming with the general note of the season's styles. All at Dollar Day prices.



Millinery

Individuality—Style—Quality
DOLLAR DAY PRICES PREVAIL.
A select stock from which to choose. Use this day to save and economize. Dollar Day April 7th.



Hardware Department

Dollar Day specials include this department of our store also, and you will find here an assemblage of hardware unsurpassed by any department store in Eastern North Carolina. Ask for Dollar Day Specials.

Grocery Department

- 25 sets 7 inch gold and blue band plates on Dollar Day \$1.00 per set.
- 20 sets 8 inch decorated or flowered band plates on Dollar Day \$1.00 per set.
- 2 8 1-2 inch flower pots \$1.00
- 3 6 in Flower pots \$1.00
- 12 in yellow mixing bowls \$1.00
- 2 8 inch yellow mixing bowls \$1.00
- 4 lbs. good green coffee \$1.00
- 6 lbs. Lima beans \$1.00
- 10 lbs. Karo Syrup \$1.00
- Groceries sold on the basis of these prices for cash only.

Dollar Day

Lumberton's Leading Dept. Store

Bargain Day