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## THIS STORE IS THE VERY CENTER OF ATTRACTION NOW

It naturally should be, of course, when every woman is in quest of style information, which will enable her to select what Spring ap parel she needs with an absolute assurance of correctness.

## A 3EASCNO PRETTI CATESO

In a season like this, when almost every, "oman will, wear a ing. Here are Capes of new and different ideas, a difference which lends greater charm and make them exelusive

Priced $\$ 11.00$ to $\$ 17.50$

## THE COATS ACHIEVE INDIVIDUALITY

 BY THEIR SIMPLICITYIt is a welcome relief to turn from the novel and faneiful coat modes to one of the simple but equally effective. Even the very smartly dressed women will agree to that we believe. We are now displaying coats whose lines convey the idea of simplieity, with the added eharm of individuality. $\$ 7.00$ to $\$ 25.00$


## FROCKS FOR SUNNY SPRING

The brilliantly colored dresses of oriental designing, in many efThey are distinctive and original. expressions of -fameusstyle ereators. $\$ 10.00$ to $\$ 30.00$ SUITS FOR EVERY WEAR The fascination of this presentation lies not alone in the various modes, but in the exclusiveness of the ideas which provide for and meet individual needs and problems so pleasantly.
$\$ 15.00$ to $\$ 30.00$ THE VERY NEW IN HATS umerous modes for street, evening and Sports wear, offer you many charming possibilities in the eltoice of, shape to becomingly $\$ 4,50$ to $\$ 12.50$

## R. D. Caldwell \& Son, Inc. <br> Lumberton's Leading Departiment Store.

