

R. D. CALDWELL & SON

.....SHOWING.....

Autumns Newest Styles



THESE DRESSES ARE CLASSIC IN LINE

Here are Dresses whose lines are traceable to oversea originators, but which were modified to the American Woman's Taste. The smart departures in designing, the little elegancies in tailoring that distinguish the American woman were brought about by American fashion artists.

Your attention is called to the fact that in spite of their originality and distinctiveness, their prices ranging from \$15.00 to \$27.50, with many in between are noteworthy.

Beautiful Black Crepe-de-Chine Dress, Black Lace Sleeves and Panels.

\$15



STYLE AND QUALITY IS APPARENT IN THESE OXFORDS AND PUMPS.

To be able to buy quality Oxfords at such a reasonable price is worth an investigation.

79c \$1.39 \$2.48
\$3.48

A NEW SEASON IS FAST APPROACHING

Q Already, we who search can find here and there russet colored leaves, meekly dropping from their branches as if in dread of a strong gust of wind.

Q What ideed could be a better indication of fall weather. The change of season as seen through our new stocks is not left to the imagination. It would almost seem as though a magic wand had been waved fairy-like over the store—hardly a nook or corner the flush of autumn does not pervade. Stocks here now are the welcome harbingers of Fall.

Almost every week our advertisement will bring to your attention some new mode, a new weave or a new color. Oftimes, through brief descriptions we endeavor to explain its desirability, its fashionableness. But cold type cannot always convey its beauty and charm.

Cultivate the habit of visiting our store frequently, not necessarily to purchase, but to see the lovely new things, so as to keep abreast of the styles. Accept this as a standing invitation to come as often as you please. Our salespeople will cheerfully show and explain the merits of whatever may interest you.

A FIRST SHOWING OF THE NEWEST SEASON'S WEAVES

As one season follows another so does the gradual transformation of the styles go on. In line with the change of mode is the bringing forth each season of new fabrics in new shades or the reviving of those of season's past.

So here are this season's favored textures which disclose wonderfully beautiful color combinations and novelties galore, plentiful enough to meet the need of every occasion for which you may wish to use them.

The New Tweeds, 54 in. \$2.50 yd.
Broadcloth, all colors \$2.50 yd.
French Serge \$1.50 to \$2.25 yd.
Storm Serge 25c to \$2.00 yd.
Suitings 25c to 60c yd.
Canton Crepe \$3.25 to \$3.50 yd.



3953
PATENT & DESIGN
including pattern & instructions
for making ornaments

THE NEW SWEATERS

Smart, chic types for the dashing flapper and more staid modes for the more conservative and for the matron. Styles enhanced in various ways that not only add to their beauty but to their values as well.

\$3.00 to \$8.00



COQUETTISH AUTUMN HATS OF FELT

as swagger and jaunty as only Felt Hats can be at
\$3.50

PERFECT DREAMS OF THE MILLINER'S ART PORTRAYED

in the lovely KNICKERBOCKER Hats just received, establishing the correct vogue for this Fall's wear in Sport Hats, Street Hats and for Dress Occasions.

\$7.50 and \$9.50

THE FOLLY OF YOUTH

With its Penance in Middle-Age is avoided by the thoughtful young woman who wishes to preserve her youthful figure lines through life.

W. B. STYLISH SLENDER CORSET

is exclusively designed with that purpose in view.

\$1.50 to \$6.50



"Reading and Writing and 'Rithmetic" Days Will Soon Be Here. Are You Ready?

Do you recall the wee years of your life. Everytime mother bought you new shoes you were so delighted with them you couldn't "show them off" often enough, and as you grew up, the desire for good looking footwear remained with you.

Now you are on the threshold of a new school term, getting yourself ready to answer the bell. Smart shoes will be on your list of needfuls and we have them. Not only are the styles pleasing in appearance, but so naturally shaped that foot comfort is a certainty, and the excellent quality is assurance of long service.

Prices will please mother, another point in favor of purchasing here.

Solid Leather Shoes, Button and Lace, Tan and Black.

\$2.48 and \$3.48

Everything here for your school needs.

YOUR CLOTHES TELL A SILENT STORY.

Well Dressed Men, who are always neatly Dressed buy their clothes here. There's quality and style in every suit, for we are as particular as you are. That's why we sell Hart, Shaffner & Marx Clothes.

Satisfaction guaranteed or—Money Back.

\$35.00 up.

REPUTATION

Don't buy Price-Tag with a Fall Hat behind it; buy a Fall Hat with a Reputation behind it. A Hat that is cheap always looks it, and so does the wearer. You only need to know the price of our hats; everybody knows the quality.



Mallory Autumn Soft Hats \$5.00
Stetson Autumn Soft Hats \$7.00

R. D. Caldwell & Son, Inc.

LUMBERTON, N. C.
Lumberton's Leading Department Store