

INTRODUCING NEW FALL and WINTER STYLES



FOR
Men, Women and Children



SAME HIGH VALUES — PRICES 1/3 TO 1/2 LOWER

Economy Kolumn

BUST SUPPORTERS

Bust supporters of novelty pink brocade cloth. Tape shoulder straps. Sizes 32-44. Each **25c**
Parcel Post 4c

WARNER'S CORSETS

Warner's guaranteed rust-proof corsets. Back lace, pink only. Medium low bust. Sizes 19-30. Each **98c**
Parcel Post 6c

HOUSE DRESSES

Ladies' house dresses of percale and gingham. Long sleeves, high or square neck. Gathered back. Extra long and wide skirts. Sizes 36-44. Each **95c**
Parcel Post 6c

TRICOLETTE BLOUSES

Ladies' silk tricolette blouses. Slip on style with elbow sleeves. Wool embroidered. Large assortment of colors. Sizes 36-44. Each **\$1.98**
Parcel Post 5c

DRESS GINGHAM

28" Plaid dress gingham in a good range of patterns. No small checks, all medium size plaids. Special Per Yd. **15c**
1c yd. postage

STORM SERGE

36" All wool storm serge. An extra good value. Colors: black and navy. Special Per yd. **95c**
Parcel Post 1c yd.

MESSALINE

36" Satin Messaline. Colors, black, navy and the new autumn shades. Per Yd. **\$1.69**
Parcel Post 1c yd.



COPLON'S

"First In Style - - First In Value"

Fondest desire becomes a reality—the most fascinating of styles, the most fashionable of materials, the finest of workmanship are possible at a price within the reach of everyone.

All that is new—all that is worth while for the new season may now be found here.



Come—you will be delighted with the variety, charmed with the fashions, impressed with the skill that has made these showings possible.

Merchandise of time proven worth nothing is lacking. And to the smallest and least important article everything is of the dependability which makes stocks in this store a household word to the people of this community.

In every instance, pricings are as low as is possibly consistent with the superior quality maintained. A visit to this store now will be of invaluable aid in the plans of our patrons for the season of 1921-1922.



Immense stocks of fine merchandise which the most desirable markets have afforded are now assembled here in assortments for convenient and satisfactory choosing. Of that which is new and best and quality-full, that which is worth-while, that which typifies the best productions of this country's industries and craftsmanship, all are represented by these displays of new merchandise for fall and winter.

New production cost has brought about a lowered scale of pricing in a stabilized market. And so is given unquestioned proof that the time to replenish requirements for the home and person for fall and winter is now at hand.

VISIT OUR STORE OFTEN, BUT IF YOU CANNOT COME

Don't Hesitate To Order By Mail

SATISFACTION GUARANTEED OR YOUR MONEY BACK.

FACTS THAT ARE WORTH KNOWING

We've done everything in our power to provide for you a Mail Order Department that is unsurpassed. All orders whether large or small are filled promptly and carefully by expert shoppers.

Our assortments are always the largest to be had; our prices the lowest possible for which good, dependable merchandise can be sold.

You can always feel sure that you will always be treated fairly and honestly and if you are not satisfied with your purchase we will refund your money.

SPECIAL NOTICE TO OUR MAIL ORDER CUSTOMERS

Don't Neglect To Include Postage, Which Is Extra.

For your convenience we have inserted below each article the amount of postage required. Example: "the amount of postage on piece goods is 1c per yd." therefore if you order 10 yds. of sheeting, include 10c extra. The larger your order the less postage it will require. If you send more postage than is necessary it will be returned to you immediately.

PERSONAL CHECKS NOT ACCEPTED

SEND MONEY WITH YOUR ORDER

Be sure to send money with your order. It saves much time, trouble and expense as the Post Office charges an extra fee for C. O. D. orders. Money may be sent as follows:

- (1) Post Office Money Order.
- (2) Express Money Order.
- (3) Registered Letter, or
- (4) Stamps for small amounts.

Be sure to write your name and address plainly on both letter and envelope. Read your order over carefully to see if you have stated size, color and quantity desired.

Economy Kolumn

LADIES' HOSE

Ladies' seam back fibre silk hose. Colors: black, brown, white and grey. Special per pr. **49c AND 98c**
Parcel Post 3c

OVERALLS

Boy's extra pants for school apron style, suspenders just like the mens. Sizes 8-14 yrs. Special Pr. **50c**
Parcel Post 5c

EXTRA PANTS

Boy's Extra Pants for school and every-day wear. Made of dark cheviot in brown or grey. Sizes 8-17 yrs. Per pair **98c**
Parcel Post 5c

MEN'S SHIRTS

Percale dress shirts in a large assortment of black, blue and lavender stripes. Sizes 14-17. Special Each **79c**
Parcel Post 5c

KNITTED TIES

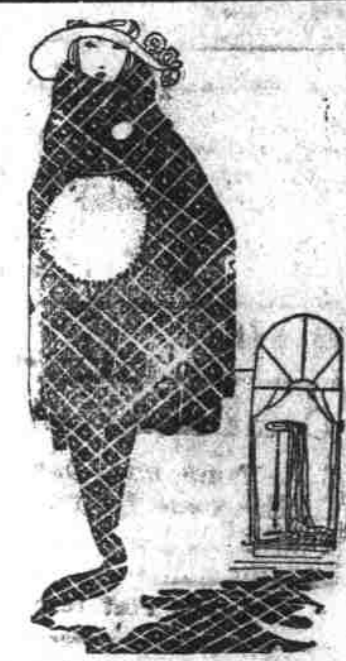
Men's silk knitted ties in plain black and neat striped effects. Small shapes for the new collars. Special **49c**
Parcel Post 2c

MEN'S UNDERWEAR

Men's brown fleece lined shirts and drawers. Heavy weight, fine quality. Sizes: shirts, 34-46; drawers, 32-44. Per garment **59c**
Parcel Post 5c

MEN'S HATS

Men's hats of good quality felt in medium conservative shapes. Slightly imperfect but not damaged. Special values. Sizes 6 3/4-7 1/2. Each **\$1.95**
Parcel Post 8c



SERVICE, VALUE,
QUALITY AND
SATISFACTION

DEPARTMENT STORE

S. Coplon & Sons

NEW BERN, N. C.

THE ONE-PRICE
DEPENDABLE
CASH STORE