

# The ROANOKE RAPIDS BARGAIN NEWS EXTRA

VOL. I

"Halifax County's Largest Shoe Store" Friday, July 2nd, 1937

No. 1

# COBURN PREPARES FOR LARGEST SALE OF YEAR

## TWICE-YEAR SALE GIVES OUTLET TO SEASON'BLE GOODS

In promoting only two great Store-Wide Sales yearly, Coburns joins the merchandising policies of America's best stores, who have found through long years of experience that it is "good business" to unload surplus stocks twice-a-year preferably in January and July.

Although the first week in July barely finds summer started in earnest, it is time to start reducing stocks for the arrival of fall merchandise.

This year, large amounts of fall goods are already arriving daily at Coburns, and although this great store maintains much additional

storage space on the second floor of the building occupied by them, corner of Roanoke Avenue and Second Streets, it really represents a major problem as to where to store this incoming goods.

Coburn's stocks represent some \$30,000.00 or more in seasonable merchandise, so the job of selling so great a quantity of goods in a few days is a large one. It is one that can be accomplished only through advertising and good merchandising, and to this end, the entire staff of Coburns, with the assistance of outside help "work overtime" at this time of the year.

## COBURN HAS FOUR STORE PURCHASING POWER AT MARKET

One big outstanding reason why customers of Coburns may expect greater values at this, or any other season of the year, is the fact that the store enjoys four-store buying power.

While Coburns maintains no active connection with any other store in the state, that is by management, etc., etc., they do reap the benefits of greater purchasing power by reason of the fact that they buy in huge quantities with other Coburn shoe stores, located in Greenville, Fayetteville and Kingston.

In addition to this great group buying power with one of the largest retailers of shoes in the entire

state, F. M. Coburn, owner and manager of the Roanoke Rapids store makes many trips to the large Eastern shoe markets yearly.

With large shoe factories located within a day's drive of Roanoke Rapids, it is a comparatively easy matter for Mr. Coburn to visit these factories many, many times during the year.

Also, in the last few years, manufacturers and wholesalers conduct "sales" at regular intervals, the same as stores and retailers do, and when Mr. Coburn gets the advantage of a particularly good price he invariably passes it along to his customers.

## SLAUGHTER PRICES ON MENS CLOTHING AND FURNISHINGS

While Coburns is, in every sense of the word, "a shoe store," many years ago a stock of clothing, hats, haberdashery and work clothing for men and boys was added, and the handling of these items has proven to be so popular that the store continues to carry a large stock of this merchandise.

It is only to be expected that these items are reduced, proportionately, with the balance of the stock of merchandise at "clearance time."

This year, as a feature of the

of which are featured on the back page of this four-page announcement, the mens department of Coburns offers "three outfits for the price of one." This combination, of wearing extra trousers in smart contrasting shades with the coat to another suit has proven more popular than ever this season at the country's smartest beaches.

Capitalizing on this new fad, Coburn offers an extra pair of slacks free, and has placed reductions on regular \$19.85 suits to only \$17.85, thus giving "three outfits for the

## CITY MERCHANT ENTHUSIASTIC OVER FUTURE



Above is F. M. Coburn, owner and manager of Coburn's, Roanoke Rapids, whose greatest Mid-Summer Clearance Sale is announced with this, the first issue of The Roanoke Rapids Bargain News.

Mr. Coburn has been in business in Roanoke Rapids for many years now, and states that there never was a time in the history of the city when he felt more enthusiastic over future prospects.

"We have had a good year," Mr. Coburn stated, "and are looking forward to an even bigger, better fall season. Our fall goods is arriving every day, and it is for this reason that it is positively necessary for us to clear our stocks of all summer merchandise."

## Store Closed Preparing For Big Sale

Coburns will be closed Wednesday and Thursday of this week preparing for the big Midsummer Clearance Sale which starts Friday morning, July 2nd., at 9 o'clock.

An advertising crew will distribute and mail over 5,000 copies of The Roanoke Bargain News over a wide territory in advance of this big sale, and this entire four-page announcement will appear in The Roanoke Rapids HERALD, reaching over 10,000 readers of that newspaper. A page advertisement will also appear in The Littleton NEWS, announcing the sale to residents of Halifax and Warren Counties in that section.

W. H. Bellman, merchandising counsellor of Richmond Dry Goods Co., and his assistant are expected to arrive in the city about the mid-

## YEARS JULY EVENT TO BE BIGGEST IN HISTORY OF STORE

## THOUSANDS OF DOLLARS WORTH OF HIGH QUALITY MERCHANDISE AWAIT THRIFTY SHOPPERS HERE

ONCE AGAIN the stage is "all-set" for the big value show of the year at COBURN'S, tho this year there are bigger-better values by actual count than at any other Mid-Summer Clearance Sale in the history of this great store. The reason for this is that 1937 has been perhaps the best business year since Coburn's was established here. Every single circumstance pointed to this fact early in the season, so Coburn's bought unusually heavy for the Spring and Summer trade.

While all departments at Coburn's reflect this increase in business, it is only natural that when a store buys heavy, just that many more "odds and ends" are left over at the middle of the season. It has long been the policy of COBURNS to reduce these "odds and ends" to the very lowest price possible and close out all seasonable merchandise in order that they may offer their customers bigger selections of "brand new" merchandise when another season of the year rolls around.

So here, just a few days after the official start of summer, Coburns find themselves with the largest stock of shoes for men, women and children, and clothing for men and boys that has ever been carried by this great store.

There is only one thing to do with this surplus merchandise, and that is to "sell it!" And, apparently the only way to sell it is to get the prices down . . . DOWN . . . D-O-W-N !

For the past two weeks Coburns entire personnel have been discussing ways and means by which they might put on the largest selling drive ever held.

Coburn's great Mid-Summer Clearance is the answer. On the following pages you will find not one—but hundreds of great bargains for every member of the family. Turn to the inside and back pages of this announcement NOW . . . and don't let a single thing keep you away from this great merchandising event when it starts next Friday morning.