THE CHARLOTTE NEWS.

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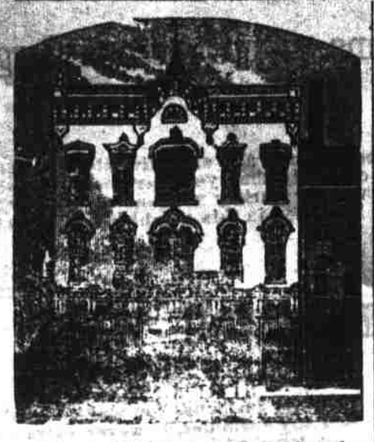

Those who have watched the phenominal growth of our business and drank of the cooling waters of low prices we are giving, know perfectly well the reasons for our great success. It is said there is not a house like it in the Nation doing the business we are doing in a city of 15,000 people. Last week a gentleman came from Pittsburg on purpose to learn, if possible, the cause of our great trade. After spending two days, he said to the writer he would not have missed it for an hundred dollars. He had gathered up new ideas of business success. The truth is our success has exploded the theory and practice of high prices, established beyond doubt that the law of success in merchandise is that of small profits and quick sales. That of reducing the business to Cash, of mastering with Dollars when we buy and keeping the mastery when we sell. Under-buy; Under-sell. To every visitor we extend a cordial invitation to come and see us, to go all through our House, to get prices under the law of Dollar Valuations, and to buy as it will pay you to buy.

A page is not not large enough to give in detail an idea of our business. To appreciate it you must see it.

We append lists of prices of a few items in the leading departments:

Gent's Furnishing Goods.

SAM NEWELL,
J. L. SKEINS.

Alamance Plaid Shirts,	25c
Domet Flannel Shirts,	30c
Big Job in Percale Laundried,	40c
Wamsutta Muslin Unlaundried,	58c
Wamsutta Muslin Laundried,	68c
New York Mills Unlaundried,	50c

A good Laundried Shirt, reenforced back and sleeve, 3 ply linen front, 58 cents, a great bargain.

A big bargain in a nice line of Flannel Overshirts at 1.18.

For Hosiery in this department see a special bargain offering.

Men's Guaze Underwear in beautiful clear white at 15c.

A better leader worth 50c. will go at 25c.

An elegant line of Balbriggan Shirts and Drawers 38c, 48c, 63c and 75c, making the most attractive line we ever offered.

We are having a great run on a 25c suspender at 10 cents.

A good silk faced Suspender at 25c.

All kinds of Suspenders up to 88c.

UMBRELLAS.

Umbrellas at your own price. We must close 1000 Gloria Gold Cap Umbrellas at some price. They are in 26 and 28 inch goods, and worth $1.25 and $1 50. Now to close this lot you can take the 26 inch at 85c. and the 28 inch at 95. We want room for other goods and will close these sure. We think you had better come at once, as the price ought to move the 500 in one day.

NECK WEAR! NECK WEAR!

Its the great specialty in this department, and the best skill of the house is expended in selecting the most beautiful goods to be found, and in having Scarfs and Four-in-hands made just to suit the especial taste of the most fastidious.

Real beauties at 88c., and on down to any price you want.

Great lot at 18 cents.

HOSIERY DEPARTMENT.

MISS MAGGIE DUFFIE.

See special sales for Hosiery. Handkerchiefs for everybody from 2 cents up. Gloves of all kinds. Splendid stock of very fine Zephyr just received, 7 cents per ounce. Aracine, 13 cents per ounce; Ribascine, 20 cents per dozen; Cheniel, 20 cents per dozen.

Hand Painted Silk Tides used for decoration, elegant goods, $1.20 to $1.98.

CLOTHING

BEN POWELL.
BAXTER YANDLE.

Our Clothing Department is and always has been a success and is now complete, with the exception of a few dozen suits and a nice lot of fine Striped and Plaid Pants, which will arrive this week. We can fit all sizes of men—the tall and slim, the short and stout, the long stout and the regular shapes. The styles in both colors and cuts are very nobby and tastily conceived this season, and we are not behind in procuring them only in one respect and that is to your advantage. We were a little behind other merchants in buying our Spring Stock, and for this reason we have bought a stock 15 to 20 per cent. less than they who bought earlier. Crowds have stood around our counters for the past two weeks eager to select from the Durham stock at 50 cents on the dollar until it is about all gone. True, we can't sell you the new and regular stock at 50 cents on the dollar, but we can and will let you have it at a saving of at least 20 per cent. cheaper than you buy it elsewhere. It will pay you to see our business suits from $7.50 up in all the latest patterns in Cheviots, Cassimeres, Flannels, Thibets and Serges. A $7 70 Suit will fit as neatly and perfectly as a $20 00 Suit. Fine Dress Suits, bound or unbound in fancy and solid worsteds, clay worsteds, broad wales, in fact all the new, nobby fabrics. All made by first class manufacturers and fit equal to made to order garments. Our stock of fine Pants is the largest and nicest we have ever had, and can't be had in town for 20 pey cent. more money.

The above talk explanatory of our clothing stock is by Mr. Ben Powell, who knows our stock thoroughly and knows whereof he speaks. The tremendous increase in our clothing sales we think due to the great increase in the quantity and quality of our stock. We carry the largest and best clothing stock in the State, and sell it for less money.

DRY GOODS

B. F. POWELL, SR.
WALTER FOLSOM.

7-4 Sheeting 18c, 10 4 Sheeting 25c., Barker Mills 4-4 Bleach 8⅓c.

Great job in single-bed quilts at 25c. Flannels, Cottonades, Jeans, Cassimeres, Prints, Sheetings, Plaids, &c. Great job in Cassimere Remnants at 20 to 30c.

LINENS.

Towels 4c, 5c., 10c., 12½c., 15c., 18c., 20c., 24c., 25c., 38c, and 40c.

To close a large line of very fine Towels, worth from 48c. to 73c., we have made the sweeping reduction of letting all go at 40c.

Another 100 dozen of the 15 cent Towels will be offered next week.

Turkey Red Damasks at 25c. and 33c. is going rapidly. Sales in our great cut price Linen goods sale have more than doubled any previous sales. Bleached Damasks 55c., 68c., 76c., 98c., $1.18 and $1.48. These are elegant goods. Doylers 30c. up, 20 kinds. Great bargain in a Cotton Towel at 5c., Russia Crash 7c. and 9c., worth 12c. and 15c.

SPECIAL SALES.

Yes, this is our special sale day. We offered special things last week. Some new thing daily and we offer a special thing today.

Every item ever cut in price to make a special sale remained at that price until it was all out. Goods offered last week at a sacrifice if not sold will go at the same price or less this week. We never go up on these specialties. We made the cut to sell, not to decoy buyers and decieve them.

On Thursday we shall offer 100 dozen Men's Balbriggan Half Hose at 10 cents. Bargain of bargains.

One case Men's Balbriggan Half Hose, 15 cents. These are regular 25 cents goods.

One case Ladies' Solid Black Hose, regular 10 cent goods, at 5c.

Twenty-five dozen Ladies' Pin Stripe Hose, 17 cents, and 25 dozen imported and very fine at 25 cents. These are great leaders and all well worth immediate attention.

CORSETS AND LACES.

MISS NETTIE BRIARD.
MISS JENNIE STOUDEMYER.
MISS WITSON.

Since we broke all the records on Corsets and sold the Racket at 48c. and the great Unbreakable at 58c., there has been no question about the leadership on these goods. We offer the largest and best line in the South.

This week we offer as a special leader a black Corset, "The Florence," worth $1.00, at 58 cents.

Gazelle,	25
Romania,	48
Countess,	73
411. W. B.	88
390, W. B.	98
385, W. B.	$1.25
Watchspring,	1.25
R. & T., Misses',	48
Child's Waists,	43
Beauty "	38
R. & T. Ladies' Waists,	98

JERSEY JACKETS,

25 cents and up. We carry a fine line and it is difficult to give an idea of the stock on paper.

LADIES' COLLARS and CUFFS.

Collars, 5, 10 and 15c. Cuffs 7, 10 and 15c. Ruchings 5, 7, 10, 12c. and up. Vandyke Laces 18c.

GOSSAMERS.

Only fine goods in stock, $1.65 up to $2.50.

Great reduction in all our Lace stock to clean it up. Thousands of yards will go now at less than cost of importation. All our hand-made Torchons reduced from 10 and 12½ cents to 8. See our Lace counter.

LADIES' UNDERWEAR.

One case Vests,	8 cents
" " "	18 "
" " "	24 "
" " "	33 "

We offer this week a great bargain in Ladies' Silk Vests at 75 cts. These goods bring $1.25 everywhere.

MUSLIN UNDDRWEAR.

Two lines—one at 27 and one at 58 cents—All kinds of garments in each, and hundreds of pieces are sold.

Glass and Queensware.

JOHN HARRELL,
FRANK MOSTELLER.

It's a great stock of these goods you find in the basement. Remember we buy in large quantities, ship in car load lots, save the expense of casks and give back to our trade a saving of over $200 per car load. We have just received a large line of Glassware from the factories and can save you lots of money on these goods.

Best Iron Stone Handled Teas 45c
Best C. C. 22c. up to 33c.
Plates C C, 4 in. 13c, 5 in. 18c, 6 in. 23c, 7 in. 30c, and 8 in 32c.
100 dozen Iron Stone Plates 7 in. 35c and 8 in. 38c. per set. A great bargain.
Looking Glasses, full line.
Tinware of every description with the great reputation in this department fully sustained. Prices will tell and you get a great load for a little in this department.
Two hoop Cedar Buckets, 20c.
Three hoop Cedar Buckets, 25c.
Porcelain Kettles 40 to 80c.
Laundry Soap 2 to 4c.
Tin Toilet Sets $1.33.

Hand Lamps, Painted Lamps, Swinging Lamps, all kinds of Lamps. One lot of very fine 5 Lamps reduced to $2 50.

Feather Dusters small,	5	cents
No. 3,	10	"
10,	20	"
12,	25	"
14,	30	"
16,	40	"

Steel Fying Pans 5 cents.

Best stock of Glassware we have ever offered. Send for price lists from this department.

TOILET SOAPS.

Castile,	5c
Imported Glycerine 5c worth 15c	
Belmont, 4 cakes in box,	10c
Turkish Bath, per doz.,	20c
Large line Toilet Soap.	

LAUNDRY SOAPS.

Basket, 12 oz.,	3c
Defiance,	4c
Big Value,	4c
Nickle Clocks,	70c
" " Alarm,	$1 00

These are in fancy cases.
Photograph frames.
One lot Oil Paintings, all hand work, Great bargains, 43c
Brooms.
2 hoop painted Buckets, 10c

Baskets of all kinds, Traveling Baskets, Toy Baskets, School Baskets, Lunch and Market Baskets, Clothes Baskets, &c., &c.

HARNESS.

HENRY FLETCHER.

Never in the history of Charlotte has this opportunity been offered you. This special cost sale will be kept up in this Department for 12 months, from Feb. 10, '90.

From February 10th, 1890, hundreds of sets of Harness, with Collars and Bridles, Saddles, &c., are going out daily in every direction. We are able to run this one department for the benefit of the people at cost for one year, and you have it cheerfully and freely.

No. 5. Good set Single Buggy Harness with breast collar, 1⅛ inch trace, $4 75. Ditto, with collar and hames, $5.75.

Home Made Harness, $6 25.

No. 7. One Good Heavy Harness, $7.50.

No. 11. A Nice Double Buggy Harness, nickle trimmed, $15.00.

No 12. Knoxville Double Buggy Harness, fancy creased leather, $17.50.

Double Wagon Harness, hip strap, $12.50. Ditto, with Breeching, $13.50

Plantation Saddles, $1.50.

No. 66 Hog Seat Saddles, $2.65.

No. 68. Black Quilt Seat, $2.90.

No. 70. Red Leather Skirt, $3.45.

No. 71. Quilt Seat, knee cuffs, $3 80.

No. 78. Black Quilt Seat, crown seat, $5.75.

No. 102. Kip Fair Leather, $4.75.

No. 108. Hog Seat, McClelland, $4.50.

Beautiful Ladies Saddles, $4.50.

Web Halters 18c., Blind Bridles, 40c, very heavy 75c., Duck Cloth Collars, 2 buckles, 30c., Heavy Check Wagon Lines $1.20 and $1.40, Leather Halters 75c. and $1.00, Girths 10c. and 15c., Cirsingle 15c. and 18c.

Come and see the goods and you will be astonished at the prices you can now buy.

MILLINERY

MISS MINNIE CRAMER, Trimmer.
MISS BERTHA EAGLE, } Assistants.
MISS ALICE SCHAFER, }
MISS HENNIE BLUM, } Salesladies.
MISS RACHAEL BLUM, }

Stock after stock has been bought this season to keep up in this Department. Hundreds and hundreds of Hats have gone out, and our Trimmers have worked day and night to keep up.

This week we open an entire new line with all the latest things out. Nobby, new, stylish, elegant beautiful, and they go fast and faster. About 2,000 Hats left of the Great Bargain in Sun Hats at 10 cents.

We have made a great many cuts in Ribbons and Feathers. Just received a large line of Veiling. One lot Hand Painted Silk Scarfs, 120 to 198 real beauties.

SHOES.

HARVEY HOOD.
W. J. HARRIGAN.

We have just added 4,000 to our Shoe stock, bought from the closing of the manufacturers season, and shall sell as we bought. The application of this rule has built our Shoe trade, as it has all our departments, up to mammoth proportions. This department often requires six salesmen to wait on our trade. We are using every effort in this department to lead the house, and under the management of the wonderful worker Harvey Hood, we shall not hesitate to say to the leaders in other departments, look out for your laurels or your departments will be behind. Two special bargains in Ladies Shoes, one at 75c. per pair, the other $100. You can secure bargains in either of these, which are matchless.

Hess & Bros. fine hand made Shoes, in all the latest styles, at less than Hess & Bros sell to the trade.

Dress Goods.

JOHN DELANE.
CAPT. HAYNES.
MISS CARRIE FOLSOM.
MISS ANNIE GROSS.

We have certainly sold Challies enough to supply all this part of the Carolinas. Satteens and White Goods have gone out in very nearly as great amounts. Why there is really no limit to the sales in Ginghams, Percales, Foulards, Lawns, Chambrays, &c.

We offer this week Solid Black Organdies at 18c in stripes and plaids. These are fine goods and would be cheap at 25c.

We shall continue our Challie sale at 5c. per yard. Another case, lovely patterns, this week. A splendid line of Percales at 8⅓ cents. A few pieces yet of those 30 cent Satteens at 20 cents.

The great piece sale of White Goods, in 7 to 15 yard pieces, at 5c., 10c. and 12½c., has eclipsed all other interests in White Goods. These goods are really worth double the money.

MEN'S HATS and VALISES.

JINKS HARRELL.
CHARLES SHAFFER.

It is a wilderness of Staw Hats for Men, Boys and Children. Broad Brims and Narrow, all kinds of Hats. We offer the greatest array of Hats ever seen here. Through our New York house we buy direct from manufacturers. The line between Retailers and Wholesale dealers is distinctly drawn in mercantile life. Manufacturers who sell the retail trade cannot sell the jobber. The jobber to succeed must be protected so that he can sell the retail dealer. No retail merchant can buy goods as a jobber. He must have an interest directly or indirectly to reach the markets through a jobber or his right to buy at the prices named to a jobber are cut off and he can not get the jobbers prices, and when you hear a retail merchant telling of his ability to buy goods in and of himself just as a jobber buys, you set that down as a mistake. If we could not use our New York House we should have to close our business.

CARPETS.

HENRY FLETCHER.
CHARLES LYLES.
TOM WORLEY.

Perhaps the most remarkable growth in all our great house is that of our Carpet Department. Thousands of yards of all kinds of Carpets go out to every part of the country. No unusual thing to send Carpets one to two hundred miles. The large line and low prices, with all the newest and best offered, embracing every thing in a first-class stock of Carpets, contribute largely to make this what it is, the most attractive stock of Carpets in the Carolinas.

China Mattings 10, 13, 18, 24 and 30 cents. All Wool Ingrains 50 to 62½. Union Ingrains 42½—best. Cotton Ingrains 18 and 24. Henp 4 quarter, 10 and 15. Brussels 50 and up to 87½. Velvet, a great bargain, 90 cents. Moquet, Wilton, Auxminster Remnants, suitable for Rugs, at 85 cents per yard, usually 1½ yards long, and worth more than double. Yard square Ingrain Remnants 25 to 35. Ingrain Druggets all sizes, 55 and 60. Smyrna and Velvet Rugs in great variety. A very fine 4 by 7 feet Rug $5.50 and $6.50. Velvet and Brussel Hassocks 60 cents. 10 pieces very best All Wool, 3-ply Carpets 80 cents, worth $1.10. Carpet Lining 4 cents. Floor Oil Cloth 25 to 30 cents per square yard. A nice Rug at 40 cents, a leader.

Our Wholesale Department is attended by Charles Lyles, Charles Williams and Henry Fletcher. The increase in our sales in this Department is fully up with the great increase through all the house. Our sales so far this year are fully 20 per cent ahead of any previous year.

HARDWARE.

TODD FOLSOM.

Eureka Hand Saws, 45c; Good Saw, 38c; W. C. & Co Saw, $1.05; Hatchets, 25c, 38c, 43c and 48c; Hammers, 10c, 15c, 24c, 40c and 48c; Trace Chains, 35c per pair; Long Handled Shove's 38c and 48c; Full line of Butts, Hinges and Screws; Auger Bits, up to 1 inch, 7c; for 6 1-6 up to 24 cts for 1 inch; Gun Caps, waterproof, 4 cents; Blacking, 1c and 5c; Ink, 3c; Mucilage, 4c; 12 boxes Matches, 10c each, for 10c; Teaspoons, 40 per set up; Tablespoons 10c per set up; 6 inch cast Shear, 6c; 5 inch cast Shear, 4c; Gimblets, 2 for 3c; 3 in Hand Saw Files, 4c; 4 in Hand Saw Files, 5c; 8 inch Saw Files, 13c; 10 inch Mill Saw Files, 18c; Barbed Shoe Thread, 6c; Best Steel Shears 6 inch, 25c; 7 inch, 35c; 8 inch 43c; Blind Hinges, 8c per set; all kinds Pocket Cutlery; 50 styles Pocket Knives, 25c; Table Cutlery full line, very cheap; Tacks 3, 5, 7 and 10c; British Bulldog Revolvers $2.00; Paint Brushes, 5, 7, 16, 24, 38 and 40 cents; Wood Pipes, 5, 7, 10, 15 and 18c; Spirit Levels, 43, 48 and 58 cts; Monkey Wrenches, Braces and Planes; Carpet Tacks reduced to 1 cent; Chisels, Square, Saw Handles, Well Wheels, Shoe Brushes, Wisp Brooms; Padlocks 5, 8, 10, 14 and 18 cents; Ice Coolers, Horse Brushes, Curry Combs, Combination Tools; Door Bells, 9, 15 and 24 cents; Wardrobe Hooks, 15c per doz; Sad Irons, 5c per lb; Curtain Poles, complete, with Shades and Fixtures; Kitchen Graters and

Notions and Stationary.

MISS KATIE NORTHEY.

Paper at 15 cents per pound, all kinds Note, Letter Cap, Bill and Legal Cap, Blotting Pads 5 and 10 cents, Envelopes, a big bargain 5 cent per pack, all shapes and sizes. Pins 1 cent, adamantine; Pins 2 cents, brass; Hair Pins, 100 good pins 4c, in a wood box.

MISCELLANEOUS MENTION.

Charles Lyles and Charles Williams, General Managers.
Ben Shields Floor Manager.
Abb Harrill, Cashier.
Check Boys, Robt. Williams, Walter Myers, James Shafer, Ray Laing.
Luther Sherrill, Printer.
John Boyd, Wrapper.

If you want to see the best places in any business in Charlotte come and see our choice boys.

E. M. DAVIS & CO.