

The Charlotte Observer.

P. CALDWELL, Publisher.

PUBLISHERS' ANNOUNCEMENT.

A subscriber in ordering the address of his paper changed, will please in writing the address to which it is going at the time he asks for the change to be made.



TUESDAY, NOVEMBER 22, 1904.

THE CIRCUS ROBBERY.

The robbery of a ticket wagon of the Forepaugh-Sells circus of \$30,000 in cash Friday night while en route to Tarboro was doubtless one of the largest hauls ever made by thieves in North Carolina.

THE ART OF ADVERTISING.

The Memphis Morning News, in a consideration of "Judicious Advertising," says that "advertising is an art, and in order to be well done it must be studied like any other art."

GRAND OPERA SEASON ON.

NEW YORK'S GREAT OPENING. Through Almost Flight to Gain Access to the Box Office at the Metropolitan and Tickets Held by Speculators Reached Fabulous Prices.

SAYS HE'S A MURDERER.

William Crutchfield Gives Himself Up in California for Crime at Winston Sixteen Years Ago.

FOR SALE.

Ten-room Furnished House, with cellar, situated on car line, Boulevard and Lindhurst avenue, Dilworth.

Belmont Hotel.

Several Elegantly Furnished Rooms to rent with or without Baths. Apply to Mrs. H. C. Eccles.

JUST RECEIVED!

ONE CARLOAD NEW YORK APPLE CIDER The Finest in the Land. C. VALAER BOTTLING WORKS.

FOR SALE.

New Crop Cotton Seed Meal. New Crop Cotton Seed Feed. New Crop Cotton Seed Hulls.

The Southern Cotton Oil Company.

R. E. DAVIDSON & CO., Merchant Tailors.

Lucca Cream Salad Oil.

WARRANTED PURE OLIVE FOR SALADS, DRESSINGS, ETC.

PERSONAL.

THE CHARLOTTE OBSERVER OF the morning category are wanted by M. O. Sherrill, Librarian, State Library, Raleigh, March 1, 1904; April 1, 1903; May 1, 1903; August 2, 1903; September 5, 1903; November 10 and 12, 1903.

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The Little-Long Co. DEPARTMENT STORES, CHARLOTTE, N. C.

The Exceptional Millinery and Queensware Values a Tremendous Feature of the Thanksgiving Sale

Crowded aisles and unusually heavy buying denotes the extreme interest that was taken yesterday in the reduction sale of Tableware, Chinaware and Millinery.

And why should there not be throngs of buyers who buy, for certainly there has never been displayed here the equivalent to the bargains now in evidence.

Preparations Must Begin at once for the Display of Holiday Goods

Here are a few of the values—there are many more—that should command the attention of every woman in reach of the Big Stores.

DRESS GOODS. 56-inch Brown Suiting, sponged and shunk, ready for use. Makes a swell coat suit. Price, the yard, \$1.00.

NEW ARRIVALS—MATTINGS, RUGS, ETC. The latest freights have brought us large stocks of Mattings, Rugs, etc., fresh from the Orient—Mattings that are equal to any in quality—less than all in price.

BLACK DRESS GOODS. 56-inch Black Sponged and Shrunken Cheviote for coat suits. Price, the yard, \$1.25.

TRUNKS, GRIPS AND SUITCASES. That line of famous popular-priced Roller, Automatic and Plain Tray Trunks, that has proven such a strong factor with the "Big Stores," has been replenished and we are now in a position to show the strongest line in the city—second to none in the Carolinas.

WINDOW SHADES. We make Shades—any width, any length. The famous Scotch Hollands, mounted with the best fixtures at prices but little above the average shade. Stock Shades 25c. and up.

The Little-Long Co. DEPARTMENT STORES, CHARLOTTE, N. C.