

## TO OUR MAIL ORDER CUSTOMERS

We have but one price and that is marked in plain figures the same to all. All orders filled at the same prices you would pay if here in person. ☞ ☞ ☞ ☞

## CHARLOTTE'S FAST GROWING AND POPULAR DEPARTMENT STORE

# The Bee Hive

## THIS ADVERTISEMENT FOR MAIL ORDERS

Every item in this advertisement a Special Bargain. Don't hesitate so send check for anything you see in it that you want, if not found just as represented, return it at our expense. ☞ ☞ ☞ ☞

## A Special Mail Order Advertisement for the Easter Trade

Our Mail Order business has grown to such wonderful proportions, and we are so pleased with it, that we have gotten up this Page Advertisement especially for our Mail Order Customers. Read every line of it. It pays to read The Bee Hive Advertisements, because you can always find here what you see in them just as represented. ☞ ☞

### EVERY ITEM IN THIS ADVERTISEMENT ON SALE HERE TO-MORROW, MONDAY

#### A Variety of New Things for The Easter Trade This Week

##### New Combs

Big lot the latest out in Side and Back Combs. Gilt and Silver trimmed, with strong backs and long teeth. Special values at

25 Cents.

##### Horn Hair Pins

Good, strong Horn Hair Pins, regular 5 cent sellers, put up in boxes, one dozen to the box

25 Cents.

##### New Easter Neckwear

Beautiful line All-Silk Four-in-Hand Ties, the new shapes in all the good colorings for Easter and the Spring season; real swell ties

25 Cents.

##### Lace Bed Sets

A big bargain in something new for us—that is Lace Bed Sets—three pieces to match

\$1.25 a Set.

##### New Rugs

New lot the finest Axminster Rugs in the two popular sizes. They are real Axminster. S. Sanford & Son's make; 27x63 in size, in all the new Oriental and Floral designs

\$1.99 Each.

36x72 inch sizes, handsome new colorings

\$3.48 Each.

##### Panama Cloth

52-inch All-Wool Panama Cloth, in all the good colors; a real bargain

50 Cents.

#### The Silk Selling Store

THIS Store has come to the front selling High Grade Silks at popular prices. No such a Silk business ever done by a Cash Store in the South before. The reason people come here and pay cash for their silks when they could easily have them "charged" at other stores, is the great saving in price. ☞ ☞ ☞ ☞

##### A New Silk Special For Monday Morning

27-inch Shirt Waist Silks in solid and two tone effects. Fancy patterns etc. This quality Silk never before offered to the trade for less than 69 and 75 cents a yard to go on sale here for the first time Monday morning at

50 Cents

##### New Plaid Silks for Spring Shirt Waists

All the new color combinations and some rich ones too, so popular now, regular 69 cent quality

50 Cents.

##### Yard Wide Colored Taffeta Silks

A great bargain in fine Silks full 36-inches wide solid and two-tone colors, a real \$1 yard silk and there's no better one offered elsewhere at \$1 a yard, our spot cash price

75 Cents.

##### Guaranteed Black Taffeta For Monday

An extra special in black Taffeta, the best one made, all pure silk, every fibre, warranted not to crack or split, and we stand back of this guarantee with new silk for any that does not wear. It's full 36 inches wide and the very best black—no better silk ever sold at \$1.00 a yard. Our price Monday

75 Cents

##### Silk and Wool Crepe de Chine

A very popular fabric for Dressy Dresses—Silk Warp, with Wool Filling, in Black, Cream and all the pretty evening shades, such as Pink, Light Blue, Alice Blue, Lavender, Grey, etc. This same quality retails regularly for \$1.48 a yard. Our price

\$1.00 a Yard.

##### Lansdowne

Another Silk and Wool fabric that grows in popularity for Evening Dresses, Wedding Costumes, etc., each season. The lowest price the manufacturers allows Lansdowne sold at is \$1.25 a yard, but we sell it for

99 Cents.

##### Silk Remnants for Monday Morning

A little lot short pieces fine Silk in lengths of 1-2 yard up to go Monday at

25 Cents.

##### Black Peau-de-Soie

The best Black Silk value of the season; extra heavy, fine, all pure Silk Peau de Soie, good, firm finish, the best wearing of all Silks, and the very best black, suitable for mourning. It's full 36 inches wide and cannot be matched in quality at \$1.25 a yard elsewhere. Our price

99 Cents.

##### Spot Proof China Silk

The real Summer Silk; perspiration will not show through. It's absolutely water-proof; a fine, heavy China Silk, 27 inches wide, and a real value at

50 Cents.

#### A Variety of New Things for The Easter Trade This Week

##### Short Length Long Cloth

Nainsook, etc.; 36 to 42 inches wide, very fine qualities, real soft finish, good lengths

10 Cents.

##### Embroidered Flannel

All-Wool Embroidered White Flannel

50 Cents.

##### Marseilles Bed Spreads

New lot of the fine Marseilles Quilts, bleached white; extra heavy 11-4 size; worth \$3.50 each

\$1.98.

##### White Mercerized Madras

Extra Special in fine White Mercerized Madras

12 1-2 Cents.

##### Yard Wide Linen Waisting

Beautiful quality, All-Pure Linen Waisting, nicely put up, Bookfold, 36 inches wide; bleached pure white

25 Cents.

##### Silk Crepe de Chines

A little job fine Silk Crepe de Chine in Black, White, Red, Brown, etc.—worth \$1.00 a yard; to go here at

50 Cents.

# Spring Millinery Opening Wednesday

## Of This Week, March 28th

The Great STYLE SHOW of the season starts here Wednesday Morning, when the New and Correct Styles in Spring and Summer Millinery will be shown. ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞

### THE GRANDEST ARRAY OF HATS EVER SHOWN HERE

Owing to the great success of Miss Dawson's Hats on opening day last season, she has between Three and Four times as many for this Opening. She spent several weeks in the Fashion Centers, studying the New Styles and buying the new things, and has worked here now, with her capable assistants, for four weeks preparing for this Opening, Wednesday, the Style Event of the season. ☞ ☞

☞ A cordial invitation is extended to all to come and enjoy the new things and the First Opening of the season.

**Everybody Welcome! Come One and All!**

**THE BEE HIVE, DEPARTMENT STORE**  
Cor. Trade and College Sts.