## EFIRD'

# Some of our Strong Specials for Saturday and Monday. 

40-INCH BATISTE 10 C
Two Cases 40-intch Mercerized Batiste and Mulls, fin
soft quaities worth up to 25 c per yard, Specia... 10
Pretty quality book-fold India Linen Lawn.. .. . 10
40 -inch India iLnen Lawn.... ................... 10
PERSIAN LAWNS

Fine sheer quality book-fold Persian Lawns. 100

yardsd best quality Bleached Domestic inclu hort lens of Barker Mill Cloth, Cambric, etc., worth up to 12 1-2c a yard. Spe cial Saturday and Monday
aturday and Monday.. .. .. .. .. yard pieces, at CHECKED AND STRIPED DIMITY
Fine sheer quaity checked and striped Dimity in smal and large size checks, qualities

## Best quality Cannon Cloth full yard wide. <br> o. 1,000 English Long Cloth

12-yard bolt fine soft quality English Long Cloth. 98
Best quality English Long Cloth in 12 yard bolts $\$ 1.48$ NEW SIL KS AT 28C
3,000 yards new wash Silks in plain, and all the ne
fancy figures, Crepe de Chenes, etc., Black, White Light Blue, Red, Tan, etc., nothing in the lot worth less than 50c per yard, lengths from 2 to 10 yard LADIES' WHITE PETTICOATS FOR SATURDAY AND MONDAY

## ,000 Ladies' fine White Petticoats bought in a sampl

 lot, Skirts worth up to $\$ 2.50$ with the newest Em-broidery and Lace trimmings at. . . . . . . . . . 89 c
Little Talks to Business Men. No. 11 . in the world in discussing the way to get the largest number of readers for a newspaper said "first people get into the habit of reading your story of
the world each day. The way to get them in the habit is to have the price of your paper within
reason and then have your selling force make it reason and then have your selling force make it
hard for the people not to buy it." The way to extensive newspaper reading in Char-
lotte was pointed out by The Evening Chronicle lotte was pointed out by The Evening Chronicle
and the habit acquired by the people through the penny price which was a new departure. Through the energetic boy who hails you on the street or
who comes to your doorstep each day rain or shine you find it hard to escape reading it. The story of world told in an interesting way for the whole family, and all these elements combined make for the advertiser in The Evening Chonicle the ONE sure method of getting a word in the ear of the
reader of the paper at the evening lamp.
 The Newspapers of the State.
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