

IT PAYS TO GIVE THE PEOPLE an invitation to trade with you. The best way to invite them is to advertise in THE TIMES.

Commercial Printing Letter Heads, Bill Heads, Note Heads, Statements, Business Cards, Envelopes, etc., Executed Neatly and Promptly.

The Date for Easter. "Thirty days hath September, Every person can remember; But to know when Easter's come Puzzles even scholars, some.

When March the twenty-first is past, Just watch the silvery moon, And when you see it full and round, Know Easter'll be here soon.

EASTER LILIES.



Really I think she's quite above her station, said Miss Plantagenet, languidly. "I always tell Mrs. Seamwell to send her into me, when I go there to have a dress fitted. She has such a pretty way, don't you know, and such lovely eye lashes, and she understands her business to perfection!

CUPID'S PRANK AT EASTER-TIDE.



Said Cupid: "Now, I'll lay aside My arrows and my bow; To play a prank this Easter-tide Upon the elves I know."



"Who'll pick with me to win or lose?" In wheedling tones he begs; Of all he met none could refuse— And Cupid won their eggs.

"Mamma, I tell you what!" said Marien, starting from a reverie. "I won't say a word to old Seamwell about this dress. Her prices are so exorbitant! I'll go directly to little Eunice Perry."

BAD RAILROAD ACCIDENT.

Engines Telescope Each Other, Resulting in Killing Three and Injuring Six. The most frightful railroad accident that has occurred in North Carolina since the great disaster at Bostain Bridge, near Statesville, Aug., 1891, occurred Sunday morning at Harrisburg, a small town about thirteen miles north of Charlotte.

Easter Song.

Awaken, sweet flowers! The snow in the valleys has melted at last, And the desolate night of the year is past; The ice-chains are broken, the robins are singing,— Awake to the call of the Easter bells ringing!

Meaning of the Easter Egg.

As Easter represents a new birth into the best life of all, it is easily seen how the pagan idea that the egg was the beginning of all kinds of life should become purified in the minds of the Christians, and accepted as the typical offering of good wishes and emblems of pleasant hopes between believers of the glad Easter day.

THE TRADE OUTLOOK.

Floods Have Effected Business Seriously—Cotton Advances. Messrs. R. G. Dun & Co.'s weekly review of trade for the past week is as follows: "Out of 4,000 failures with liabilities of \$90,752,561 in the first quarter, 24 bank failures covered more than a fifth of the amount, or \$12,744,630, and 8,345 failures with liabilities of \$37,947,823 for nearly three-fifths, are classified this week according to branches of business, leaving only 587 failures and less than a fifth of the liabilities, \$12,069,019, in branches of manufacture or trade not specified.

What is CASTORIA.

Castoria is Dr. Samuel Pitcher's prescription for Infants and Children. It contains neither Opium, Morphine nor other Narcotic substance. It is a harmless substitute for Paregoric, Drops, Soothing Syrup, and Castor Oil.

Advertisement for Castoria medicine, including a list of physicians and a testimonial from the United Hospital and Dispensary, Boston, Mass.

Advertisement for Patents, including 'TRADE MARKS, DESIGNS, COPYRIGHTS &c.' and 'SCIENTIFIC AMERICAN'.

Advertisement for Consumption, titled 'CONSUMPTION CAN BE CURED' and 'T. A. Slocum, M. C., The Great Chemist and Scientist, will Send Free, to the Afflicted, Three Bottles of his Newly Discovered Remedies to Cure Consumption and All Lung Troubles.'

Advertisement for ELKIN Mfg. CO. HIGH GRADE COTTON YARNS, WARPS, TWINES, KNITTING COTTONS, 60, ELKIN, N. C.

Advertisement for CONDENSED SCHEDULE, In Effect April 14, 1897.

Table of train schedules with columns for destinations (e.g., Winston, Greensboro, Salisbury), departure times, and agents. Includes 'The Charlotte Observer DAILY & WEEKLY' information.