## Another Phase

Of the OBSERVER'S great Britannica offer, which should have your attention, is this: You can hav The New Edition Encyclopædia Britannica for Ten Cents a Day and then have each ten cents returned to you by the liberal merchants of Charlotte and oth er leading cities of North Carolina.

The great Encyclopædia Britannica at ten cents day? Surely that of itself were enough to work a revolation in this book-loving community. And then return Tine $H$ OW Oif It:

We will present you with our novel invention, the Dime-Registering Calendar Savings Bank, that will
register the dimes and the days. In this little bank you will drop a dime each day. At the end of the month there will be thirty; they're ours, for the bank is our collector, but you do not miss them-it was only one a day
-a cigar less to smoke, or a walk to lunch instead of a ride on the car. And for this trifling sum you have been ence of that king of all reference libraries, The New Edition Encyclopædia Britannica.

## Enoughn! Enougth?

 You have concluded to accept the proposition. Noone who has any áppreciation at all for good books will
longer do without this monarch of the realm dia when it may be had for so small an obligation. $\mathbb{B U T} \cdot \mathbb{H O L D}$ ! half is the more surprising half, or rather, the envelop-
ing whole. You remember we said that the dimes which ing whole. You remember we said that the dimes whic
we take from your bank are to be returned to you. miss them as you dropped them, one a day, into the bank out each month it is three dollars, and for it we return You need a new pair of spring pants, and go to Long, Tate \& Co., clothiers, and make your choice. It's worth
$\$ 8$; you hand the clerk your scrip book, with the 88 , and
he tears out 80 cents in scrip and hands you back the same amount in silver.
Your wife sets out to do her shopping among the business houses. She likes to make her purchases of dry
goods of H . Baruch. Her bill amounts ${ }^{\circ}$ to 816.50 ; she hands the clerk the amount, also her scrip book, from amount.
You wish a new pair of shoes. You must have then

## nd so every cent we took from your bank has bee

 returned to you in coin, and you realize that the stt ofBritannica, which has now become so much appreciated in your home, is entirely paid for by the merchants who support this movement, and so it stands in your home a monument to the enterprise and liberality of our business
$\stackrel{\text { hques. }}{\text { Such }}$ is to call at the OBSERVER Britannica Reading Room, Arlington Hotel Building, and procure a set for your home. They made this offer for you, but you must act promptly, for the offer will be

## Witlindlpawn Next IIONDAY!

## Headache.

 Brown's Iron Bltters


## Soothing Healing

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