

THE LITTLE-LONG COMPANY.

Department Stores.

THE LITTLE-LONG COMPANY



# An Exhibition

—OF—

## Women's Most Fashionable Wearing Apparel

Attractively Presented and Priced Paris Ideas And American Tailoring.

In Women's Apparel it has been our aim to be both exclusive and inclusive—exclusive in the character of styles and inclusive in the extent of styles represented. The coats, suits, wraps and dresses featured for next week have a threefold claim upon consideration. They accurately reflect the most approved of Paris styles—they embody the skilled workmanship of American hands—and they are priced as low as is consistent and reasonable with the business of selling.

Fourth Floor



### Women's Suits

Tailored Suits, of rough cloth. Collar and cuffs of white broadcloth and white piped buttonholes. Semi-tailored coat and straight line skirt, with high bodice. Blue and white, black and white or brown and white.

Special at \$25.00

Fancy Tailored Suits, of rough cheviot. Semi-tailored coat, large collar and revers, braided and set off with tiny pearl buttons. Black, navy or brown.

Special at \$30.00 to \$35.00

### Women's Velvet and Corduroy Suits

Special at \$25.00 to \$40.00

Plain tailored coats, trimmed with broadcloth collar and cuffs of contrasting colors. Smart models, and workmanship and finish worthy of a much higher price.

### Women's Gowns and Street Dresses

Street or Afternoon Dresses, made of crepe meteor, in all the most wanted colors. Yoke and sleeves trimmed with dainty lace. New shape skirt.

Special at \$25.00

Velvet Dresses, with deep collar and cuffs of white broadcloth. Double-breasted effect. All colors.

Special at \$25.00

Afternoon or Theatre Dresses,

\$25.00 to \$65.00

### Women's Serge Street Dresses

Special at \$10.00 to \$20.00

These desirable garments come in black or navy serge, and have deep sailor collar of self or contrasting colors. Excellent value, and special for next week.



### Distinctive Autumn Apparel for Misses and Small Women at Economical Prices

Misses' Tailored Suits, in dressy or plain tailored models. Made of imported broadcloth, diagonal worsteds, rough chevrots or fancytweeds. Black and all seasonable colorings. 14-16-18 years.

\$15.00 to \$25.00

Misses' Tailored Suits, in Norfolk or plain tailored models. Made of rough chevrots or imported tweeds. Coat is Skinner satin lined throughout. Colors are navy, brown, Coronation purple or gray and brown mixtures. 14-16-18 years.

\$15.00 to \$25.00

Misses' Coats, reversible models, of imported plain or plaid back cloths. Sailor or long roll collar. All the season's most desirable color combinations. 14-16-18 years.

Special at \$12.95 and \$15.00

Misses' Serge Dresses, of navy, black or brown imported serge. Buttoned front models, with collar and cuffs of Irish crochet lace. 14-16-18 years.

Special at \$10.00

Third Floor

### Furs Furs Furs

The fur man is here. We show for next week thousands of dollars worth of high-class Furs in Mink, Lynx, Fox, Sabel, Raccoon and Cony, in single pieces or sets. Ask to see the new fur Coats \$35.00 to \$150.00.

### Women's Coats and Wraps

Reversible Coats, with long roll collar. Gray with blue, tan with brown, gray with Coronation, brown with hello, or gray plaid.

Special at \$12.50 to \$25.00

Reversible Street Coats, full and loose model, and can be buttoned close to neck. Gray with reverse Coronation, tan or green.

Special at \$18.50

Plaid Back Reversible Coats, made of imported rugs. Large collar. Tan, navy or green with reverse of plaid.

Special at \$25.00

Black Street Coats, of fine quality broadcloth, large collar and cuffs. Entire garment lined throughout.

Special at \$25.00

Evening Wraps, of broadcloth and satin. Large revers and pointed collar with tassels. Black satin one side and reversible of broadcloth. Colors and Coronation, light blue, lavender or all black.

\$10.00 to \$25.00

Polo Coats, with mosquetaire bag to match. Large sailor collar with piped buttonholes and pearl and ivory buttons. Tan and white, white and light blue, white and pink, or white and lavender.

Special at \$25.00

WEST TRADE STREET

*The Little-Long Co.*

DEPARTMENT STORES, CHARLOTTE, N.C.

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