



OUR FIRST OPENING of EXQUISITE FALL MILLINERY

Thursday, Friday and Saturday of This Week
NORTH TRYON STREET STORE ONLY

The new creations in fashionable headwear as prepared by our own designers for the present season will be displayed at the North Tryon Street Store on this occasion, and the usual cordial greeting will be given all who come here. Our Milliners are very proud of their new productions, they have labored diligently in their preparation of the new styles and many of the handsomest Hats ever shown here at Fall time will be on exhibition.

Our Immense Stock New Fall Merchandise Now Complete

Coat Suit Dep't,

This is a very, very busy department just now. At times during the week just past, we had some trouble to wait on the trade as rapidly as we wished to, but will be in better shape for the rush that we will have the coming week. A great many new things are coming in every day. We have never shown such a line of Suits, Coats, Sweaters, and Skirts, as we are showing this season, and we fully expect this to be the best season we have ever had.

- Ladies' Cloaks, best styles at Suits, Good Suits, at \$7.50, up to \$40.00
- \$2.98 up to \$50.00
- See our Misses' Sweaters at 75c.
- Tailor made Suit in navy blue, herringbone cheviot, made with slight blouse effect in front, tight fitting back, 27-inch length, full coat sleeve fifteen gore skirt, silk lined coat. Price... \$30.00
- Tailor made suits black and blue cheviot, handsome quality, made 26-inch length coats tight fitting, plait, running from shoulder to bottom of coat, trimmed with straps of material at waist-line, also finished with buttons and lacing of silk cords, full tucked sleeves, skirt tucked to match coat. Price... \$50.00
- Tailor made Suits in black, blue and brown herringbone chevrons, made tight fitting, 25-inch coat, stitched seams trimmed in straps of material, crushed velvet and finished with buttons, full coat sleeve, thirteen gore skirt. Price... \$22.50
- Brown mixed Cravenette Suit, tourist coat, 27-inch length, manish collar and lapels, full coat sleeve with cuff, 7 gore skirt, plaited at bottom, silk lined. Cost... \$20.00
- We also have a number of styles in Coat Suits in black and colors, made tight fitting coats, half tight fitting and tourist coats, both in the solid and mixed colors, cloth cheviot and suiting good satin and silk linings in coat, ranging in price from \$10.00 to... \$17.00
- Handsome brown Shirt Waist Suit in golden brown silk of a soft texture, the entire waist is box plaited in half inch plaits from shoulder, stitched down within a few inches of the broad girdle and forms a ruff over girdle, broad plait in front laced with ribbon, full sleeve plaited to match the waist, full box plaited skirt. Price... \$35.00

Beginning this week we start in earnest our Fall campaign of merchandising. Stocks are all brand new and marvelously beautiful. It is the Little-Long Co.'s usual incomparable showing of the latest and best for Fall and Winter, 1904.

Ladies' Furnishings

Something more than a year ago we got hold of what we considered the best line of

RIBBONS, that we could find, after a very close search of the market. The increase in sales in this department bear us out in the belief that the line is indeed a very strong one. The qualities are the very best and we believe are a little cheaper than any other line that we have seen. A big shipment of these just in.

LADIES' UNDERWEAR. Our full line of Ladies' Underwear is in and a most complete line as to sizes, quality and price. Garments 25c up to each... \$3.00

LINERY—LADIES', MISSES' AND BOYS'. "Black Cat," "Foy," and other best makes 6c to per pair... \$5.00

CLOAKS. We are still adding more cloaks to our big line, every cloak that is shown this season, you will find in our Cloak Department, and we are always glad to show the styles. We have three-quarter Cloaks in black and colors from \$8.50 to \$20.00 and Short Jackets in black and colors from \$3.98 to... \$12.50

Handsome Cloaks, three-quarter length, in light tan Kersey, made yoke effect, button length, turned down collar, full sleeve with cuff, trimming of burnt orange in collar and cuffs half lined with satin. Price... \$27.50

Handsome Cloak, three-quarter length, light tan Kersey, fine quality, plaited to form slot down back and front, new full sleeve collar and button in dark shade of velvet, half lined with satin. Price... \$20.00

Very swell Coat in brown mixed tweed, fine quality, three-quarter length, button back, tourist coat, new full sleeve, trimmed in solid brown cloth to match. Price... \$20.00

Black and tan Cloaks, three-quarter length, in good quality of Kersey and Broadcloth, also Covert, made with both full and light back, new full sleeve for \$15.00 to... \$17.50

We also have a pretty line of Cloaks, Covert, Broadcloth and mixtures, tourist coats and short, tight and half tight fitting. Prices ranging from \$5.00 to... \$12.50

Silks

- 27-inch two-toned Chiffon tullefa Silk, all the new combination of colors, price the yard... \$1.00
- 27-inch brocaded tullefa, small figures, two-toned effects, for Shirt Waist Suits, price the yard... 75c
- 19-inch lining tullefa Silk, all colors and white and black, price the yard... 25c
- Persian Silk Waist patterns, new and beautiful, price the yard... \$1.50
- 36-inch black guaranteed tullefa, our popular No. 1069 special, price the yard... 95c
- 36-inch black Peau de Soie Silk, warranted all pure silk, price the yard... \$1.00
- 25-inch black wash Indian Silk, very soft quality, price the yard... 75c
- 27-inch black Habutal-de-Suisse, spot proof, and wears guaranteed, something entirely new, price the yard... \$1.00

BLACK GOODS

- Our Stock of Black Goods is Always up to the Standard, Every Yard That We Sell is Guaranteed.
- 51-inch Imported Broadcloth, the very finest quality, price the yard... \$1.50
- 51-inch Black Imported Broadcloth, extra fine quality, price the yard... \$3.50
- 51-inch Heavy Beaver Cloth for Jackets and Coats, price the yard... \$2.50
- 45-inch black silk finished Melrose, very fine quality, price the yard... \$1.25
- 50-inch black Imperial Serge, soft, smooth quality, one of our most popular numbers, price the yard... \$1.00
- 42-inch black Silk Crepe de Chine, new and beautiful, price the yard... \$1.50
- 42-inch black Wool Crepe de Chine, price the yard... 75c

MAGNIFICENT HEADWEAR

The millinery displayed upon the happy occasions of our opening this week, will be particularly interesting, as it represents the first showing of early fall millinery. The coming of our openings are always awaited with eager interest by ladies throughout the entire section of the country, and that we are endeavoring to eclipse all previous events of this kind this fall, larger crowds will be here as ever. The "Season of the Picturesque" thus may autumn and winter of 1904, be chronicled in the history of millinery at the big stores. The charming Chapeaux, with their all crowns, broad brims, nodding plumes and sweeping aigrettes, as well as many other special and magnificent designs by our own artist, Miss Gibson and capable corps of assistants, will be conspicuously displayed. It is easy to make broad statements and give glowing descriptions in print, but it is not so easy to produce the goods in keeping with promises. However, with us, we shall back up every promise. When we say you may expect much of us this fall in headwear, you may rely upon us. Miss Gibson's creations are beyond question masterpieces in every sense of the word, Hats incomparable in beauty of shape, noticeable for exclusiveness and fully in keeping with the productions of artists in the great fashionable centers of the world.

Lace Curtains

The past week we held one of the most satisfactory sales of lace curtains that we have ever had. For Monday we are going to make this sale a special feature of the many special values offered for that day. The display is really a magnificent one. A good 3-yard curtain at 65c per window, 2 1/2-yard curtains 85c to \$6.50 per window.

Carpets

A more elaborate display of carpets, rugs, matting, etc., you do not find in cities three to five times the size of Charlotte. It will pay any who are interested in these lines to see what we are showing. We make a very close margin on our entire line of Carpets, in addition to which fact these goods have advanced 2 1/2c per yard since we bought.

Trunks Grips, Etc.

We have just received from the world's largest builders, another handsome lot of these famous popular-priced Trunks—Plain and automatic trays, that appeal to everyone. They save you worry, are least expensive, and the most durable trunk on the market. Prices range from \$2.00 to \$20.00 each. Do not fail to see our line of Coat Suit Cases, Hand-bags, grips, etc. Some excellent values.

Fashionable Clothing and Furnishings

The new autumn styles are now ready for your inspection. We are showing the production of the best makers in a wide assortment of styles. Our line of Clothing is especially designed to meet the exacting demands of the most critical and never fails to give satisfaction in every detail. We specially invite your examination of suits that we are showing at \$10.00 to... \$22.50. Hawes' and Stetson's fall styles in Stiff and Soft Hats. Two of the best makes on the market. Men's Women's and Children's Shoes from the best makers of the country. Strong line of Men's Dress Shoes at \$3.50 to... \$5.00. Exceptionally fine showing of Boys' Suits for every day wear and for dress—the strongest line ever displayed in the city.

Dress Goods

- Embracing all the newest shades, the latest and best weaves, A finer showing cannot be found anywhere in the country.
- New 51-inch mixed cheviot, an entirely new weave, brought out this season to retail for \$1.00, our special price the yard... 85c
- 24-inch Herringbone Suiting, the new popular shabon, dead swell stuff, price the yard... \$1.50
- 24-inch blue and white mixed Suiting, invisible stripe, medium weight, for Walking Suits, price the yard... \$1.00
- 24-inch burnt orange Cloth, beautiful smooth finish, the most fashionable goods that is on the market to-day, price the yard... \$1.50
- 24-inch Terra-cotta and Leather-colored Broadcloth, very swell, price the yard, \$1.00 and... \$1.50
- New Scotch Cheviot Suiting, beautiful combination of colors, the one dollar kind, our special price the yard... 85c
- 26-inch plain and herringbone rain-proof materials for long coats and Walking Suits, new and right up to the hour, price the yard \$1.25 and... \$1.50
- 28-inch all wool mixed Suiting, new shades combined, very stylish and pretty for child's school or street dresses, price the yard... 50c

WALKING SKIRTS

We just have in a new lot of walking skirts and as pretty a line as any one could wish. Black, tan, brown and blue, in Cravenettes, Chevrons, Velle, and Panamas, the latest cuts, handsomely tailored, plaited and stitched; also trimmed in straps of material. Prices ranging from \$5.00 to... \$15.00

We also have a line of cheap Walking Skirts, in black, blue, and Oxford, that we can match with any skirts in the market at the price \$1.25 to... \$1.50

We have just received a new lot of "Pier" Mervezized Petticoats good values from \$1.00 to... \$2.25

Our Mail Order Department is in the Hands of Competent Clerks, and all Orders Have Attention Same Day Received.

11-15 N. Tryon St.
12-14 W. Trade St.

THE LITTLE-LONG CO.

DEPARTMENT STORES