

ANOTHER GREAT WEEK OF MARVELOUS VALUES

We have liberally prepared for another feast of tempting attractions for our big City trade and those attending Conference. Since the inflow to the City of visitors there has not been a dull moment. Ministers, delegates and the general gathering of Conference people have not been backward in taking advantage of the rare opportunities offered here to provide the articles they wish to take back or have us ship to their homes. All bought freely and were merry over the little prices that prevailed for such meritorious goods. Monday and the remaining days of Conference a great display of the choicest merchandise under the roofs of the State's biggest and best equipped stores will be in evidence--such lines as are demanded by the particular purchaser of the person in search of dependable merchandise at a saving. To make clear to those not so well acquainted with us and the stock we offer, we name a few departments: Emphatically the best showing of finely tailored apparel for Ladies' Misses and Children's Coat Suits, Cloaks, etc.; Women's head-wear overshadowing all previous offerings; the most fashionable hats designed and executed by milliners of the rarest taste and talents; an incomparable showing of Rugs, Carpets, Mattings, 500 feet of floor space being devoted to this one line: a gathering of Dress Goods and Silks without a parallel in this city--fashionable fabrics more than the combined stocks of many stores. Our Clothing and Shoe stocks are unequalled. You will not find the equivalent to the Clothing lines shown here at the prices; fashionably tailored garments far above average ready-to-wear apparel. Ladies' furnishings in great profusion. Dry Goods, Notions, Jewelry, Watches, etc., Chinaware--yes, everything carried in the largest department stores of the land, with a few exceptions.

Every 10c Purchase Entitles You to a Vote for the \$1,000 Library

Dress Goods.

56-inch Black, Brown and Navy Cheviot--Sponged and shrunk, heavy quality, just what you want for a winter Coat Suit; price the yard... **\$1.25**
 56-inch Brown Suiting--Sponged and shrunk; very desirable for stylish Coat Suit, price the yard... **98c.**
 54-inch Caston Covert Cloth--For Suits and Rain-Coats; requires no lining, price the yard... **\$1.50**
 54-inch Broadcloth--All the popular shades and black; price the yard... **98c.**
 38-inch Black Camels' Hair Zibeline--Good heavy quality; regular price 50c. Special price for Monday, the yard... **39c.**
 46-inch Terracotta, Imperial All Wool Serge--For Shirt Waist Suits; price the yard... **65c.**
 38-inch Fancy Mohair--Solid ground with colored dots; price the yard... **50c.**
 46-inch Black Silk Finished Melrose -- For Mourning Dresses; price the yard... **\$1.25**
 42-inch Black, Sponged and Shrunk Cheviot--For Suits and separate Skirts, price the yard... **50c.**
 50-inch Black Imperial Serge--Fine, smooth weave; a good value; price the yard... **\$1.00**
 54-inch Black Broadcloth--Imported and domestic manufacture; price the yard... **\$4.50, \$3.50, \$2.50 and \$1.00**

SILKS.

27-inch Brown Luscine Silk--With white fleck; the popular weave for Shirt Waist Suits; price the yard... **75c.**
 27-inch Two Toned Chiffon Taffeta--All the popular shades; price the yard... **\$1.00**
 36-inch Black All Silk Peau de Soie--A good wearing Silk, for Dresses or Waists; price the yard... **\$1.00**
 No. 1,000 Black Guaranteed Taffeta Silk--The one that has made our Silk Department famous; special price, the yard... **95c.**
 One Lot Persian, Dresden and Brocaded Fancy Silks--Some worth up to 75c.; special price, the yard... **48c.**
 24-inch All Silk Crepe de Chine--All colors and black and white; price the yard... **75c.**
 20-inch Fashion Silk--Genuine mesc-lene finish, soft and very durable; price the yard... **69c.**

Good Values in Ladies' Furnishings

We are commanding an enormous patronage in this department because it is abundantly supplied at all times with desired and wanted lines.

NECK-WEAR NOVELTIES.

Fine assortment of Neck-Wear--the kind that will meet with your approval. We have several new and becoming styles, handsome embroidered edges, with long lap ends. You will find in this assortment many desirable and beautiful collars. **25c. to \$2.50**

BELTS BELTS

Royal Crush Silk Belts--Royal bodice Belt, mounted with medallion back piece and front clasp; colors, red, green, black, brown, orange and tan... **25c. to \$2.50**

LADIES' LEATHER BAGS.

Ladies' Peggy from Paris--Calf leather, in black and brown... **25c. to \$1.75**
 Vanity Bags--In brown and black... **75c. to \$1.50**
 Many other styles from... **25c. to \$2.50**

EVENING WRAPS.

A Beautiful Line of All Silk Shawls--In white and black--heavy wide fringe, new stitch, and just the thing for evening wear, price... **\$1.75 to \$6.50**

SHIRT WAISTS.

Black, Light Blue and Cream Waists--Made in pretty styles; neatly embroidered and tucked, price... **\$6.00**
 Flannel Waists--That will wash like linen; in white with figures in black and blue; good full sleeve; new stock; price... **\$3.50**
 Flannel Waists--In black, blue, red and cream; tucked seams; trimmed in French knots; prices... **\$1.00, \$1.25 and \$2.00**
 Dining room Lamps, with white shades and large burners, from... **\$1.50 to \$4.50**
 Handsome China Parlor Lamps, in all the new shades and shapes, from... **98c. to \$20.00**
 Hand-Painted Jardiniers, from... **\$1.50 to \$10.00**
 Rochester Nickel-plated Lamps, with white shade; special... **\$1.50**
 Fancy China Cups and Saucers, from... **10c. to 75c.**
 Handsome line of fine French, German, Japanese China, in fancy pieces for presents.

Salad Bowls, Cake Plates, Chop Dishes, Nut Bowls, Cracker Jars, Chocolate Pots, Tea Sets, Sugar and cream Sets, Butter Dishes, Celery Trays, Comb and Brush Trays, Pin Trays, Fancy Plates, Olive Dishes; Vases--all shapes and kinds; Ash Trays, B. & B. Plates, Figured Chocolate Cups and Saucers, Jewelry Boxes, Puff Boxes, and most anything in Fancy China.

Nice line of Glass; regular and fancy also. Fine China Dinner Sets, 100 pieces to 112 pieces, from \$18.75 to \$60.00 a set.

A handsome line of Toilet Sets will be in Monday.

GLOVES GLOVES

The P. Centeneri will be found here in any shade desired. No better one can be bought.

Cashmere, Silk and Lisle Silk lined. Very warm and comfortable for shopping Gloves.

Childrens Golf Gloves--In red, blue, white and black... **25c.**

Mittens for all the Little Ones, also Ladies and Misses... **15c. to \$1.00**

LIBRARY VOTING CONTEST

Is intensely interesting and it promises to grow the more so as each week flies by. Be sure to get Voting Tickets and VOTE. Perhaps your favorite institution is a long way from the top of the list--all the more reason why you should be up and doing! The last may be first if you work--one can't tell.

Ask your friends to vote for the _____ (?)
 Ask them to ask their friends to ask their friends to do the same "All things come to him who waits," but hustle while he waits.

Jewelry Department.

Our stock in this department has been very much increased. We are now showing some of the new fall goods, and getting ready for the holidays.

Our stock of Watches is complete. We have all grades and sizes for Ladies and Gentlemen, for Boys and Girls--Gold, Gold-Filled, Sterling Silver and Nickel.

The same may be said of our stock of Rings--Plain Rings, Chased Rings, Set Rings, Signet Rings and Baby Rings; an endless variety of patterns to select from; all Solid Gold.

Brooches, Cuff Buttons, Searf Pins, Chains, Fobs and Lockets--Solid Gold, Gold-Filled and Sterling Silver.

Cut Glass, Sterling Silver and Clocks--Just the thing for wedding gifts, etc.

Many new and odd shapes Sterling Silver Table-ware, Bread Trays, Bon-Bon Dishes, Carving Sets, Sugar and Creams and a good selection of Fancy Pieces.

We have a new and up-to-date line of 8-day Mantle Clocks. Just opened another car of Alarm Clocks. Every one guaranteed a time-keeper.

Prices ranging from... **75c. to \$2.50**

Remember us when in need of anything in the Optical line. We carry almost every thing made in this line--from the 25c. kind to the finest Solid Gold. Spectacles and Eye-Glasses fitted by an experienced optician.

Orders taken for engraved Visiting Cards and Wedding Invitations.

COAT SUIT DEPARTMENT.

Women's and Children's Apparel--a showing which you will find hard to equal in the two Carolinas. Smart styles are shown in Coat Suits, Cloaks, Walking Skirts, Shirt Waists; also a handsome line of Furs.

An Elegant Suit in Brown Crushed Velvet--Made Russian effect, with vest and lapels shirred on shoulders and sleeve; full sleeve with cuff; skirt with pretty shirred ruffle on skirt; silk lining in jacket; price... **\$50.00**

Handsome Coat Suit in Navy Blue Broadcloth -- Fine quality; made coat style, with vest, collarless; front trimmed in Persian Effects; large full sleeve with cuff; pretty tucked skirt; coat lined with silk price... **\$27.50**

Coat Suit in Black Cheviot--Made three-quarter length tight-fitting back; straight front belt effect; collarless; large full sleeve, trimmed in velvet and stitching, kilted skirt; price... **\$25.00**

Brown, Blue, Black and Mixed Suits, in Cheviots and Suitings--Pretty style, finely tailored; new sleeve with and without collars; linings of silk or satin; kilted skirts; prices... **\$12.50, \$15.00 and \$20.00**

CHILDREN'S KNIT LEGGINGS.

A new line just in ready for the cool snap; white red and black; three sizes... **50c.**

DOWN AND SILK FLOSS PILLOWS.

We have all sizes in real Down and Silk Floss Pillows, New Pillow Cords and quite a variety of covers... **25c. to \$2.00**

DRAWN WORK IN ALL LINEN.

You will find no better selection anywhere than here. You can furnish your dining table with beautiful Matts, Tray Covers and Center Pieces; Matts 7x7 to 36x36. Teneriffe work, with beautiful drawn patterns in round Matts, 8x8 to 22x22. Sideboard Scarfs, Tea Cloths. Just ask to see this line.

ART SQUARES

All wool Ingrain art squares, 12x12... **\$1.00**
 All wool Ingrain art squares, 12x12... **\$1.25**
 Cotton Chain Ingrain art squares, 12x12... **\$1.00**
 SMYRNA RUGS
 All wool Smyrna Rugs, carpet size, 9x12, 10 and 12... **\$25.00**
 Handsome Axminster Rugs, 12x12... **\$25.00**

The Little-Long Co.
 DEPARTMENT STORES, CHARLOTTE, N. C.

CARPETS

Half wool Ingrains, nice colors and designs, 45c.
 Heavy cotton chain Ingrains, in colors and designs, 50c.
 All wool Ingrains, large assortment, 60c, 65c, 75c.
 Heavy old time 3-ply Ingrains, the best made, 90c.
 3-Way tapestry Brussels Carpets, nice colors, 10c.