

A Great Bargain Week at the Big Stores



The next few days will see a wonderful change in some of the departments of the Big Stores. A great many of the goods now in evidence must be sold that ample space may be quickly provided for the enormous show of holiday goods which will be displayed about the middle of this week. Every effort is being made to close out many lines, goods too, of most service just now. Up on the second floor of the Trade Street Millinery Department there will be numerous good values in evidence—women's fashionable hats will be sold at a sacrifice, and a general reduction will be made in all lines of millinery. Emphatic price cutting will be in evidence. You who have the \$1 at heart should not miss this opportunity to buy for less. A tremendous effort is also being made to reduce stocks on the Bridge that space may also be made here to exhibit Christmas gifts. In fact, the bargain fever has invaded all three of our establishments—value-giving seems to be foremost in the minds of the management—everywhere there is conspicuously and abundantly shown goods that are selling at prices that will appeal in the strongest manner to the most particular and careful buyer, to the most exact person, and those having in mind the purchase of substantial and seasonable merchandise of all classes at a saving.

If You Have a Thing to Buy You Won't Regret Your Visit Here This Week

75c to \$2.00 Hats at
49c.

These Hats are untrimmed felts—both French wire and scratch felts, in all the standard or staple colors, also the newest shades of the season, including the terra cotta and greens, browns, blues, grays, whites and blacks; Hats sold regularly from 75c. to \$2.00, at 49c. All these Hats require a bit of ribbon and a wing or a knot of velvet and pompon, or possibly one may have some trimmings of their own that could be nicely utilized, and they would have a handsome hat for any and all occasions.

New Toilet Sets

- 10-piece Toilet Set—New shapes, tinted in light blue with gilt trimmings \$5.00
- 10-piece Toilet Set—Large roll rim bowl, tinted in yellow and decorated with yellow buttercup \$5.00
- 10-piece Toilet Set—Plain white, nicely decorated, in four designs, new shapes, and trimmed with beautiful gilt \$4.00
- 12-piece Set—In white and gold, beautiful new shape \$7.50
- 12 to 15 other beautiful new shapes and designs, in 10 and 12-piece sets, from \$4.00 to \$12.50
- Plain white Bowls and Pitchers 98c.
- and \$1.25
- Plain and Fancy white Chambers, 20c. 25c., 40c. 60c.
- Soap Slabs 10c.
- Decorated Bowl and Pitcher \$1.75

RED LAMPS.

Newest designs and shapes in Red Lamps, from \$1.25 to \$0.00 With flat or round wicks.

Mattings, Rugs, etc.

The latest freights have brought us large stocks of Mattings, Rugs, etc., fresh from the Orient—Mattings that are equal to any in quality—less than all in price. The tremendous line contains the choicest patterns, of the "Flower Kingdom." Rare values are being offered, and the wise house-keeper will take advantage of them. It is not always that you find such bargains in brand-new goods. We placed a large import order when Mattings were at a discount and before the high-rate duty was put upon them, which means money to our customers. A full line of samples will be ready for your inspection Monday. Do not fail to see them.

Rugs.

We received also a large line of Smyrna and hand-tufted plain and handsome Smyrna and Axminster Rugs in all the popular sizes. While they are not absolute necessities, there is nothing in the line quite so nice to have. For years we have sold an honest value at the lowest market price, and to-day we are offering as good, if not better, values than ever before. In this line we are headquarters.

Trunks, Grips and Suit Cases.

That line of famous popular-priced Roller, Automatic and Plain Tray Trunks, that has proven such a strong factor with the "Big Stores," has been replenished and we are now in a position to show the strongest line in the city—second to none in the Carolinas. No matter who you are, what you are, or where you are going, you need either a Trunk, Grip or a Suit Case, and "money saved is money earned," and we can surely save you money.

Window Shades

We make Shades—any width, any length. The famous Scotch Hollands, mounted with the best fixtures, at prices but little above the average shade. Stock Shades 25c. and up. Special orders solicited and executed with all possible haste. Let us know what you want. We have it. Third floor, Trade street.

Silks

- 27-inch Brown and Green Changeable Chiffon Taffeta—With white polka dots; something entirely new; price the yard 75c.
- 27-inch Solid Brown and Black Changeable Chiffon Taffeta—Soft finish; still in the lead for Shirt-Waist Suits; price the yard 98c.
- 27-inch Black Chiffon Taffeta Silk—Warranted spot proof, and wear guaranteed; price the yard \$1.00
- 26-inch Black Jap Silk—The 75c. quality; our special price the yard 68c.
- No. 1,000 Yard-Wide Black Guaranteed Taffeta—Still in the lead; our special price the yard 93c.

Jewelry Dep't.

READY FOR THE HOLIDAY SEASON.

As the Holiday season approaches, our stock increases, we are now showing a complete line of everything to be found in a jewelry store. Watches, Clocks, Jewelry, Cut Glass, Sterling Silver and Silver-Plated Ware, Rings of every description—Set Rings, Chased Rings, Plain Rings, Signet Rings and Baby Rings; all solid Gold; prices ranging from 50c. up. Brooches, Cuff Buttons, Scarf Pins, Fobs, Chains and Lockets, in solid Gold and Gold-filled and Sterling Silver.

The best selection of Hat Pins in the city, from 25c. up. See our line of Mantel and Parlor Clocks—8-day, half-hour strike, in Ormolu Gold and enameled. The designs are new, the finish beautiful, rich gold, and guaranteed not to tarnish.

Sterling Silver Tableware and fancy pieces; tea and table-spoons, Knives and Forks, Cream, Gravy and Soap Ladles, Oyster Forks, Iron Tea Spoons and Dishes, Bread Trays, Ice Cream Sets, Carving Sets in Sterling Silver, Pearl and French Stag; Pearl-handle Fruit Knives, etc.

Our line of Cut Glass is second to none. The shapes, designs and cuts are new. Bowls, Vases, Pitchers, Cruets, Nappies, etc. Get our prices, compare our glass with others' and see for yourself the extra good values we are showing.

Orders taken for Engraved Visiting Cards and Wedding Invitations.

COMFORTS.

- 25 Bales Nice Large Comforts—in all colors, from 75c. to \$3.50
- Also the Nicest Satine and Silkline Comforts—Filled with the finest white cotton, from \$1.98 to \$1.50
- Extra large size.
- Fine Down Comforts—Beautiful, from \$3.50 up to \$10.00

Special Sale of Coat Suits and Cloaks

For Monday only we offer a 10 per cent. Discount

On our entire line of Coat Suits and Cloaks. The stocks at this season contain many excellent values and this special offering will no doubt appeal to all who have not yet made their purchases. We expect to make this a very interesting sale.

In addition to the general discount we will have some very special values.

- Light Tan Coat, regular price, \$75, for Monday only \$37.59
- Beautiful brown Silk Shirt Waist Suit, new and best quality Taffeta, regular \$35, for Monday only \$30
- New and very swell brown Crus. Velvet Suit, the latest thing in the cities, regular \$50, for Monday only \$40

Mother's Friend Waists

FOR BOYS.

When you buy one of these, you get the best. Ours are new, in white and colored, plaited, at 50c. and 75c. With or without Collars.

TWO SPECIAL LOTS.

One lot is a white, plaited 75c. Waist, which we sell at 50c. as long as they last.

The other is an elegant \$1.00 colored Waist, we shall sell at 75c. all gone.

MEN'S LONG WHITE APRONS.

For soda fountain, beef market, grocery store, etc., only 25c.

White Waiter Jackets.

50c. to \$1.25. Our new stock of Waiters' Coats, bought for Thanksgiving and Christmas, is just what the people want. They are made of fleeced drill and duck, in new, nobby style, at 50c., 75c., \$1.00 and \$1.25

Hundreds of Thousands of Votes Have Been Cast for the Libraries.

The contest has assumed great proportions. The city's political contests aren't one whit warmer. In fact all contests fade into insignificance when compared to the Gift Library Contest. There was upwards of 75,000 votes cast the first week and over 200,000 the last week. Isn't this significant? Indications point to a similar increase in this week. March 2-1, 1905, will be a red letter day for some deserving institution. It is for you to decide what institution shall be embellished by these rich treasures. Delinquency may prove the undoing of our plans. Now is the time. Vote every opportunity, should be the watch-word.

Dress Goods

46-inch Brown Mixed Scotch Suiting

for winter Coat Suits; regular price 85c. Special price for Monday, the yard 59c.

56-inch Brown Suiting—Sponged and shrunk; an extra value for \$1.10. Special price for Monday, the yard 98c.

28-inch Heavy Mixed Suiting—Colors: blue and green; regular price 50c. Special price for Monday, the yard 39c.

28-inch All-Wool Covert Cloth—Black and all the leading colors; regular price 50c. Special price for Monday, the yard 38c.

26-inch All-Wool Cloaking—For Jackets, Coats and Walking Skirts; regular price \$1.25 and \$1.00. Special price for Monday, the yard 89c.

46-inch Seal Brown Zibellens—For Coat Suits; regular price \$1.00. Special price for Monday, the yard 69c.

Black Dress Goods

54-inch Black Ladies Cloth—Good, smooth quality. Special price for Monday, the yard 79c.

38-inch Black Extra Heavy Wool Canvas—Regular price 50c. Special price for Monday, the yard 39c.

54-inch Heavy Black Broadcloth—All wool, won't wear rough; price the yard 98c.

54-inch Black Sponged and Shrunk Cheviot—Warranted to give satisfaction in every respect; price the yard 98c.

46-inch Black Poplin—One of the best values on the market; regular price \$1.25. Special for Monday, the yard \$1.00

50-inch Black Edging—Medium weight, a hammer for \$1.00. Special price the yard 85c.

Table Linens.

72-inch German Linen—Warranted all pure Linen; assorted patterns; a splendid value at the regular price of 75c.; special price, the yard 50c.

72-inch Bleached Linen—Good assortment of patterns; a good seller at the yard 75c.

Satin Damask Table Linen—Full 2 yards wide; good heavy quality; with beautiful soft finish; assorted patterns, the yard 98c.

Better Quality of Linens—In Assorted patterns; all 72 inches wide and all good strong values; the yard, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50 and \$3.00

All Pure Linen Napkins—Good full size, bleached; warranted pure Linen, the dozen \$1.24

German Linen Dollies—Medium size, all pure Linen, assorted patterns; a good value at, the dozen 98c.

Extra Large Dinner Napkins—Satin damask finish, good heavy Linen, assorted patterns; our regular \$4.00 goods; special, the dozen \$2.98

Notion Department

We have a Complete Line of Dolls—

- Bisque Dolls, Kid Dolls, China Dolls, Dressed Dolls, etc., all prices, from 1c. to \$30.00
- Children's Linen Books—With bright pictures, prices 5c. to 48c.
- Quadruple Plate, Silver Back, Hair Brushes—Worth \$1.00 each; our price, each 50c.
- The Extraordinary 10c. Tooth-Brush Sale Continues—Why pay 25c. when you can buy the same thing here for 10c.
- Celuloid Soap Boxes 25c.
- 1 Large Paper of Assorted Black Pins, only 5c.
- Ladies' Wrist Bags—With long and plaited handles, 25c. to \$2.25

Ladies' Furnishing Department

Pure Linen Handkerchiefs—With initials; Special price, each 10c.

or 2 for 15c.

Ladies' Driving Gloves—in black, gray and brown, formerly sold for 50c. per pair, your choice, per pair 15c.

Infants' Fine Ribbed Silk and Wool Vests—Prices, each 75c., 85c., 90c. and \$1.00

Infants' Knit Bands—All sizes, \$1.00

One lot of Children's Mittens—in black and brown, at 10c.

Ladies' Mittens—Assorted colors and prices, from 25c. to \$1.00

Boys' Black Cat Heavy Cotton Hose—All sizes, at 25c.

Boys' and Girls' Ribbed School Hose—All sizes, at per pair 15c. or 2 pairs for 25c.

Ladies' Plain Black Worsted Hose—At per pair 35c. or 3 pairs for \$1.00

Ladies' Black Cashmere Hose—Spliced ankles and soles, French feet, all sizes, at 50c.

Children's Wool Leggings—in black, red and white, for 50c.

Laundry Bags—Assorted colors, 55c. and 60c.

A Complete Line of Ladies' Fancy Embroidered Collars—At 15c. and 25c.

\$2.25 Blankets at \$2.58.

Leaksville and Bilkin Blankets—a big bargain at \$2.58 per pair; our price only \$2.48

Also 200 pairs, eleven-four, worth \$4.50 to \$5.00; our price \$3.98

50 pairs, twelve-four, worth \$6.50, at \$5.98

11-15
N. Tryon Street

The Little-Long Co.

DEPARTMENT STORES, CHARLOTTE, N. C.

12-14
W. Trade Street