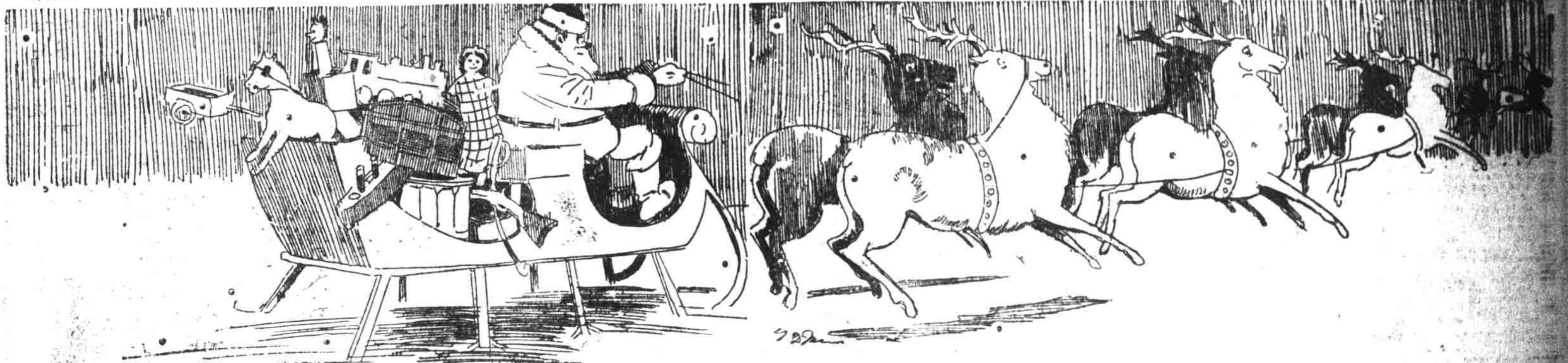


GRAND SIX-DAY SANTA CLAUS SALE

With Christmas only just one week off and there being only six shopping days left gift-hunters must be up and on the alert. Every arrangement has been made to expedite shopping. Holiday lines are shown to best advantage. They are scattered so that all may have an opportunity to make selections with the utmost satisfaction. ALL HOLIDAY GOODS MUST GO THIS WEEK. This week's grand wind up Christmas Sale will be conducted with much enthusiasm and prices will be made to cause quick buying. The varieties are unusually fine and stocks consists of everything new, desirable and wanted for gifts for all—the old the young; every person applying here may be abundantly satisfied.

THE TOY STOCKS will melt away at a fast rate. We advise selecting toys early in the week and avoid disappointment. Extra salespeople will be employed, and you'll be promptly waited on. Remember, that it is not only toys we are making a specialty this week, but you'll find here the handsomest displays of the more substantial goods at prices decidedly in reason. x x x x x x x x x



ALL HAIL TO SANTA CLAUS AND HIS FLEET-FOOTED REINDEERS

Best Stock and Greatest Jewelry Business in Years

The past week holiday shoppers who made the rounds of the stores were given an opportunity to learn of the merits of our Jewelry stock. Very few instances of those who inspected here, who, afterwards, looking elsewhere, but what returned to us and made their purchases.

The varieties are satisfying, the goods are meritorious and worthy of the attention of the most particular gift-hunter.

If there is anything you wish to buy in the Jewelry line for a present, you will do well to see the special offerings this week.

There is no doubt of saving money on your purchases.

It stands to reason that we can sell for less when Jewelry is only one of a quarter of a hundred departments of our three stores.

The head of our Jewelry Department is Mr. Zweir, one of the foremost jewelers in this country. For many years he was connected with the Farris Jewelry Store, giving him the additional experience to his already splendid knowledge he obtained years ago of the Jewelry business in a large manufacturing establishment.

Whatever you buy here this week you will find exactly as represented, and you'll not be ashamed of the present you selected. We name below a few articles that will make desirable gifts. If you find what you want rest assured you will not pay too much for it.

Toilet and Manicure Articles, Combs, Brushes, Mirrors and small Novelties, Puff Boxes, Military Brushes, Shaving Sets, Writing Sets, Whisk Brooms, etc.—all Sterling Silver, new designs, good weights, and at prices that make good im-

pressions and happy buyers. Our line of Hat Pins can't be beat; about 400 to select from; from 25c. up.

Sterling Silver and Gold-Filled Watches, Rings, Cuff Buttons, Brooches, Scarf Pins, Cuff Pins, Chains and Locketts, Solid Gold, Gold-filled and Sterling Silver.

See our Tryon Street window for a grand display of Clocks, Cut Glass and Toilet Articles.

We engrave everything we sell free of charge.

Christmas Novelties in Chinaware Department.

The Chinaware Department on the Bridge is no less interesting than other holiday sections of the Big Stores.

The handsomest China Sets, Tea Sets, Dinner Sets, Toilet Sets; in fact, everything wanted by the housekeeper.

The man who wishes to give his wife a gift Christmas morning will find the handsomest and most appropriate present—one that the entire family would appreciate—in our Chinaware Department.

There are also numerous new and pleasing novelties on the Bridge. Don't miss this section when you visit the Big Stores this week.

One-Half Price.

CLOAKS.

Ladies' Cloaks, a pretty line in three-quarter Tourist Coats and short, tight-fitting and loose coat with belt. Tans, Castors and Black Kerseys and Coverts at the popular prices—\$10, \$12.50, \$15 and \$20.

Misses' and Children's Cloaks in full length, three-quarter and half length. These goods are well made of good material and the neatest style. Prices from \$1.98 to \$15. We sell these special at 10 per cent. off regular price.

WALKING SKIRTS.

Handsomest line of Walking Skirts you will find anywhere. All styles that are good of the best and most popular materials—Cheviot, Panama and Cravenette. Prices from \$1.00 to \$15.00

UMBRELLA SALE.

Most everyone wishing an Umbrella, who applied here since our Half-Price Sale began, bought. There is no doubting the fact that these holiday Umbrella offerings are tremendous values.

We have provided abundantly for our patrons, knowing that Umbrellas



make preferable gifts.

Like values are not in existence in Charlotte. You'll be convinced after an inspection of our Umbrella lines of our claims.

COATS.

Fine Quality—the greatest bargains ever offered here; plaited and ruffled. Prices from 75c. to \$3.00.

DRUGGETS

Imitation Oriental, 9x12; handsome colorings and designs; regular \$40 value. Special, \$35.50. Axminster Druggets, 9x12, worth \$27.00. Special, \$25. High-Grade, All-Wool Smyrna Druggets, 9x12, good values at \$27.50. Special, \$25. Besides these there are many excellent values being offered in this department. It will be to your interest to investigate. We take pleasure in showing, whether you buy or not. Elevator—Third Floor.

CURTAINS, RUGS, ETC. We are now showing a very handsome line of Curtains, Rugs, Art Squares, etc., for the holiday trade. Nothing nicer for an Xmas present than a nice rug. We have brought on a line of Imitations of real Oriental rugs for the Christmas trade that are proving speedy sellers. Do not fail to see them.

Millinery

Ladies should bear in mind the special values in evidence during this big wind up holiday sale in the Millinery Department. If you find here what you want, prices will be made to meet your approval. In a short while Miss Gibson, who has been so successful this season, will finish her season with us. See her at once if you wish anything made to order.

CHILDREN AND INFANT DRESSES.—DON'T FORGET THE BABIES.

We have a handsome line of Delany Little Dresses for the little girls, made of the nicest materials and finished as neatly as possible. We make them yourself.

Infants' Sacques, made of fine white and colored cottons, cashmere, also in blue and orange.

We also have a line of Infants' white and colored gowns, cashmere, also in blue and orange. Prices from 75c. to \$1.75.

RAIN COATS.

Rain Coats in Oxford, Black and Brown; neatly made; full sleeve; with and without collar. Price \$10, \$12.50 to \$17.50.

MEN'S RUBBER AND COVERT COATS \$3.00 to \$5.00

Men who do not care to be bothered with Umbrellas should wear a coat that will throw off the rain. You'll lose a half-dozen umbrellas to one coat.

BOYS' RUBBER COATS \$2.50

Every School Boy should be provided with a good, substantial Rubber Coat—one that will last until he outgrows it—the kind we are selling to-day at \$2.50.

KIMONAS

Ladies' Long and Short Kimonas, also evening Sashes in double faced outing flannel in all the pretty colors, light shades in pink, blue, also red. Prices from 75c. to \$2.00.

CURTAINS

Our line of Long and Porlore Curtains, made to order, and from the finest quality materials. We have a large stock of patterns you can select from. Prices from 75c. to \$3.00.

SKIRTS

Assortment of Mercerized Petticoats in black, good quality, neatly made, some trimmed in taffeta ruffles. Prices from 75c. to \$3.00.

Robes and Dressing Sacques Elderdown Robes also Dressing Sacques in blue, pink, red and ivy, with cord and tassel also strap in neck. Price \$3.00, \$4.00 and \$5.00.

Library Contest Votes

The Library Contest Voters have necessitated our ordering 10,000 more tickets. If you will watch the Big Store's ballot box for a few moments you will quickly perceive that this order will have to be duplicated many times ere the great contest closes. The votes will run up into the millions. Just think of the many things you can vote on in the Big Store. Almost everything except the butcher, the baker, and the grocer. It takes three ballot boxes for our voters. Get in the swim and vote.

CHRISTMAS CANDY At a Saving.

Parents whose duty it is to provide Candy for the home Christmas, and those having in charge parties and Christmas Trees, will find it to their interest to come here.

A fresh supply will arrive Monday. The finest Candy ever sold at 10 and 20 cents per pound. It is strictly pure, and equal to many brands selling at twice the price.

We will have sufficient stock this week to furnish our patrons in any quantity wanted.

Macaroons, Peanut Clusters, Chocolate Wafers, Trilbys, Chocolate and Vanilla Fudge, Chocolate Caramels, Pecan Nuts, Nangatines, etc. Our special price, per pound, 20c.

Marshmallows, Salted Peanuts, Peppermint, Bon Bons, Coconut Kisses, Jelly Strawberries, Cream Peppermints, French Mixture, Fudge, etc., at 10c. per pound.

LADIES' FURNISHINGS.

Ladies' Golf Gloves, assorted colors, at 25 and 50c. per pair.

Ready-Made Sofa Pillows, with satin tops, at \$1.50.

Sofa Pillow Tops, at 25 and 50c.

New line of Ladies' Fancy Collars, assorted styles and colors.

Cream Lace Collars, nice for Christmas presents. Prices from 85c. to \$5.

New and complete line of Fancy, Plain and Embroidered Linen Handkerchiefs for the holiday trade. All prices, from 5c. to \$5.

Black and Cream Silk Shawls, \$1.25 to \$6.50 each.

Centmeri Kid Gloves make handsome Christmas presents—a new lot; all colors and sizes.

SIX-DAY SALE OF COAT SUITS.

Many of the very best values will be in evidence in the Coat Suit Department during this grand wind-up Holiday Sale at the Big Stores.

Ladies wishing stylish apparel, ready-made and correctly tailored, should avail themselves of this week's offerings.

The \$5 and \$8.95 Lines will continue to attract bargain hunters this week in ready-to-wear apparel. You will find in these offerings many Suits of the latest patterns. The Suits at \$3.98 are marvelous values. The material for the skirt alone would cost you more.

Other Coat Suits made in the latest style, colors and material. These are selling at 20 per cent. off regular prices, ranging in price from \$15.00 to \$30.00.

NOTION DEPARTMENT.

Ladies' Wrist Bags, in tan and black; assorted styles, 25c. to \$5.00.

Small Purses for children at 10 and 25c.

Quadruple-Plate Silver-Back Hair Brushes. Our price, 50c.

Celluloid Soap Cases, at 25c.

Our store is Santa Claus' headquarters for Dolls. We have a complete line of Bisque Dolls, China Dolls, Dressed Dolls, Kid Body Dolls, Unbreakable Dolls, Rag Dolls, etc. All prices, from 1c. to \$20.

Don't forget to see our Bibles and Testaments.

HANDSOME FURS.

For the next Six-Day Sale we have provided an unusually handsome line of Furs—everything new and stylish. In fact, our present lines eclipse all former showings. You cannot make a better present than give a Fur Set. The lowest prices for goods of this class ever sold here will prevail during the holidays.

11-15 N. Tryon Street

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

12-14 W. Trade Street