

# Positively the Newest Creations in Dress Goods

Silk Batiste, with shadow prints, positively the swiftest Spring Dress Goods on the market. Price the yard . . . . . 50c.

Printed Silk Tissue, all the new, dainty colorings and combinations of colors. Price the yard . . . . . 25c.

New Printed Shadow Checks, with floral designs. Price the yard 8 1-3c.

New 52-inch Grey Chiffon Panama, the popular shade. Price the yard . . . . . \$1.00.

36-inch Silk Warp Aeolean; colors, Grey, Cream and Light Blue. Price the yard . . . . . 50c.

56-inch Cream Hair Line Chiffon Panama; nothing makes a handsomer Eton suit. Price the yard . . . . . \$1.50.

44-inch Grey Shadow Checks. You are fortunate if you secure a suit of this. Price the yard . . . . . \$1.00.

All-Wool Nuns Velling; plain ground with small checks and dots. Price the yard . . . . . 48c.

50 New Dress Patterns in Silk and Wool, all the popular Greys, Lavenders, etc. Price the yard . . . . . 75c. and \$1.00.

56-inch Grey Plaid Panama—makes a serviceable and stylish suit. Price the yard . . . . . \$1.50.

52-inch Cream Serge, good, smooth weave. Price the yard . . . . . \$1.00.

## NEW SILKS

27-inch Grey Radium Silk, positively the correct shade of grey. Price the yard . . . . . \$1.00.

New Grey Peau-de-citron, with pink floral design. Price the yard \$1.25.

27-inch Grey Hair Line Checks, for suits and waists. Price the yard 75c.

Grey Taffeta Checks and Stripes. Price the yard . . . . . 50c.

## Jewelry Department

This department is no longer in its infancy, but has become a full grown Jewelry Store in the strictest sense of the word. Diamonds, Watches, Cut Glass, Silverware and Clocks. We have always given extra good values and we shall continue to do so, and offer for sale only such articles that we can fully guarantee and we never under any consideration misrepresent anything.

April, the month of Diamonds, is close at hand. What would be more appreciated by wife or sweetheart than a beautiful Diamond Ring or Brooch? We carry in stock a select line of fine, perfect stones, loose or mounted Rings and Brooches.

Watches of every description—Ladies' and Gentlemen's sizes. Take a look over our stock of Ladies' Chat-lain Watches; they are beauties and you will agree with us that our prices are reasonable.

Rich Cut Glass—we are proud of our line. It's a pleasure to show it. Our prices are so very much lower than others ask for the same class of goods that our friends and patrons always leave our store with the satisfaction of knowing that they received good value in return for the money spent.

Sterling Silver and Plated Ware—Sterling advanced just a little in price, but we are doing our best to hold it down. Our stock is at its best now; just anything you can think of. Fancy pieces and flat ware; anything from a tea spoon to a chest of silver; beautiful patterns to select from. We engrave all the Silverware we sell FREE OF CHARGE.

Novelties of every description. We are now showing Spring and Summer goods. Belt Buckles, Waist Sets, Collar and Cuff Pins, Bracelets, Hat Pins, Fobs, Chains, Lockets; just everything that should be in a jewelry store.

Just arrived, 50 Alarm Clocks; extra well made and attractive; very loud alarms, good time-keepers. Everyone guaranteed. Popular price \$1.00 each.

Orders taken for Engraved Visiting Cards and Wedding Invitations.

# Fashion's Center

## THE BIG STORES

FOR years these stores have been reckoned as the Center of Fads and Fashions. It has grown and grown till it has become a universal saying that "what you get at Little-Long's IS RIGHT."

Every Department is now blooming with Spring's Newest Productions.

On Thursday  
Friday and  
Saturday,  
March 29th,  
30th and 31st,

we invite the public  
to attend our



First Millinery Opening  
To be Held in  
Our Tryon  
Street Store.

Our Second and Grand  
Millinery Opening for  
the season will be announced later.

Railroad fare will be paid to anyone purchasing \$40 or more within a radius of 40 miles. Freight paid on orders amounting to \$5.00 and upwards within a radius of 500 miles.

## Carpet Department

The third floor of our Trade Street store is filled with all kinds of bargains in house furnishings. This season has brought many beautiful things in the way of floor coverings, and while we confine ourselves strictly to first-class goods, we can give you prices on all these that you would pay at other places for inferior goods. Our stock of Carpet Size Rugs is in better shape now than ever before. Many beautiful, all new designs are being offered at prices under their value:

- One-piece Wool Fibre 9x12 at \$12.50
- One-piece Tapestry Brussels 9x12 at \$16.50.
- One-piece Kashmir 9x12 at \$12.50.
- One-piece Royal Axminster 9x12 at \$22.50.
- One-piece Velvets 9x12 at \$22.50.
- Two and Four-piece Velvets 9x12 at \$20.00.
- Good Quality Wiltons 9x12 at \$35.00.
- Best Wiltons 9x12 at \$40.00
- Best Wiltons 6x9 at \$22.50.
- Two-piece Axminsters 6x9 at \$16.50.
- One-piece Orientals 6x9 at \$16.50.
- One-piece Orientals 9x12 at \$25.00.
- Cross-seam Brussels 9x12 at \$12.50.
- All-Wool Ingrains 9x12 at \$7.00.
- All-Wool Ingrains 12x12 at \$10.50.
- All-Wool Ingrains 12x15 at \$13.50.
- Pro-Brussels 9x12 at \$7.00.
- Pro-Brussels 12x12 at \$10.50.
- Pro Brussels 12x14 at \$13.50.

## Mattings

It is impossible to give an idea of this line in print. You must visit the department. We, however, wish to call attention to one special lot of plain white China Matting—a 25c. quality—which we are going to sell for the next few days at 20c.

There will be many other good values in Mattings. Come and see them.

## Ladies' Furnishings

Just received, a new lot of Ladies' Lace Lisle Hose; assorted patterns to select from, at per pair . . . . . 50c.

Ladies' Black Lace Lisle Hose; special price per pair . . . . . 35c., or 3 pairs for \$1.00.

Ladies' Black and White Silk Hose; good quality, at per pair . . \$1.00.

New Belts—the latest styles—and prices from . . . 25c. to \$3.50 each.

A new line of Ladies' Wrist Bags, in Black, with Gilt and Oxidized trimmings. Prices . . . . . 50c. to \$4.00 each.

Ladies' Canvas Wrist Bags in Light Blue, Pink and White, for . . . . . 65c. and \$1.00 each.

## The Snappy Shoes for Ladies

Is "The Artistic" and "American Lady" in Patents, Vici and Gunmetal—Oxfords or Boots—at

\$3.00.

## Coat Suit Department

Coat Suits in Cream Serge, good quality, made Pony Jacket, half tight-fitting, unlined, collar and cuffs of black velvet, circular skirt, plaited panel Price . . . . . \$25.00.

Eton Suit in Cream Chiffon Panama, elbow sleeve, trimmings of silk and braid, handsome skirt, with plaited panels, jacket lined with silk. Price . . . . . \$27.50.

Eton Suit in Blue Voile, plaited back and front, elbow sleeve, collar and cuffs of blue taffeta, finished in buttons and tinsel braid, circular skirt, with plaited panels. Price . . . . . \$27.50.

Hand-Embroidered Shirt Waists, made of pure white linen, medium weight, buttoned in back and front, long and short sleeves. Price . . . . . \$3.50 to \$6.00.

Handsome line of Silk Waists, in Jap. White and Black, plain tucked back and front, others embroidered and trimmed in Val Insertions and Medallions, short and long sleeve. Prices from \$2.00 to \$5.00.

### Special in Skirts

We wish to call your attention to a special reduction in Ready-to-Wear Skirts; Panama, Serge, Cheviot, Broadcloth and Brilliantine; all good styles; worth from \$5.00 to \$7.50. Your choice Monday at . . \$5.00.

Sole Agents for  
Contemeri Kid  
Gloves.

# The Little-Long Co.

DEPARTMENT STORES, CHARLOTTE, N.C.

Sole Agents for  
Ladies' Home  
Journal Pat-  
terns.