

# The Greatest Showing of Fine Millinery, Coat Suits, Dress Goods, Silks, White Goods, Nets, Laces, Embroideries, Summer Underwear, Etc., That is Being Shown in the Carolinas

Our Millinery Department has surpassed all previous records. We ask our customers to be patient with us in our Millinery Department, as we employ only Experienced Trimmers, and every Hat leaving our workroom has to be examined and finished by our Head Trimmer, MISS WHITNEY, who is an Artist at the head of her profession. \* You have the same protection in our Coat Suit Department. Every alteration made is required to have the approval of MISS WILKIE, which is sufficient guarantee for its correctness.

## Dress Goods

- 50-inch Shadow Plaid Grey Panama, the goods every merchant is clamoring for to-day. WE HAVE IT. Price the yard . . . . . \$1.25.
- 56-inch Plain Grey Panama; another very desirable number. Price the yard . . . . . \$1.39.
- 44-inch Grey Chiffon Suiting. Price the yard . . . . . 75c.
- 52-inch Cream Chiffon Panama; one of the leaders. Price the yard . . . . . \$1.00.
- 52-inch Cream Serge, good quality, smooth finish. Price the yard . . . . . \$1.25.
- 42-inch Velling, Batiste, Crepe, etc. Colors, Grey, Cream, Old Rose, Green, Heliotrope, Navy and Black. Price the yard . . . . . 75c. and \$1.00.
- New Shadow Print Warp Silk Aeolean, POSITIVELY NEW. Price the yard . . . . . 50c.
- 35-inch Silk Aeolean, with Satin Dots; colors, Grey, Cream and Light Blue. Price the yard . . . . . 50c.

## Black Dress Goods

Our stock of Black Dress Goods is the best that we have ever shown. Chiffons, Aeoleans, French Voiles, Silk Warp Batistes, etc.

## White Goods Department

- No. 1,000 Linen Lawn, at the old price . . . . . 35c.
- 46-inch White Silk Batiste, the leader in white goods. Price the yard . . . . . 75c.
- 45-inch White Mercerized Batiste. Price the yard 35c., 50c.
- White Wash Chiffon; beautiful material for shadow embroidery work. Price the yard 35c., 50c., 60c. and 75c.
- 19-4 White Linen Sheeting for sea shore suits. Price the yard . . . . . 85c., \$1.00 and \$1.25.
- 36-inch Plain White Linen. Price the yard . . . . . 30c.
- Fine Sheer Embroidered Batiste. Price the yard . . . . . 25c.
- White Dotted Swisses, small, medium and large dots. Price the yard . . . . . 25c., 35c., 40c. and 50c.

## Silks

- 36-inch Chiffon Finished Taffeta; colors, Grey and Navy. Price the yard . . . . . \$1.25.
- 27-inch Grey Radium Silk; the new silk, in the popular shade. Price the yard . . . . . \$1.00.
- Grey Printed Warp Radium Silk; Pink Floral Design. Price the yard . . . . . \$1.25.
- 36-inch Black Radium Silk; extra high lustre. Price the yard . . . . . \$1.50.
- 26-inch White Jap Wash Silk. Price the yard 30c. to \$1.00.
- 27-inch Grey Printed Warps, checks and stripes. Price the yard . . . . . 75c.
- 27-inch Water-Proof Oriental Silk; White, Black and all colors. Price the yard . . . . . 50c.

## Ladies' Furnishings

This department you will find ready to fill your many wants.

### HANDKERCHIEFS

Plain, narrow hem, all sheer linen, 10c. each; \$1.00 dozen.  
Faintly new designs in embossed, very sheer linen. 25c., 30c., 50c., 75c., \$1.00. A beautiful box with six Handkerchiefs \$1.50, \$2.00, with Easter card—nice presents for Easter. Small boxes with three Handkerchiefs, for children, 35c.

### FANS FANS

You will find this line of Fans well selected. Everything new and prices for all, 5c. to \$5.00.

### HOSE HOSE

Ladies' all pure Silk Hose; Black, White, Pink, Grey, Red, Blue, Green, Lavender, Tan and Champagne. \$1.00 to \$5.00.

Silk Lisle, very thin; 50c. to 75c. Very Thin Plain Lisle 50c. Extra good line Lisle 25c.; 2 for \$1.00.

### CHILDREN'S HOSE

Lisle and Cotton Hose; sizes 4 to 9; colors and black. Prices 10c. to 50c.

### NECKWEAR

In Scarfs we have Net, Lace, Crepe de Chine, India Silk and Duchesse Lace, 50c. to \$5.00.  
Baby Irish Stocks, with or without tabs; Chimettes, large collars and everything worn for the neck.

### BELTS BELTS

Leather Belts for Children; Red, White and Black, 15c. to 25c.  
Ladies' Belts in Silver, Gold, Swede, Leather, Persian Silk and Linen; all colors, with white and black, 25c. to \$3.50.

### HAND BAGS

A large assortment of shapes and colors, in Leather, Cloth and Linen, to match your linen gowns, 25c. to \$5.00.

### RIBBONS RIBBONS

There is nothing that adds to your spring gowns as much as Ribbon. The beautiful shades in Persian Ribbon will be found with us. Everything in Plain, Liberty Satin, Soft Taffeta and Gros Grain; all widths.



## MISS HELENE ROSEDALE,

### EXPERT CORSETIERE

Will fill a week's engagement at our store demonstrating and fitting the celebrated

## Lyra CORSETS

AND

## American Lady CORSETS

You are invited to call and consult her.

Monday, April 9th, to Saturday, April 14th



## Dry Goods

New Galates—We sell only the genuine Bauhausers goods, made by the Manchester Mills. Every yard guaranteed; Nothing takes the place of this for Boys' Waists and Children's Dresses. Price the yard . . . . . 15c.

Colored Linen for Shirt Waist Suits; warranted all Linen. Price the yard . . . . . 25c.

## Draperies

- 36-inch Printed Burlap. Price the yard . . . . . 15c.
- Plain Burlap, in solid colors. Price the yard . . . . . 15c.
- 36-inch Silkline; all the new spring patterns. We handle only the best quality. Price the yard . . . . . 12 1-2c.

## White Quilts

Positively we have no competition in this line. The sweetest line of White Quilts that has been shown in this city. Prices from . . . . . \$1.00 to \$3.00 each.

## Towels

Everything in the way of Towels, from a barber's 5c. towel to the finest All-India, Hand Drawn-Work . . . . . \$1.00.

## Table Linen

- Our best numbers are \$1.00 and \$1.25, with Napkins to match.
- 72-inch Hemstitched Silver Bleached Table Linen. Price the yard \$1.50. Napkins to match.
- 72-inch Plain Table Damask. Price the yard \$1.50, \$2.50.

## Notion Department

- Just received a lot of D. M. C. Embroidery Cotton—all numbers.
- Bradley's Wildwood Violet Toilet Water at 25 and 50c. per bottle.
- Bradley's Woodland Violet Perfumed Ammonia at per bottle . . . . . 10c.
- Woodland Violet Toilet Talcum Powder at 15c. per bottle. A lot of Pearl Buttons; all sizes; worth 10c. per dozen. Special price per dozen . . . . . 8c.
- One lot of Hair Brushes—worth 50c. and 75c. Your choice each . . . . . 38c.
- Snow White Shoe Polish, for cleaning white canvas shoes, at . . . . . 10c. per bottle.

## Fine China and Glassware

100-piece Dinner Sets in fine Haviland French China; beautifully decorated in violets. Sold everywhere for \$40.00. Special price . . . . . \$30.00  
100-piece Dinner Sets in finest Austrian and German China; four pretty new designs and all new shapes; regular \$25.00 and \$30.00 sets. Special at \$18.00 and \$20.00.  
100-piece Dinner Sets in fine American Porcelain; regular \$15.00 sets. Special at . . . . . \$12.50.  
Beautiful shaped, plain White Haviland French China Cups and Saucers. Special at . . . . . \$2.50 set.  
French China, decorated in Pink, beautiful shapes in open stock Cups and Saucers and Plates at \$3.00 doz.  
10-piece Toilet Sets, best grade of Porcelain and newest shapes and decorations. Special prices from \$3.50 to \$12.50.  
Fine China Parlor Lamps, some hand-painted, from \$1.50 to \$30.00.  
Fancy China Cake Plates, Salad Bowls, Cracker Jars, Vases and most anything in fine, fancy China, from \$1.00 to \$15.00.  
13-piece beautiful hand-painted China Fruit Sets; regular \$15.00 value. Special at . . . . . \$9.50.  
Fine Blown Glass Finger Bowls, plain. Special at . . . . . \$1.00 set.  
Plain Blown Glass Water Tumblers, sold everywhere for 75c. and \$1.00 dozen. Special at . . . . . 60c. dozen.  
1-2-gallon Water Pitchers, plain. Special at . . . . . 50 and 65c.  
Beautiful Imitation Cut Glass Punch Bowls, on Stands at . . . . . \$3.00.  
Pretty designs in Imitation Cut Glass Vases and Fruit Stands at . . . . . 35 and 50c.  
Tall, Plain, Blown Glass in Tea Tumblers at . . . . . 85c. and \$1.50 dozen.  
Plain Blown Glass Goblets, three shapes, at . . . . . \$3.00 dozen.

## Carpet Department

Our Carpet Department is filled with so many things necessary to the home. Many values are being offered, and many are taking advantage of our low prices on Carpets, Matting, Rugs, Shades, Trunks, etc. The department has never been in better shape to offer great values than at the present time.  
Our enormous stock of China and Japan Matting at present prices is going fast. More than fifty (50) different styles from which to choose.  
116 Warp China Matting, per yd. 30c. Roll of 40 yards . . . . . \$11.00.  
One lot China and Japan Matting, per yd. 25c. Roll of 40 yards \$9.00.  
One lot China and Japan Matting, per yd. 22 1-2c. Roll of 40 yards . . . . . \$8.00.  
One lot China and Japan Matting, per yd. 20c. Roll of 40 yards \$7.50.  
One lot China Matting, per yd. 15c. Roll of 40 yards . . . . . \$6.00.  
One lot of 9x12 Wilton Rugs worth \$40.00 each . . . . . \$35.00.  
Seamless 9x12 Velvet Rugs, worth \$27.50 each . . . . . \$22.50.  
Seamless Tapestry Brussels 9x12 Rugs, worth \$18.00 each . . . . . \$14.50.  
One lot 37x54 Axminster Rugs worth \$2.50 each . . . . . \$2.00.  
Your home is not complete without a nice Carpet or Druggit. Our prices are interesting and the same to all.

## Coat Suit Department

Eton Suits in Black Panama; short sleeves, trimmed in braid and buttons, Princess skirt, circular effect, with folds at bottom, silk-lined jacket. Price . . . . . \$50.00.  
Eton Suits in Black Invisible Plaid Panama, trimmed in straps of goods and buttons, with a touch of gold in braid, circular skirt, with plaited panels and folds, silk-lined jacket. Price . . . . . \$30.00.  
Eton Suits in Oriental Panama, short sleeves, trimmed in straps of material, piped with silk to match, and buttons, circular skirt, plaited panels, jacket lined with white satin. Price . . . . . \$17.50.  
Eton suits in White Brilliantine, double-breasted, short sleeves, trimmed in stitched taffeta, circular skirt, with fold around bottom. Price . . . . . \$18.50.  
Pony Jacket Suits, half tight-fitting jacket, long sleeves, made in cream serge, cuffs and collar of black velvet, circular skirt. Price . . . . . \$25.00.  
Voile Skirts in black, made in the latest styles, in circular, with plaited panels, trimmed in folds of goods or silk; also braided design in panels. Prices . . . . . \$10.00 to \$15.00.  
Taffeta Skirts in black, good quality of silk, circular, with plaited panels and trimmed in folds of material or black velvet ribbon. Prices . . . . . \$10.00, \$12.50, \$15.00.  
Sun Plaited Skirts in black and blue Mohair at . . . . . \$5.00.  
Black and White Shepherd's Plaid, sun plaited, at . . . . . \$7.50.  
Brown Linen Shirt Waist Suits, plaited and trimmed in pearl buttons, at . . . . . \$3.00.  
White Lawn Shirt Waist Suits, trimmed in Hamburg insertion, lace and tucks, at . . . . . \$4.00.  
White Suits in Eton and Pony Jackets, made in Union Linen and Duck; neatly made and trimmed, tall or finish. Prices from \$3.95 to \$7.00.  
Handsome line of White Shirt Waists in hand-embroidered Linen; taller finish, with laundered cuffs and collar; also the soft cuffs and collar. Prices from \$3.50 to \$7.50.  
Handsone line of Spring Skirts in Grey, Blue and Black Panama; circular effects, with sores, plaited panels; some trimmed in folds. Prices from . . . . . \$6.00 to \$17.50.

We prepay freight charges on mail orders of \$5.00 and over.

# The Little-Long Co.

DEPARTMENT STORES, CHARLOTTE, N.C.

Sole Agents for Centmeri Kid Gloves and Ladies Home Journal Patterns.