

Spring Goods At The Department Stores



Our Millinery Department was an easy winner at the great Millinery Openings in the Carolinas during the past two weeks. The most fashionable women tell us that our styles far surpassed all others and that our prices are much more reasonable.

With our twenty expert designers, trimmers and hat makers we were compelled to disappoint many of our customers in the delivery of their Easter Bonnets, but promise that during the coming week we will execute all back orders. Our wonderful facilities are inadequate for the immense patronage that we are receiving, however we shall put forth every effort to make deliveries as promptly as possible.



Coat Suit Department

We have more than doubled any previous season in this popular department. Every garment leaving this department carries a guarantee of fit, style and workmanship.

White Embroidered Robes

Handsome hand-finished Embroidered Robes, with founce of embroidery and bands of insertion. Price each \$12.50, \$15.00 and \$17.50.

Miss Patience Johnston, representing W. S. Belding Co., will continue her FREE lessons in Silk Embroidery. Remember, you get all the new ideas and instruction without a penny's cost.

White Parasols

New line White Parasols—plain, hemstitched and embroidery borders; natural wood and enamel handles. Price each \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$6.00.

Colored Umbrellas

New Colored Umbrellas. Plain and Persian Borders; all colors and combinations of colors to match any suit. Price each \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00.

White Waist Patterns

White Mercerized Batiste Waist Patterns, with bands of lace insertion; each waist pattern put up in separate box. Price each \$2.00, \$2.50.

Dress Goods

44-inch Grey Shadow Check Chiffon Panama. We were fortunate to secure two pieces of this desirable material yesterday. If you want a dress, buy it Monday—it won't be here Tuesday. Price the yard \$1.00.
50-inch Grey Plaid . . . the correct shade of grey. Price the yard \$1.25.
52-inch Plain Grey . . . the strongest value that we have shown this season in grey . . . the yard \$1.00.
46-inch Grey Check . . . Mohair; a strong dollar value. Special the yard 85c.

Knit Goods

46-inch White . . . the yard 75c.
48-inch White . . . the yard 85c.
30-inch White . . . Price the yard 50c.

Knit Goods

New 27-inch . . . for shirt waist suits and waists. Price the yard 75c.
27-inch Solid . . . popular weave and correct shade. Price the yard \$1.00.
36-inch Chiffon . . . wanted to wear. Price the yard \$1.25.
Our special . . . sold at 50c. a yard. All new, fresh goods. On . . . Price the yard 50c.
26-inch White . . . yard 35c.
27-inch Oriental . . . colors, white and black. Price the yard 50c.

Table Linens

We absolutely control the Table Linen business of the city. Anything that you want, from 25c. to \$3.00 per yard.

Napkins

We sell Table Napkins from 50c. to \$3.00 per dozen. Match all linens from \$1.00 up.

Special Embroidery Sale

Wednesday, when the City Clock Strikes Ten, we uncover one of the most magnificent lines of Embroidery that we have ever shown; some pieces in the lot worth 75c. a yard. There will be three prices on the entire lot. Lot No. 1—the yard 10c.; Lot No. 2—the yard 15c.; Lot No. 3—the yard 25c. Trade Street Store. (SEE WINDOW DISPLAY.) : : : :

Miss Rosedale has finished her engagement fitting American Lady and Lyra Corsets, and pleased hundreds of ladies. If you wish to be fitted in either of these makes, you can leave your order with Miss Lily Benson, at the Trade Street Store.

New Goods on the bridge

Plain White Porcelain Gravy Bowls. Special 25c. each.
Plain White Porcelain Cups and Saucers. Special prices at 40, 50 and 60c. per set.
Plain White English Porcelain Plates (three sizes) at 40, 50, 60, and 65c. per set.
English Porcelain Plain White Bowls and Pitchers (roll-in bowls. Special at 85c., 90c. and \$1.00.
Plain White Covered Dishes. Special at 35c. and 50c. each.
Decorated Covered Dishes—China or Porcelain—samples. Special prices at 75c., 80c. and \$1.00.
Plain Blown Glass Water Tumblers; blown, at 60c. dozen; pressed glass, 50c. dozen.
Tall Ice Tea Glasses, heavy bottoms. Special at \$1.50 dozen.
1-2-gallon Plain Glass Water Pitchers 50 and 65c.
Glass Syrup Pitchers, with fly-proof, nickel-plated top. Special at 25c.
3-inch Glass Berry or Fruit Bowls; pretty designs. Special at . . . 25c.
Pretty Glass Sweet Pea Vases; new shape. Special at 35c.
Beautiful Glass Punch Bowls, on stand. Special at \$3.00.
Plain Glass Fish Globes, on stand or flat bottom. Special at 65c., \$1.00.
100 dozen Austrian Plain White China Cups and Saucers; regular \$1.00 per set kind. Special as long as they last at 60c. set.

Notion Department

A lot of Shears and Scissors; worth 25 and 35c. At per pair 10c.
Pearl Belt Buckles at 25 and 50c. each.
Pearl buttons; all sizes; worth 10c. . . . At per dozen 5c.
A complete line of Box Paper and Envelopes; assorted styles and all prices from 5c. to 75c. per box.
Riviera Violet Talcum Powder—a luxury for the toilet table—large size bottle. At per bottle 25c.
Bradley's Woodland Violet Talcum Powder. At per bottle 15c.

Ladies' Furnishing

A lot of C. E. Corsets; light-weight Batiste; all sizes. Our special price each 25c.
On sale at the North Tryon Street Store.

Carpet Department

Your home is not complete without a Carpet, Drugget or a nice Matting, and there never was a better opportunity to possess one than at the present time. Our stock contains everything that one can desire—Carpets, Rugs, Mattings, etc., of the choicest patterns. We buy direct from the factories, in large quantities. It means a saving, and our customers get the advantage of it. It costs you nothing to have us make and put down a Carpet, except the price of the goods. You will find our prices are under the regular prices. First-class goods—the best that can be had—is what we mean to build our reputation on. Call and look over our enormous stock.

Window Shades

There was a time when our customers wanted some special width or length or quality in Shades, that we would have to say, "We'll have to make a special order for this." But that time is past, and it means much. Our stock of Shade goods contains all the best Shadings in all the popular widths, which eliminates the use of that "special order" spiel, and places at your command everything desirable in the way of Shades. We mount every Shade we make, on the latest improved Harishorn Rollers, and guarantee our work. What more can we do? Give us your orders; we appreciate them and will give them our best attention. Store shades a specialty.

We are headquarters for Seward's celebrated "Automatic" and Round-tree's "Roller Tray" Trunks; the best popular priced trunks in the world. A full line always in stock.
ELEVATOR—THIRD FLOOR.

We Prepare Charges on Orders of \$5.00 and Over

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

Sole Agents for Centemeri Kid Gloves and Ladies Home Journal Patterns