

A Week For Values and a Big Business



WITH a house full of all kinds of new merchandise, with prices that countless merchants cannot cope and too, with lines that were never better, this week we shall make a record breaker. Our stocks are the largest we have ever owned and merchandise never prettier. The Millinery stands foremost. The big sales up to date is proof of the correctness of style and prices. While our milliners are kept busy all day and a great part of the night yet we have placed extra help and think we can promise prompt deliveries. Anyway, we would ask that you get in line and place your orders a few days before you want your hats.



DRESS

GOODS

All-Wool Challie, White and Colored Ground, with Small Checks, Dots and Figures; Odd Lengths; worth 65c. Special price for Monday the yard 39c.

54-inch Grey Chiffon-Panama, the most popular number that we have shown. Price the yard \$1.00.

44-inch Grey Shadow Checks; positively we are the only house in the city showing this handsome imported material. Price the yard \$1.00.

56-inch Grey Plaid Panama; the most popular skirt material that is being shown this season. Price the yard \$1.50.

38-inch Figured Aeolean; colors, Grey, Cream and Light Blue. Price the yard 50c.

Fine, Sheer, Figured Organdie, new designs. Price the yard only . . . 15c.

Fine, Sheer, Figured Lawn; new and beautiful designs (washable) a good, honest value at 12 1-2c. Our price the yard 10c.

New Silks

35-inch Black, Guaranteed Taffeta Silk; a good dollar silk; guarantee on every yard. Special for Monday the yard 75c.

35-inch Black Chiffon Louisiana Silk; swell stuff for a handsome black skirt. Price the yard \$1.50.

35-inch White Japanese Wash Silk; the best grade. Price the yard \$1.00.

Oriental Water and Perspiration-Proof Silk; White, Black, and a full line of colors. Price the yard . . . 50c.

Genuine Radium Silk; every yard bears the name. Price the yard 50c.

Nets and All-Over Laces On The Bridge

46-inch Black Silk Net; warranted all Silk. Price the yard . . . \$1.25.

50-inch White Figured Net. Price the yard \$1.50.

46-inch White Figured Nets. Price the yard 65c, 75c, 85c, and \$1.00.

Plain White Linen Finished Panama (washable.) Price the yard 12 1-2c.

One lot White Poplin and Madras, odd lengths; regular price 12 1-2c. Special while they last Monday the yard 5c.

White Pebble Voile

For Eton Suits; a 12 1-2c. value. Special the yard 9c.

New French Lawn

45-inch Plain White Sheer French Lawn; one of the season's most popular fabrics. Price the yard 15c, 20c, and 25c.

White Wash Chiffon

45-inch White Wash Chiffon, for plain and embroidered suits. Price the yard 35c, 45c, and 50c.

White Silk Batiste

45-inch White Silk Batiste—our leader this season. Price the yard 65c and 75c.

Beautifully Decorated Haviland China Bread and Butter Plates; eight decorations. Special at \$3.00 dozen.

100-piece Dinner Sets in Austrian or French China; pretty designs in Pink or Green. Special from . . . \$18.00 to \$30.00.

10-piece Toilet Sets; 15 new decorations and shapes. Special from \$3.50 to \$12.50.

B. & H. Nickel Plated Lamps, round wick, with 10-inch white shade. Special at \$1.50, complete.

Fancy China Salad Bowls, Cake Plates, and anything in Fancy China at sample prices.

White Mountain Freezers; will freeze cream in four minutes, and last longer than any other freezer.

1 quart \$1.50.
2 quart \$2.00.
4 quart \$3.00.
6 quart \$3.50.

Water Coolers; galvanized lined;

pretty colors and designs.
1 1-2 gallon \$1.50.
2 gallon \$2.00.
3 gallon \$2.50.
6 gallon \$3.00.

Brooms—new lot at special prices, from 15c. to 50c.
White Cannon Cloth Skirts in four different styles; full, well made skirts; launder like linen. Worth any time \$1.50. Our price . . \$1.19.
Wash Suits in Duck, Linen and Cannon; also White Lawn and Brown Linen Shirt Waist Suits. Prices from \$3.00 to \$7.50.

Special Sale of Rugs

Beginning Wednesday, April 25th, at strictly 10 o'clock, we will sell while they last, 30-inch Jute Smyrna Rugs at 89c.
One lot of specials in Axminster; worth at all stores \$2.50. Wednesday only \$1.85. Positively None of These Sent on Approval.

SEE OUR DISPLAY WINDOWS.

Coat Suit

Department

Special Sale on Separate Skirts

Big line of Sample Skirts in Black, Grey, Plaids and Blue Panama, Light-Weight Worsteds and Chiffon Panama; also Cream Skirts in Serge and Worsteds, bought at a reduction and will be on sale Monday. Prices from \$5.00 to \$12.50.

White Linen Shirt Waists; made of medium-weight linen; some plain tucked front and back, shirt cuffs and collar; others embroidered in pretty designs as perfect as any hand-work. Prices from \$2.50 to \$7.50.

Handsome suits in White Linen, Eton Jacket and Skirt, elaborately braided and panels of open-work in jacket and skirt. Price . . . \$20.00.
Separate Skirts in White Linen, made circular effect, with plaits front and back, or folds at bottom of skirt; tailor finish. Prices \$5.00 to \$6.00.

Kimonas

Pretty line of Summer Kimonas; long and short, in Lawn, Silkoline and Cotton Crepon; also the short, Jap Kimonas in Silk. Short Kimonas and Sacques from 50c. to \$7.00.
Long Kimonas in Lawn and Flannel \$1.25 to \$10.00.

Notion

Department

Special sale of Fancy Baskets this week; assorted styles and colors. Picnic Baskets. Special price 25c. each.

Flower and Fruit Baskets; assorted colors, at 25c. each.

Waste Baskets from 25c to \$4.00. Large Clothes Baskets \$1.25 to \$3.00 each.

A lot of Toilet Soap, in Violet, Rose and Lilac; worth 5c. per cake. Special price per box of three cakes 10c.

Borated Talcum Powder (perfumed) softens and purifies the skin. Price for this week per box . . . 44c.

See our display of Simmons' Keen Kutter Scissors and Shears. All prices from 50c. to \$1.00.

A beautiful selection of Japanese Napkins at 10c. per dozen.

Celuloid Soap Cases, in Pink, Light Blue, etc. at 25c. each.

JAPANESE SCREENS, handsome designs to select from; worth \$1.50 each. Special price 96c.

Carpet

We have a large stock of Carpets, Mattings, Rugs, Curtains, Linoleums, etc., at your disposal. The choicest of the markets are contained in this stock, and we feel that we have what you need, what you want, and at the right price. The time is here for spring cleaning—a new Carpet, Matting or Rug may be needed to replace the worn one; if so, we want to see you in our Carpet Department, where we have ever so many nice things that go to make the home more home-like and life more cheerful.

EXTRA SPECIAL

We Can Fill all Orders For For LONG SILK GLOVES in Black and White.

We Prepay Freight Charges on Mail Orders of \$5 and Over

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