

Our Autumn Opening



MILLINERY

We present our compliments and invite you to see the lovely Autumn Millinery which has been prepared for you. This is the season of picturesque Millinery. It is fascinating to note how the new hats are attuned in color and rich materials to the beautiful autumn season. The size and shape of hats are a source of unending interest, abounding in constant surprises. Never was there more turns and pretty inconsistencies than are manifested in the new brims. We have made every effort to give our patrons the best that foreign and home talent can produce.

WEDNESDAY, 3rd. THURSDAY, 4th.
FRIDAY, 5th.

COAT SUIT DEPARTMENT

During the past several weeks each express has brought us the newest novelties in Tailored Suits, Wraps, Waists and Furs. We are showing the most complete line of Ladies' ready-to-wear garments in the most attractive styles and materials that has ever been brought together in the Carolinas, and a visit to this department will be convincing. You will be shown by thoroughly experienced salespeople the garment that for you is best suited. Each garment is fitted by one of our expert fitters. You select the garment and we are responsible to you for a satisfactory fit.

A special feature of this department is our ability to furnish the complete trousseau, and a record which is most gratifying is that we have never yet disappointed a bride-elect, having a special arrangement with the manufacturers by which these suits must come.

N. 1034—Black tailor-made Suit—made of check Panama, close fitting coat 23 inches long, trimmed back and front with straps of same material. Manish collar and lapels, taffeta linings, gored skirt circular effect trimmed in straps to match coat. Price 25.00

N. 849—Blue and Green Broad Cloth Suits, made blouse coat, plaits back and front, trimmed in velvet ornaments and Persian braid in front of coat, taffeta linings, three quarter sleeve, skirt made with box plaits, back and front, plaited flare on side. Price 25.00

No. 1016—Stylish Suit in Gray and Black broken plaid made close fitting, 23 inch coat strapped with material of same, turned down collar and lapels, long sleeves, skirt plaited back and front strapped to match coat. Price 25.00

No. 806—Nobby Suit in Green and Red invisible plaid, novelty goods, made penette with plaiting around bottom of jacket, trimmed in black vel-

vet and Furstan bands with a touch of green; full skirt, plaited in groups. Price 25.00

No. 448—Light Gray Suit, invisible plaid, made manish out-away coat semi-fitting back turned down collar and cuffs of gray velvet, regular coat sleeves, taffeta linings, skirt full with plaits front and back. Price 25.00

No. 1076—Handsome Suit in Navy Imperial serge, 23 inch coat, close fitting, seams strapped with material of same, finish in silk and braid ornaments, turned down collar, good taffeta lining, regular coat sleeve, skirt eleven gore, plaited flare strapped. Price 25.00

Blue Serge Coat Suit, 27 inch coat, semi-fitting, three straps of material around bottom of coat, finished with velvet buttons, regular coat sleeve and collar, gored circular skirt, plaits in front and back, trimmed in straps to match coat. Price 25.00

FURS.

We are showing a fine line of Furs in all the popular skins, minks, Isabella fox, sable fox, black and gray lynx, squirrel, silver tipped fox and anibles.

IMPORTED DRESS GOODS

The latest importation of fine invisible plaid worsted, the popular shade of brown predominating, dress patterns only; no two alike. Price the yard 2.50

42-inch Manish Suiting, warranted. All worsted, sponged, ready for use. Price the yard 1.35

52-inch Brown Novelty Suiting, warranted, all wool. Price the yd. 75c

Shadow Plaids

54-inch Garnet and Gray Shadow plaid, one of the swell patterns of the season. Price the yd. 1.75

Plaid Dress Goods

52 inch shadow plaid suiting. Price the yd. 1.35

49 inch silk and wool plaid for waists and misses dresses. Price the yard 1.00

Plaid Suitings in all combinations of color. Price the yard 25, 35, 50c

Chiffon Velvet

Chiffon Velvet for handsome coat uses, nothing handsomer or more popular, all the leading colors. Price the yard 1.50

Imported Dress Trimmings

The newest Paris novelties brought out this season. The highest grade at reasonable prices.

Silks

New Plaid Silk Waist patterns, nothing handsomer being shown on Fifth avenue and Broadway. Price the pattern 6.75

Waterproof Taffeta

26 inch Black Taffeta warranted perspiration, spot and water proof, the most desirable silk that is being sold. Price the yard 1.50

Radium Silk

44 inch Radium Silk, the genuine, bearing the label, white, black and the popular shades. Price the yard 1.50

Ribbons

The Swellest line of plaid and fancy ribbons that we have ever shown, everything from a penny baby ribbon to a handsome fash, at ... 1.00



THE LITTLE-LONG COMPANY.