

Emporium of Ready-to-Wear Apparel For Men, Women and Children

Not a thing worn by man, woman or child, from head to foot, that cannot be had in our three big stores. The two Millinery Department of our Tryon and Trade street stores send out women's headgear unequalled in beauty, style and originality. For medium and high art Millinery, we are not to be excelled in the Carolinas. The wonderful popularity of our bonnets is marvelous and the moderate prices makes it more so. The large variety of Coat Suits, Wraps, Furs, etc., shown in our Coat Suit Department speaks volumes. The Men's and Boys' Clothing, Men's, Ladies' and Children's Fine Footwear adds the finishing touch to all that is necessary to complete man's or woman's garb. So, in the big stores, one can get an entire outfit, equal in most respects to that furnished by dress-maker, tailor or shoemaker.

New Toilet Sets

Neat gold bands and rich flowered designs in 10 and 12-piece sets, entirely new. Prices \$3.00 to \$12.00.

Dinner Sets

Haviland & Co.'s fine Dinner Sets, in plain White and with neat gold band, of newest shape
\$40.00, \$50.00 and \$65.00.
Other beautiful Dinner Sets from \$8.50 up.

Fancy Tea Cups and Saucers

One of the prettiest lots of Fancy Jap Cups and Saucers you've ever seen, from 25c. to 75c. each. Boullion Cups and Saucers, set of 6, for \$2.00 to \$3.50. All kinds hand-painted China in samples.

Taking Jewelry

New stock Fall Jewelry coming in daily, such as Bracelets, Rings, Stick Pins, Collar and Cuff Pins, Fobs, Neck Chains, Locketts, etc.

Diamonds

Loose and mounted. Diamonds are good investment, as they are advancing every day. We have loose stones, all sizes, up to two carats in good qualities and at close margins.

Clock With Chimes

Large Mahogany Imported Clock, chimes every 1-4 hour. Price \$30.00.

Watches

Stock of new Watches in every size and style with any grade of movement you want, Filled and Solid Gold Cases \$10.00 to \$65.00.

Sterling Silverware

New pattern just put in stock, "Mount Vernon," in everything from a Teaspoon up in flat and fancy ware.

Parlor Carpets

Handsome line Axminster Carpets, with or without borders, in red colorings; at \$1.25 and \$1.35 per yd.

Rugs

Axminsters, Velvets, Smyrnas, Tapestrys, Jute and Orientals; all sizes and prices.

Shades Made to Measure

We make Shades any size and color, with best Harts-horne rollers. Will take measures for your doors and windows and guarantee satisfaction.

Underwear Department

As the cold weather approaches the ladies feel as if they would like to visit our Underwear counters, where we have the most complete line of everything in Ladies' and Children's wear—Union Suits, Vests, Pants, Corset Covers, Bust Pads and Bustles. Union Suits from 25c. to \$2.50, both light and heavy weight, but durable and flexible. Knitted Corset Covers 25 and 50c. Splendid fit, taped at neck and waist.

Children's Drilling Waists in winter weight, the same style and finish of our summer number; only 25c. Mothers are still in love with them.

We have a nice line of Bleached Cotton Vests and Pants just in—35c. a garment—well worth 50c. Our Ladies' Silk and Wool Vests and Pants are the prettiest we have ever had \$1.00, \$1.25 and \$1.50. Our "Queen" is the easiest heavy weight Vest you ever saw, soft and flexible; only 50c.

We want to attract more attention and more favorable comment on our Underwear than ever before. For that reason we are buying the best and easiest-fitting goods.

Women have discarded clumsy Underwear once and for all. They demand a perfect Jersey fit—they get it in our garments.

Our Ready-to-Wear Department of Women's Clothing

Is the most complete in the Carolinas. Coat Suits in all the choicest styles and colorings, every one tailor-made; ranging in price from \$10.98 to \$50.00. Cloaks, 50-inch, in Plaids, Cantons—Tan, Gray and Black. Evening Wraps in White Champagne and Light Gray. Cloaks ranging in price from \$5.00 to \$35.00.

Separate Skirts in Panama and Chiffon Panama, in Black, Blue, Brown and Gray; also novelties in Plaids and Stripes. Prices from \$3.50 to \$17.50. Never before has our high-class Tailoring and Fitting been so much appreciated as at this time, when dress-makers are busy. Yet you can select your garments

here, having same correctly fitted and finished. We take the responsibility of and guarantee to you a perfect fitting garment, without additional cost.

Women's and Children's Furs in sets and separate Scarfs. Great variety in shapes and skins; also a big range in prices. Black and Gray Lynx, Natural and Blended Minks, Isabella and Sable Fox, Labrador Sable, Squirrel and Sable Squirrel. Also many shapes in the imitations.

Raincoats in Worsteds and Cravanette, Gray, Tans and Plaids, with and without belts. Prices \$6.50, \$10.00, \$12.98 and \$15.00.

Shirt Waists in Silk, Plaid and Solid Colors, in Blue, Gray, White and Black. Prices \$3.50 to \$10.00.

White Linen Waists from the plain tucked tailored waist to the handsomest embroidered fronts, with long or short sleeves. Prices from \$3.50 to \$10.00. Madras and Cotton Pophin, tucked and embroidered. Prices \$1.00 to \$1.50.

New Dress Goods

54-inch Shadow Plaids, new combinations of colors. Price the yard \$1.50. Imported Plaid Dress Patterns, no two alike. Price the yard \$2.00 and \$2.50.

Fancy Plaids

Wool and Silk and Wool Plaids for waists, shirts and Misses' dresses. Price the yard 50c. and \$1.00. 56-inch Diagonal Water-proof Suiting (Black only). Price the yard \$1.25. Priestley's Sponged and Shrunk Cheviots, Navy and Black; 52 inches wide. Price the yard \$1.00.

Broadcloth

52-inch Broadcloth, Black and all colors. Price the yard \$1.00.

Viyella

Does not shrink, Plaids, Stripes and Solid Colors. Price the yard 75c.

Bearskin

Fancy and Plain Bearskin for Evening Wraps and Children's Cloaks. Price the yard \$2.50 and \$3.50.

Plaid Silks

Waist Patterns only, no two alike. Price the yard \$1.00. 36-inch Spot-proof Taffeta, wear guaranteed. Price the yard \$1.50. 36-inch Black Guaranteed Taffeta. Others charge you 98c. Our price the yard 75c.

Sole Agents
for Ladies
HomeJournal
Patterns and
Sorosis Shoes

The Little-Long Co.

DEPARTMENT STORES, CHARLOTTE, N. C.

Sole Agents
for Centimeri
and Adler's
Kid Gloves

We Pay Railroad Fare on Purchases Amounting to \$40.00 to Patrons Within 50 Miles of Charlotte, and Deliver Free of Charge Purchases Amounting to \$5.00.