

# NEARING THE HOLIDAYS

## READY IN TIME

Long before the summer days we began preparing for the holidays and Christmas shoppers. Soon we shall have one of the greatest displays of toys for children and novelties for the grown-ups ever shown in the city. Already our three stores are giving rather a holiday appearance in the way of novelties in Silks, Ladies' Furnishings, Men's Furnishings, Bric-a-Brac, Jewelry, Diamonds, China, Imported Rugs, Opera Cloaks, etc. It differs not what you want, it can be had here, if to be had in any department store, and the price must be right.

**WOMEN'S FINE HEADWEAR.**  
For smart Bonnets, ours have the reputation. Our large and continued patronage is evidence that styles are correct, makings good and prices right. We employ several expert Milliners and Salesladies, and no Hat will be sold unless suited to the wearer. Special attention given to Men's and Children's Headwear.



**BOYS' CLOTHES.**  
Our stock is large, our styles are correct, our makes are good, our fits are fine and our prices right. But after all we can't keep the goods; we sell them. Suits 2 to 17 years and prices \$2.00 to \$7.50. Overcoats 2 to 20 years \$3.50 to \$10.00. Knee Pants . . . . . 50c. to \$1.50. The School Boy's best Suit is the Tough Nut . . . . . \$5.00.



**SHOES THAT PLEASE.**  
"Sorosis" a Shoe of high Rep. . . . . \$3.50 and \$4.00.  
"American Lady" and "Artistic,"

Shoes that are worn all over the U. S. and even in other countries, for . . . . . \$3.00.  
The "Grover," a Shoe that gets the praise of all women with tender feet. Prices . . . . . \$1.75 to \$3.00.

**BOYS' AND GIRLS' SHOE.**  
"Security School Shoe," made by . . . . . \$1.25 to \$2.50.  
for the school boy or girl, for . . . . . \$1.25 to \$2.50.

**NOTION DEPARTMENT.**  
New patterns for Dolls, two sizes, at . . . . . 25 and 50c. each.  
A complete line of the Bear Brand Yarns, all colors, in Saxony, Shetland Floss, Germantown Wool, Split and Single Zephyr.

New Work Boxes for children, all prices from . . . . . 50c. to \$2.50 each.  
Darning Eggs at . . . . . 5c. each.  
Bradley's Extract in Carnation, Violet, Heliotrope, Lily of the Valley, at . . . . . 25 and 45c. per ounce.  
Lane's Sachet Powder in Carnation, Violet, etc., at per bottle . . . . . 10c.  
A big lot of Pearl Buttons, assorted sizes; worth 10c.; at per dozen 5c.  
Latolia, for the toilet, for shampooing, shaving and cleansing the skin. It is unequalled; regular price 50c. Our price to close out the lot, per bottle . . . . . 10c.

**LADIES' FURNISHINGS.**  
New Belts for Ladies, all styles in Plaids and Solid Colors to select from. Prices from 25c. to \$3.00 each.  
Ladies' and Children's Wool Gloves, assorted colors, at . . . . . 25c. per pair.  
A pretty assortment of Ladies' Neckwear in Wash and Silk Collars and Ties. All prices from . . . . . 25c. to \$2.00 each.  
Ladies' Cream Silk Shawls. Prices from . . . . . \$1.25 to \$7.00 each.  
Wool Shawls, all colors and prices, from . . . . . 25c. to \$3.00 each.  
Infants' Cashmere Hose in Black, White, Light Blue and Red, at per pair . . . . . 25c.  
Ladies' Black Cashmere Hose, at . . . . . 25 and 50c. per pair.  
Sofa Pillows in Cotton and Down, all sizes, and prices from . . . . . 25 to 98c. each.

**JEWELRY DEPARTMENT.**  
Diamonds, Watches, Cut Glass, Jewelry and Silverware. Clocks of every description, from the every-day Nickel Alarm to the finest French and German makes, with and without chimes. Prices from . . . . . 75c. to \$20.00.  
All that's new in Jewelry and Novelties. Bracelets—Gold, Gold Filled and Sterling Silver, from . . . . . \$1.00 to \$25.00 each.  
Hat Pins, Brooches, Collar and Cuff Pins, Pins, Necklaces and Lockets.  
Rings—Set Rings and Signet Rings, hundreds to select from.  
Watches—Right now we are show-

ing some extra good values in Watches, Ladies' and Gentlemen's sizes. A special in 10-year Hunting Case, with an Illinois Movement, 12 oz. and 19 oz. Ladies' in a 20-year Case, Open Face. While they last . . . . . \$10.00 each.

We have just put in stock a complete line of Fountain Pens. Prices from . . . . . \$1.00 to \$10.00.  
We have plenty to select from and you will find no trouble to get one that just suits you here, and every one GUARANTEED.  
Orders taken for Engraved Visiting Cards and Wedding Invitations.



**COAT SUIT DEPARTMENT.**  
Our Ready-to-Wear and Millinery Departments are in high favor at this season. Every woman desiring a first-class, up-to-date Tailored Suit and Hat to match must visit these wide-awake departments. We have just added to our stock a line of Sample Suits, exclusive and nobby styles; Blue, Black, Gray Plaids and Garnet, from . . . . . \$20.00 to \$50.00.  
Ask to see our special Suits in All-Wool Cheviot, Black, Brown and Blue, at . . . . . \$10.98.  
For Monday we will show you an

unusually attractive line of Coat Suits, a variety of styles and choice colors; handsomely tailored and trimmed; full plaited skirts, at \$25.00.

**SPECIAL FOR MONDAY AND TUESDAY.**

A few handsome Tailor Suits in Black, Blue and Garnet; made of extra good quality of Broadcloth; exclusive styles; Blouse Coats, Pony Jacket effects; also short jacket, tight-fitting back, with straight front and double-breasted removable vest. Big values. at \$45.00 and \$50.00.  
Our price for the days above mentioned . . . . . \$39.00.  
A big lot of Sample Coats, 47 and 50-inch loose and close-fitting; some plain manish effects, others trimmed and handsomely braided; Black, Tan and Fancy Plaids. Prices . . . . . \$10.00 to \$25.00.

**SPECIAL BARGAIN IN WALKING SKIRTS.**

Handsomely line of Gray Plaid Skirts, plaited panels and trimmed in buttons; other pretty styles in Blue, Gray, Brown and Black, at . . . . . \$5.00.  
All fitting done by our expert fitters.

**DRESS GOODS—NEW AND FASHIONABLE DRESS MATERIALS.**

54-inch Plaid Broadcloth, color combinations, Brown and Black, Garnet and Black, Blue and Black; positively the newest and swiftest Dress Goods that are being shown today. Price the yard . . . . . \$1.50.

**BROADCLOTH.**

52-inch Dark Garnet Broadcloth, the correct shade; good quality and permanent finish. Price the yard . . . . . \$1.75.

**PRIESTLEY'S CRAVANETTE.**

Priestley's 60-inch Black Worsted, extra heavy quality, spot and water-proof. Price the yard . . . . . \$1.25.

53-inch Cravanette for Suits and Raincoats, Black and all colors. Price the yard . . . . . \$1.50.

**BLACK BROADCLOTH.**

Priestley's Black Chiffon Broadcloth, sponged and shrunk, ready for use. Price the yard . . . . . \$2.00.

**SHIRTS.**

Express shipment of New York's most fashionable Plaid Silks—Waist Patterns; no two alike. Price the yard . . . . . \$1.00 and \$1.50.

**36-INCH TAFFETA.**

36-inch Black Taffeta Silk, absolutely spot, water and perspiration-proof; warranted all pure Silk; wear guaranteed. Price the yard . . . . . \$1.50.

**BLUE SELVAGE TAFFETA.**

At last we have found what we have always wanted, viz: The best dollar Taffeta in America. 36 inches wide, wear guaranteed. Call for Blue Selvage. Price the yard \$1.00.

**COSTUME VELVET.**

27-inch Costume Velvet, one of the popular materials for handsome dresses. Price the yard . . . . . \$1.25.

**SILK CHIFFON VELVET.**

Black and all colors, good quality; does not show the back. Price the yard . . . . . \$1.00.

**CORDUROY.**

27-inch Corduroy, White, Black and all the popular colors. Price the yard . . . . . 75c.

**TABLE LINEN.**

Silver Bleached Table Linen, new patterns, full two yards wide. Price the yard \$1.00, \$1.15, \$1.50, \$2.00, \$2.50.  
Napkins to match from \$2.00 to \$4.00 per dozen.

**TOWELS.**

No exaggeration: Positively we sell the best grade of Linen Towels for the least money that you can find in the South to-day. Genuine Linen Huck Towels, hemstitched, all White, size 19x29. Price each 25c. and strictly \$3.00 per dozen.

**KRINKLEDOWN.**

All colors that are made in this popular material. In larger cities the price is 65c. Our price the yard . . . . . 50c.

**ROBE BLANKETS.**

All grades of Robe Blankets, all combinations of colors. Price each . . . . . \$1.25, \$1.50, \$2.00, \$2.50, \$3.00.

**CLOTHES BASKET SALE MONDAY AND TUESDAY.**

A Basket that any house-keeper and washwoman should have. We make these prices for Monday and Tuesday only for the four sizes 20c., 41c., 58c., 87c. Other Baskets, such as Scrap, Work, Waste, Lunch, etc.; . . . . . 25c. to 40c.

**TURKEY DISHES.**

Anything you want for Thanksgiving Turkey, in medium and large-size Porcelain and China Dishes; decorated or plain . . . . . 30c. to \$2.00.

**PARLOR LAMPS.**

A big shipment just in of Decorated Parlor Lamps, from . . . . . \$1.00 to \$2.00.  
Electric Portables from . . . . . \$2.00 to \$6.00.  
Hall Lamps . . . . . \$2.00 to \$4.50.

**FINE TABLEWARE.**

If you want nice stuff for your dining room and table, we have it. Dinner Sets from \$5.00 to \$75.00; from the Decorated Porcelain to the Plain White and Neatly Decorated Haviland & Co.'s fine French China Sets.

**FANCY CHINA.**

A fine lot Sample-Cake Plates, Nut Bowls, Ice Cream Saucers, Teas, Chocolate and Cassion, Comb and Brush Trays, Bon Bons, etc.; beautifully hand-painted at a big discount.

Sole Agents for Ladies Home Journal 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.