

MILLINERY OPENING!

**Tuesday, Wednesday and Thursday,
March 26th, 27th and 28th.**

We do not promise to wait on all our customers during these three days, but we do promise that your order will be taken in regular turn and executed promptly by trimmers who stand at the head of their profession. Our buyers, designers and trimmers are in direct touch with the fashion centers and gives the reputation we justly deserve.



Women's Ready-to-Wear Garments

This department has reached that degree of perfection that any lady can tell the moment she steps from the elevator on our second floor that she is in the midst of the most fashionable garments, made of the latest and most up-to-date materials by the highest grade manufacturers.

We positively guarantee a perfect fit of every garment that we send out. We employ artists and give them experienced assistants.

Imported Dress Goods

The most fashionable Dress Materials that have been shown in the city, the most desirable weaves in the popular Champagne color; high-class French novelties, in dress patterns only; exclusive and will not be reordered.

Dress Linens

The most beautiful line of Colored and White Linens that we have ever shown; all the popular shades, especially Light Blue, which is most desirable this season.

Silks

An Important Statement

Six months ago we anticipated the rise in raw silks and placed our order to cover the entire spring business in staple silks. We have been offered several hundred dollars in cash by the manufacturer to cancel this order, which we have declined to do, preferring to give to our customers the benefit of this rise in price. Listen! We guarantee every yard of silk that we sell to give the wearer entire satisfaction. All that we ask is that you remember the Golden Rule. If the silk has not worn satisfactorily, make your claim and we pay it promptly; if the garment is worn out and you have gotten your money's worth, don't make the claim.

LACE CURTAINS

Anything that you wish, from a cheap and medium to the better grades; all widths and lengths.

WINDOW SHADES

We make Shades to fit the window. We use only the best quality materials and guarantee the work for the same price that you pay for the cheap materials in the ready-made.

TRUNKS

The celebrated Roundtree Roller Tray Trunks, known all over the world for high-class workmanship and durability. If you want a Trunk, we can sell you.

TABLE LINEN

Silver Bleached Table Linen, with Napkins to match. If interested, give these a look.

SUMMER UNDERWEAR

Ladies', Misses' and Children's Knit Summer Underwear. We handle only the Hartford Mills' product, which needs no comment. Vests, Pants and Union Suits, long and short sleeves, ankle and knee lengths, light and medium weights, all sizes. Buy while the lines are complete.

WHITE QUILTS

The Old Allendale Dimity Quilt. Price each... \$1.35.

SHEETS

Ready-Made Sheets, Plain and Hemstitched. Price... 50c. to \$1.25 each.

TOWELS

All sorts, sizes and kinds of Towels from a 5c. Wash Rag to a Hemstitched Linen at \$1.00.

Laces and Lace Robes

Handsome Lace Robes for evening, reception and commencement dresses; can be worn over white or colors. Price each from... \$17.50 to \$75.00.

Real Lace

21-inch Hand-made Real Duchess Lace, one of the newest and daintiest patterns brought out this season. Price the yard... \$10.00.

Ladies' Gloves---Kid, Silk and Fibre

We are prepared to fill your orders in any length, quality or color. Price... 75c. to \$4.00 a pair.

Silk and Lisle Hose

Black, White and Colored Silk Hose to match suit and shoes. Price... \$1.00 to \$3.00 per pair.

White Goods

The most complete line of White Goods that we have ever shown.

Mercerized Batiste... 25c. to 85c. per yard.
Persian Lawn... 15c. to 50c. per yard.
French Lawn... 18c. to 75c. per yard.
India Linon... 8c. to 30c. per yard.
Embroidered Swiss... 35c. to 75c. per yard.
Embroidered Batiste up to... \$2.25 per yard.

Parasols

Another shipment of Easter Parasols. The line includes Children's, Misses' and Ladies—Plain White, Fancy Borders, Colored and Black. Price each... 25c. to \$7.50.

Dress Trimmings

Lace and Applique Bands, with Fille designs; new Pull Braids, Net Top Laces, Spangled Nets, etc. All qualities, widths and prices.

Carpet Department

We ask that you visit this department, third floor Trade street store, where you will find everything kept in a first-class carpet store. Carpets made, laid and lined.

Matting

Another delayed shipment has arrived. It may be just what you wish.

The Little-Long Co.

DEPARTMENT STORES, CHARLOTTE, N. C.

