

# HIGH - CLASS MERCHANDISE

## FOR The Week's Business.

Beginning Monday we will place on exhibition new lines of the swellest merchandise that has ever been shown in the city. The lines are especially attractive in the Women's Ready-to-Wear, Millinery, Silk, Dress Goods and Ladies' Furnishing Departments. The entire stocks in our twenty different departments are very complete, and to secure the choicest selections you should make your selections early.

No. 1243. Exquisite Novelty Suit in Geranium Voile—handsome quality, exclusive style in dressy Eton effect; back and front of jacket made completely of folds; very full plaited skirt. Price \$50.00



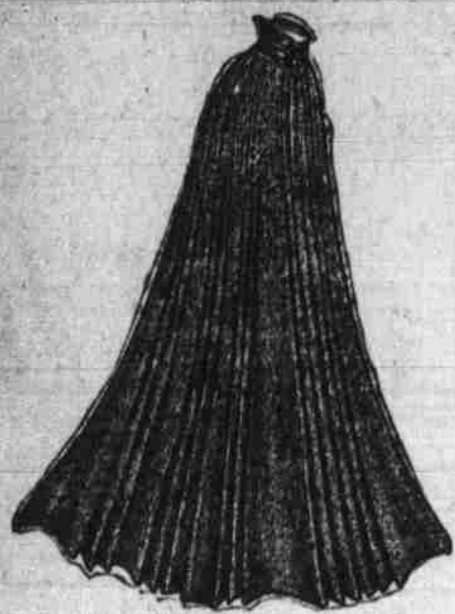
No. 238. Black Voile Eton Suit of excellent quality, handsomely tailored and trimmed in taffeta bands and buttons; full plaited skirt, with silk straps. Price \$45.00.



No. 622. Finely Tailored Suit in Black or Blue Chiffon Panama, trimmed in bands of material and pipings of silk, with a touch of white applique; plaited skirt. Price \$25.00.



### SEPARATE SKIRTS



No. 1555. Black Skirt of "Altman" Voile, very full plaited in box and side plaits, with a little braiding in panels over hips. Price \$16.50.

### Nobby Suits

Nobby Suits—Eton effect, made of good quality of Chiffon Panama, in Blue, Black and Gray; full plaited skirts. Price \$20.00.  
Tailored Suits in good quality of Panama, for Dress or Street wear, in Eton and Pony effects—Black, Blue, Gray, Brown and Mixtures; good, full skirts. Price \$15.00.  
Each garment correctly fitted.

### SEPARATE SKIRTS



No. 1548. Black Skirt, made of the popular "Altman" Voile; very full plaited, with box and side plaited; trimmed in taffeta bands and braiding. Price \$15.00.

### Dress Goods

New Chiffon Voile, Plain and Shadow effects—Champagne, Brown, Navy, Alice Blue and Green. Price the yard 75c., 85c., \$1.00.

#### Chiffon Panama

52-inch Chiffon Panama, all the popular shades. Price the yard \$1.00, \$1.25, \$1.50.

#### Cream Batiste

50-inch Cream Batiste, makes a swell "Jumper" Suit. Price the yard only 50c.

#### Silks

It's not our reputation to deal out "hot air," but on this special Silk "proposition" we are masters of the situation. We have refused a check for several hundred dollars to cancel this order, which we would not accept. Listen: We have not advanced the price a penny. Now, if you know a good thing, you will avail yourself of this unusual opportunity.

#### White Goods

Never before in the history of our business have we been able to exhibit such an array of White Goods

#### Mercerized Batiste

46-inch White Mercerized Batiste, retains its lustre until the garment is worn out. Price the yard 45c., 65c., 75c.

#### French Lawn

45-inch White French Lawn, a 25c. value. Our price while the lot lasts the yard 18c.

#### Dress Linens

White and Colored Dress Linens, all grades from a sheer Lawn to an extra heavy 10-4 Sheeting.

#### Linen Lawn

No. 1,000 36-inch Sheer Linen Lawn, the Old Reliable. Price the yard 35c.

36-inch All-Linen Lawn, sheer quality. Price the yard 25c.

10-4 Linen Sheeting, warranted all pure Linen. Price the yard \$1.00.

#### Light Blue Linen

Nothing makes a more delightful spring suit or displays a higher degree of refined taste than a neat suit of this popular material (three grades). Price the yard 25c., 35c., 50c.

#### French Percale

36-inch Plain White and Small Red, Blue and Black Check French Percale. Price the yard 25c.

#### Imported Gingham

Scotch Gingham, small Checks, Stripes and Fancy Plaids. Price the yard 25c.

#### Fille Nets

All-Over Fille Nets, Plain and Figured—Cream, Ecru and White. Price the yard 75c., \$1.00, \$1.25.

#### Real Lace

Genuine Duchesse Lace—Bands, Edges and All-Over to match. Price the yard from \$1.00 to \$10.00.

#### Braids

Plain and Persian Braids, any width and any color or combination of colors.

#### Ladies' Furnishings

We are not showing left-over bargains in this department, but new, crisp, up-to-date styles in Embroidered Collars, Belts, Champagne Silk Gloves, Ruching, Hemstitched Scarfs, Side and Back Combs, Handkerchiefs, Hand Bags, Purses, Hair Crimpers, Wavers and Curlers, Ribbons and a thousand and one other useful and ornamental indispensable articles.

#### Table Linen

Silver Bleached Table Linen, with Napkins to match. Price per yard \$1.19.

#### Polka-Dot Damask

Full Bleached Polka-Dot Damask, extra fine quality. Price the yard \$1.50.

#### Moire Stripe

Extra quality Moire Stripe Satin Damask, full two yards wide. Price the yard \$2.00.

#### Towels

There is nothing lacking in our stock of Towels, Crash and Rubdry Bath Towels—Cotton, Union and All-Linen in Huck and Damask; plain hemmed, hem-stitched and fringed; plain and colored—borders. Price each from 5c. to \$1.00.

#### Carpet Department

All-Wool Ingrain Carpets, 65c. to 90c.

Brussels Carpets, 65c. to 90c.

Velvet Carpets, 90c. to \$1.15.

Wilton Velvet Carpets, \$1.25 to \$1.50.

Axminster Carpets, \$1.15 to \$1.35.

#### Rugs

Wool and Fibre 9x12 Rugs, \$12.50.

Brussels 9x12 Rugs, \$16.50 to \$18.00.

Velvet one-piece 9x12 Rugs, \$25.00.

Axminster 9x12 Rugs, \$25.00.

Best Wilton 9x12 Rugs, \$35.00.

Axminster Rugs, 26x54 inches, \$1.95.

#### Mattings

Beautiful Carpet effect Mattings, 25c. and 30c.

Natural Color China Mattings, 25c. and 30c.

Fancy China Mattings, 15c. to 30c.

Big Line Floor Oil and Linoleums in all widths, at best prices.

#### Trunks

Always on hand, the best line of Trunks in the Carolinas. An enormous stock from which to choose. Roller and Automatic Trav Trunks a specialty. See ours, before buying.

Sole Agents  
for Ladies  
Home Journal  
Patterns and  
Sorois 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.