

The Housekeeper's Easy and Satisfactory Shopping Place

First, because there's to be had here nearly everything needed in the way of Floor Coverings, Curtains, Shades, China and other furnishings, as well as the best stocks of Millinery, Coat Suits, Dress Goods, Silks, Ladies' and Men's Furnishings, Men's and Boys' Clothing, Men's, Women's and Children's fine Shoes, Jewelry, Cut Glass, etc. And second, because what you get here is up-to-now; correct in style and right in price. Anybody can shop here with positive assurance that what they get "is right."

Monday Morning at 10 O'clock Special Sale in Shirt Waists

We take particular pride in this special line of Waists. Big range of designs in all the newest styles; trimmings of Hamburg and lace insertion. This stock was bought before the rise in materials, hence we are enabled to sell these beautiful Waists at the popular low price of \$1.00.

Another big line of fresh White Duck Skirts, both plain and linen finish; four different styles; well shaped and full plaited; skirts all sizes. Price 98c. New lot of Children's Underwaists and Drawers, ages from 1 to 14 years.

Coat Suits

A choice line of Man-tailored Suits in Eton and jacket effects in all the new and attractive shades in Plain and Pretty Mixture Chiffon Panama and Voile, at the popular price, \$25.00.

Champagne Eton Suit in very light weight Chiffon Panama, neatly trimmed in white braid and silk ornaments; full plaited skirts. Price \$25.00.

Black Suit in Eton of good quality of Voile, pretty plaited style, trimmed in taffeta and braid ornaments; full plaited skirts. Price \$25.00.

Skirts

New arrival of Voile and Panama Skirts. Nobby line of up-to-date Eton and Jacket Suits in all the pretty shades in Plain Blue, Gray, Black and Brown; also Novelty Stripe in Panama. Special price \$15.00.

Spring Coats

Spring-weight Coats for Women, Misses and Children. Ladies' Coats in Tan and Fancy Plaids and Stripes—close-fitting, box and semi-fitting. Prices from \$5.00 to \$17.50.

Silk Coats—short box, handsomely braided and trimmed; also long, loose unlined Coats. Prices from \$12.50 to \$25.00.

Misses' and Children's Wraps, spring weight, in Blue, Red, Tan and Fancy Stripes and Plaids. Prices from \$3.50 to \$8.50.

Jewelry Department

April, the month of Diamonds. See our line before you make your selection. We carry in stock Diamonds, loose and mounted: Rings, Brooches, Locketts, Bracelets, Cuff Buttons and Scarf Pins. Prices from \$1.00 to \$350.00.

Sterling Silver and Cut Glass—our spring line is now in. We are showing many new and fancy pieces, both in Silver and Glass. Our stock is larger than ever; more pieces to select from.

Two new patterns just in, the Savoy in Glass and the Mt. Vernon in Sterling Silver. Sterling Silver Bon Bons, Ice Tubs and Berry Bowls, from \$4.00 to \$50.00 each.

We have an extra fine 8-inch Cut Glass Bowl at \$3.50. All the latest novelties in Jewelry—Swastikas' Hat Pins, Brooch Pins, Fobs, Bracelets, etc., in Sterling Silver and Gold Filled.

Vanity Bags German Silver, \$4.00 to \$10.00 each.

Orders taken for Engraved Visiting Cards and Wedding Invitations.

Ladies' Furnishings

Ladies' White Wash Belts, pretty designs to select from, at 25 and 50c. each.

New Tapestry Sofa Pillow Tops, made ready for use. Only 50c. each.

Wide Embroidery Insertions for shirt waist fronts. Prices from 40c. to \$2.00 per yard.

Ladies' Embroidered Linen Collars, at 25c. each.

Ladies' Silk Hose in all the pretty colors. Prices from \$1.00 to \$2.50 per pair.

Ladies' Silk Lisle Hose in White, Black, Pink, Light Blue, Red, Champagne and Tan. Our special price per pair, 50c.

Cadet Hose, made with linen heels and toes; all sizes for Ladies and Children, at per pair 25c.

Women's Fine Footwear

Makes that stand first for quality, fit, snap and wear; low or high-cut and pumps. "Sorois," at \$3.50 and \$4.00; "American Lady" and "Artistic," at \$3.00; "Florine," \$2.50, and "Superba," at \$2.00. Canvas Oxfords in Light Blue, Pink, Red and White at \$1.50 and \$1.75.

New Toilet Sets

Big assortment just received and beautiful rich colorings, up to \$12.50 set.

Open Stock China

You buy any piece you want from open stock; one piece up to a full dinner set.

Notion Department

Just received a new lot of Belt Buckles. Prices 35c., 50c. and 75c. each.

A complete line of Fancy and Plain Back Combs for the hair, from 25c. to \$2.25 each.

Ladies' Purses and Wrist Bags, a number of new styles to select from, \$1.00 to \$5.00 each.

Alberta Hair Waver and Curler, 6 on a card: Price of the card 25c.

Simmons' Keen Kutter Scissors and Shears, best on the market. All prices from 25c. to \$1.00 per pair.

Reviera Talcum Powder, large size bottle, 25c.

Japanese Fire Screens, 10c. each.

Shoe Polish in Pink, Gray, Blue and White, 10c. per bottle.

Duplex E. Z. Marker, 25c. each.

Dress Goods

Plain Voiles over Check Silks are very popular; also Shadow Check Voile over Plain Taffeta. We have both in the following shades: Champagne, Brown, Navy, Alice Blue, New Green, Gray and Black. Price the yard 75c., 85c., \$1.00, \$1.25, \$1.50.

Chiffon Panama

52-inch Chiffon Panama—colors: Brown, Navy, Cream and Black. Price the yard \$1.00 and \$1.25.

Auto Suiting

50-inch Gray Auto Suiting, a real dollar value. Our price the yard 75c.

Silk-Warp Batiste

Dainty patterns Silk-Warp Printed Batiste for evening dresses. Price the yard 50c.

Printed Silk Mull

New patterns Printed Silk Mull for inexpensive evening dresses. Price the yard 25c.

Lace Robes

White Lace Robes can be worn over white or any desirable evening shade; these gowns are complete and easily made. Price each \$17.50, \$27.50 and \$45.00.

Silks

Some articles can be bought at bargain sales, but Silk you cannot afford to take chances on. We sell only new goods, fresh from the looms of the most reliable manufacturers and guarantee to the wearers entire satisfaction every yard that we sell.

36-Inch Black Taffeta

Listen! One dollar and twenty-five cents yard wide Taffeta for one dollar. We challenge every silk dealer on the face of the globe to-day to produce an equal. Come and see; if you don't buy you don't know silk.

Dress Silks

New Shadow and Invisible Stripes, Check and Broken Plaid effects; all new, crisp patterns, fresh from the mills. Price the yard 75c. and \$1.00.

American Pongee

36-inch American Pongee Silk, the correct Champagne color. Price the yard \$1.00.

Banzai Silk

New 32-inch Printed Banzai Silk, suitable for evening or street dresses. Price the yard 50c.

White Goods

Never before in the history of our White Goods Department have we shown such an elegant and varied line of desirable White Fabrics.

French Lawn

45-inch Sheer White French Lawn, washes beautifully. Price the yard 18c.

Mercerized Batiste

45-inch Imported Mercerized Batiste, retains its lustre when laundered. Price the yard 25c., 39c., 45c., 50c., 65c., 75c., 85c.

White Linen

34-inch White Shrunken Linen, will not shrink any more; medium weight. Price the yard 50c.

Linen Lawn

36-inch White Linen Lawn, every grade from 25c. to \$1.25 per yard.

Linen Sheeting

10-4 Linen Sheeting. Price the yard 75c., \$1.00, \$1.25.

Colored Dress Linen

All the popular shades in Colored Dress Linen. Price 25c., 35c., 50c.

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.