

# THE LITTLE-LONG COMPANY

## AND CHARLOTTE

Offers for this Week a Big Fair, Fair Weather, a Fair Deal and a Free Railroad Fare

As to our County Fair—it will be the best yet. As to the weather—we believe it's going to be good. As to the Fair Deal—you can't get anything else at Little-Long's, and as to the free railroad fare—we will pay your railroad fare both ways within a radius of 50 miles on a purchase of \$40.00 or more. This amount is small when you consider that in our three big stores a man, woman or child can be clothed from head to foot in either ready-to-wear garments or goods from the piece; besides everything pertaining to housefurnishings, floor coverings, etc., can be had. Our Millinery Department, so well known over the Carolinas for being the first in the States, is better equipped than ever. With two expert designers, we give two distinct lines of creation in women's headwear.

### NOTION DEPARTMENT

Dr. E. L. Graves' Tooth Powder for beautifying the teeth; worth 25c. per box. Our price... 19c.  
A lot of little Booklets—in the number you will find quotations from Longfellow, Tennyson, Dickens, Whittier and other noted authors. Your choice each... 10c.  
Simmons' Keen Kutter Scissors and Shears, best on the market. All prices, from 50c. to \$1.00 per pair.  
Ladies' Wrist Bags and Purses, the newest styles in Alligator. Prices from... \$1.25 to \$6.00 each.  
Magic Hair Curlers, will curl the hair in ten or fifteen minutes; two on a card. Price per card... 10c.  
A complete line of Back Combs for the hair, a number of styles to select from, at... 25 and 50c.

### "SOROSIS"

Women who have worn a Sorosis Shoe won't wear another, if Sorosis is to be had. Any shoe manufacturer will tell you there's no better. We have Gunmetal, Patents, Vicis, etc., in button, bal or blucher; high cut, low cut, and pump, on B to E lasts, at... \$3.50 and \$4.00.  
We are sole agents for Charlotte.

### COAT SUIT DEPARTMENT

A beautiful collection of Women's Ready-to-Wear Garments for this week. We have made great preparation, securing the newest styles, colors and materials in Tailored Suits, Coats, Skirts, Silk Petticoats and pretty Waists. The new models in Suits ranging from inexpensive Street Suits at \$10.00, \$12.50 and \$15.00 to the finely Tailored Broadcloths from \$25.00 to \$50.00.  
The strongest line of Coats made, full length, in Kerseys and Broadcloths, at \$10.00, \$12.50, and \$15.00, in Blacks, Tans and Colors; also the handsomely Tailored or Evening Coats, from \$20.00 to \$50.00.  
A most attractive line of Rain-proof, Satin and Silk Coats in the newest shades and styles.  
A beautiful showing of Skirts in the newest models in Panamas, Serges, Chiffon Panama and Voiles, and the best Chiffon Panama Skirt ever shown in the city at the price. Our special for \$5.00. Silk Petticoats, so necessary with the Voile Skirt. We have them, a good one in Black and Colors, at \$4.59 each. While they last a better one of good, heavy Taffeta in Black at \$6.00. Also the more elaborate ones at \$7.50 and \$10.00.  
The newest models in Waists, beautiful Taffetas in Solid Colors, Plaids and Fancies; also the prettiest Net Waists to be found.  
Don't fail to see our Muslin Underwear—everything from a low-priced garment to the elaborate bridal set at less than cost of materials to-day. On all garments we give the highest-grade fittings without additional cost. Only experienced and capable fitters employed.

### TRYON STREET MILLINERY DEPARTMENT

A most attractive selection of Hats for Ladies, Misses and Children, in the newest shades and shapes at popular prices.  
Specially large Tamashantas in all colors for Children, at 50 and 75c. each.  
Hair Rolls in all colors. New shipment just in.  
Ladies' Home Journal Patterns.

### DRESS GOODS

52-inch Copenhagen Broadcloth, the newest shade with the four hundred. Price the yard... \$1.75.  
Trimming to match, price the yard... \$5.00.  
50-inch Brown Epingle, makes a swell tailored suit. Price the yard... \$1.50.  
50-inch Plain Broadcloth, Black and all colors, permanent finish. Price the yard... \$1.00.

### VIVELLA FLANNEL

Does not shrink, plain and fancy colors, especially adapted for infants' sacques and ladies' waists. Price the yard... 75c.  
36-inch Fancy Silk Aeolean, for evening dresses, all the popular shades. Price the yard... 50c.  
56-inch Golf Cloaking, light and dark mixed colors. Price the yard... \$1.50.

### FEATHER BOAS

Feather Boas and Muffs—White, Light Blue, Pink and Gray. Price... \$4.50 to \$15.00.

### RUFFS

Black and White Ruffs, straight and shaped. Price each... \$1.25 to \$10.00.

### SCARFS

Rainbow, Polka Dots, Plain and Fancy; all neatly hemstitched. Price each... \$1.00 to \$3.00.

### RUCHING

The swellest line of Ruching that we have ever shown—White, Black and all colors. Price the yard... 25 and 35c.

### RIBBONS

Everything in Velvet and Silk Ribbons, plain and fancy; also college colors. Price from... 1c. to \$1.00 per yard.

### LADIES' GLOVES

All kinds of Gloves—Gauntlet, Shopping and Evening Gloves; all manufactured by Centemeri, which means perfection.

### HOSIERY

All grades of Hosiery for Ladies, Misses, Children and Infants. Price the pair from 10c. to a fine quality of Silk at... \$3.00.

### KNIT UNDERWEAR

Harvard Mills' high-class Sanitary Underwear for Ladies, Misses, Children and Infants; no sweatshop goods in this line. Union Suits, Vests, Pants and Sleeping Garments. Price per garment 25c. to \$3.00.

### LADIES' BELTS

Another express shipment of novelties in Ladies' Belts, Cut Steel, Elastic, etc. Prices from... 50c. to \$5.00.

### FINE CHINA

Special efforts were made to have our biggest and best showing of China for Fair Week. We have it, and you'll find most anything needed in a dining room. Dinner Sets, plain or decorated, from \$8.50 to \$110.00. Haviland & Co.'s Open Stock China, as well as 100-piece Dinner Sets.  
Toilet Sets... \$4.00 to \$15.00.  
Decorated Lamps, Hand-painted China, Bric-a-Brac, etc.

### JEWELRY DEPARTMENT

Diamonds, Watches, Jewelry, Rich Cut Glass and Silverware.—See our Tryon street window. We are showing some of the latest and most up-to-date Jewelry and Watches. A few pieces of extra fine Cut Glass. The finest Glass cut.  
Watches—Elgin, Waltham, Howard, Illinois, Hampden and New England; all sizes and grades in Solid Gold and Gold-filled Cases. The Cyma the best Watch in the world for the money, Nickel and Gunmetal finish, for \$5.00, in a ten-year Gold-filled case, \$7.50.  
Bracelets—all the go now—Gold and Gold-filled; a big lot to select from. Prices from \$2.00 to \$25.00 each.  
A new line of Gold-filled Combs this week, beauties, from \$2.00 to \$5.00 each.  
We do repairing of all kinds, Watches, Clocks and Jewelry. Three practical men at the benches, guarantee all of our work, and our prices are reasonable.  
Orders taken for Engraved Visiting Cards and Wedding Invitations.

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.