

OUR BIG

Annual Event

Thanksgiving Sale

It is entirely fit and proper and in keeping with the season of the year that we along with the general public mark the event of Thanksgiving. This year we shall commemorate the great event by conducting this week a Thanksgiving Sale, eclipsing any former effort made in our great stores. There is no doubt of our being able to do this, for the reason that we have never had before such an elaborate and profuse stock of goods to offer the public. The sale will not be confined to any one department, but the celebration will be marked over the entire establishment. Special prices have been made for the week and special lines will be shown to-morrow in many departments that have not been shown before this season. We wish to call particular attention to the Coat Suit and Millinery Departments. The prices here, quality and make-up of articles taken into consideration, will convince any one that an event of some sort is being celebrated. There will be found many values in the Dress Goods, Carpet, Ladies' Furnishing, Notion and other departments. By all means visit our extensive China Department on the bridge.

Money-Saving Sale of Sample Suits, Coats and Skirts
Suits of newest styles, materials and colors. Coats in Kerseys and Broadcloths, in Blacks, Tans, Castors, Browns, Red and Blue; nobby styles and full lengths, handsomely trimmed. Voile and Chiffon Panama, also Plaited Skirts, all in these Sample lots; bought at a big discount, as manufacturers were anxious to convert same into cash. Each garment correctly fitted by expert fitters, without charge.

Suits

Pretty Suit in Storm Serge, with semi-fitting 27-inch manish coat; full plaited skirt, in Black and Navy Blue, at..... \$15.00
Suits in good quality Broadcloth, in Green and Garnet. Made semi-fitting, 27-inch coat, with Persian vest effect and trimmed in fancy braid; plaited skirt, with folds. A most attractive Suit for..... \$25.00
Handsome Velvet Suits, extra good quality, with semi-fitting military effect, neatly trimmed in braids and narrow standing collar, lined with white silk; skirt nicely trimmed with braid and velvet folds. This is a regular \$60.00 Suit, but on sale at..... \$35.00

Coats

50-inch Coats—Black, Tan, Castor, Brown, Blue and Garnet, of nice medium weight cloth; loose-fitting, with shaped, stitched or trimmed collars, half lined. While they last, your choice for..... \$10.00
50-inch Cloth Coat, good quality, in Black, Tan, Blue, Brown and Garnet; neatly trimmed in stitching and bands, some trimmed with velvet; at..... \$12.50
Handsome Coats, 50-inch length, beautiful quality of Broadcloth; also Velvets. Black, Blue, Brown, Tan and Garnet, for street or evening wear, at... \$20.00

Separate Skirts

At \$3.50 pretty Skirts for Ladies and Misses, in Panama and Novelty Mixtures; good materials and well made; the best Skirt for the price shown.
For \$5.00 Plain and Chiffon Panama Skirts, good quality, in Black, Blue, Brown and Red; full plaited, or with folds.
Handsome line of Voile Skirts in Altman Voile, trimmed in many pretty designs with taffeta bands or folds. Choice Monday..... \$10.00

BLANKETS

Genuine All-Wool North Carolina Leaksville Blankets, the name is our guarantee—12-4, 11-4, 10-4. Price per pair.....\$7.50, \$6.50, \$5.00 25 per cent. discount on Seconds.

WHITE QUILTS

Imported and Domestic White Quilts, plain, cut corners and fringed, for single and double beds. Price each.....\$1.00 to \$7.50

ROBE BLANKETS

All sorts, sizes and kinds of Robe Blankets; any combination of colors that you can ask for. Price each.....\$1.50 to \$3.50 Material by the yard, 30c; Girdles to match, 25c.

THANKSGIVING CHINA

We have the cheap, medium and fine goods—just that kind that makes the Thanksgiving or Christmas dinner look inviting.
Turkey Dishes, plain and decorated, from.....50c. to \$4.00
Covered Dishes.....35c. to \$3.50
Soup Tureens.....\$1.68 to \$5.00
DINNER SETS \$7.50 TO \$110.00

A great assortment of Dinner Sets in English Porcelain, Austrian and French China sets.....\$7.50 to \$110.00
A 100-piece Austrian China Dinner Set in three beautiful decorations and the new shapes, at.....\$18.50
A 100-piece fine Austrian China Set, with small border of wild roses. Price.....\$37.50
A 100-piece Plain White Haviland China Dinner Set. Price.....\$40.00
A 100-piece very fine China Set, with plain gold band. Price.....\$67.50
A special fine Set of Haviland & Co's French China with 118 pieces, neat border of clover blossoms and gold. Price.....\$110.00

JEWELRY DEPARTMENT

The holidays are almost upon us. We have made an extra effort this year to be prepared to take care of our friends and patrons and offer to the public a line of Christmas Jewelry second to none. Part of our goods are now displayed; the balance will be shown next week. Every day's express brings us something new. Diamonds, Watches, Cut Glass, Sterling Silverware, Jewelry and Novelties.
Diamonds, loose and mounted Stones; Rings, Brooches, Necklaces, Cuff Buttons, Scarf Pins and Lockets.....\$5.00 to \$500.00
Watches, one of our strongest lines. We carry in stock all of the standard makes—Howard, Elgin, Waltham, Illinois, Hampden, New England, etc. in Solid Gold, Gold Filled and Nickel Cases; hunting and open face, Ladies' and Gentlemen's sizes.
Jewelry, an endless variety to select from—Brooches, Bracelets, Fobs, Charms, Lockets, Collar and Cuff Pins, Stick Pins, Cuff Buttons, Hat Pins, etc.

Rings, hundreds to select from—Stone Rings, Signet and Plain Rings.
A beautiful line of Solid Gold Novelties this year—Pocket Knives, plain and set with Diamonds; Cigar Cutters, Match Boxes, etc.\$4.00 to \$25.00
Bracelets, more popular now than ever, Solid Gold and Gold Filled.....\$2.50 to \$50.00 each
A new line of Silver Depoite Ware put in stock this week—Cologne Bottles, Candlesticks, Salts and Peppers, etc. Beautiful goods at reasonable prices.
Plenty of Silver Novelties, Comb, Brush and Mirror Sets, Military Brushes, Puff Boxes and a full line of Manicure pieces.
Our stock this year is larger and more select than ever before. Christmas shoppers will find it to their advantage to look early and make their selections now while the stock is at its best. We will be delighted to show you through and reserve anything you may select. Engraving free of charge. Good work by two experienced engravers. Remember, the Little-Long Company's guarantee goes with every piece out of the jewelry department.
Mail orders receive prompt attention.

THANKSGIVING LINENS

Table Sets
Hemstitched Table Cloths, with Napkins to match, ready for use; put up in neat boxes. Price per set.....\$6.50, \$12.50 and \$15.00

TABLE LINEN
Silver Bleached Table Damask, smooth and raised figures, new and beautiful designs; one of our special values. Price the yard.....\$1.19

72-inch all pure Linen Satin Damask, a splendid line of patterns to select from; worth up to \$1.25. Special Thanksgiving price the yard...95c.

LINEN TOWELS
All Linen Scalloped, Hemstitched Towels; good, heavy quality. Price each.....50c.
Linen Hemstitched Huck Towels, white and colored borders; our special number. Price each.....25c.

LUNCH CLOTHS
Plain and Fancy Lunch Cloths. Price from.....25c. to \$1.50 each

NAPKINS
Fringed, Hemstitched and Plain Napkins. Price per dozen \$1.00 to \$6.00

DRAWN WORK
Anything that you want in Drawn Work, Mexican and Japanese; also Table Mats with asbestos boards. Price from.....25c. to \$10.00

DOWN QUILTS
Pure Down, properly sterilized, silk and sateen covered, new patterns, any combination of colors that you wish. Price each.....\$5.00, \$7.50, \$10.00, \$12.50 and \$17.00

Ladies' Furnishings—New Belts

New Kid, Leather and Elastic Belts; the swellest stuff that has been brought out this season. Price.....50c. to \$5.00 each

Feather Boas

White, Light Blue, Pink, Gray, Brown and Black Feather Boas; all new shapes. Price each.....\$5.00 to \$12.50

Holiday Ribbons

We have them in everything that's new and beautiful.

Ladies' Purses

A magnificent sample line of genuine Alligator Purses, Card Cases and Hand Bags; no two alike. These were bought at a big discount and are being sold in a like manner. Price.....50c. to \$12.50

Umbrellas

All grades of Umbrellas for Men, Women and Children—box-wood and metal handles. Price each.....\$1.00 to \$15.00

New Lace Curtains

A big assortment Cluny, Irish Point and Point De' Sprite, Brussels Nets, Ruffle Nets, etc. New patterns and new goods just received. Prices.....\$2.25 to \$15.00 pair

UNDERWEAR

Mother and Children must have good, warm Underwear. We have just the thing to supply these needs.
The marked success of the goods which we have offered to the trade during the past is our strongest claim to your consideration for the present.
A little Wool Wrapper for Baby, nice and warm; only.....50c.
Also Reubens, sizes 1 to 7. Prices.....50c. to 75c.
Misses' Wool Vests and Pants.....50c. to 75c.
Ladies' Wool Vests and Pants.....75c. to \$1.50
Same in Cotton.....50c.
Ladies' Union Suits.....50c., \$1.00, \$1.50
Also the prettiest, daintiest Union Suit you ever saw for.....\$2.50; beautifully finished Silk and Wool. You cannot afford to pass it by without seeing it.

To have the right goods at the right prices is not a coincidence, but a matter of business knowledge, backed by long experience. Our knowledge has shown us that the demands for the winter would be unusually large, and our experience tells us how and what to buy. The large sales we have already made justify our providing. Not only have we the Underwear that is most wanted, but we have it at prices that cannot be duplicated anywhere.

WOOL FIBRE DRUGGETS

In beautiful colors, 9x12, at.....\$12.50
Axminster Druggets, 9x12, in a big assortment of colors. \$25.00 to \$27.50
Best quality in Tapestry 9x12.....\$16.50
Extra special Velvet Seamless 9x12. Price.....\$27.50
Wilton Velvets, 9x12. Price.....\$30.00 and \$40.00

TUESDAY 10 O'CLOCK

One lot regular fireplace size Smyrna Rugs. Price.....88c.
MATTINGS
Full line Mattings in Colors and White China and Jap.....15c. to 30c.

THE

Little-Long Co.

Department Stores