



STYLE NOTES



THE MOST PRACTICAL FASHIONS have to do with Street Suits and Semi-Tailored Costumes, the skirts show a marked predilection for long straight lines. In these there are many attractive features brought out in Trimmings of Satin, Buttons and Braids in many instances developed in the side Trimming or modified directoire style. Plaited Skirts are liked by many; they are well hung and show no bulkiness at top, although it is the hipless figure that is to the front in the world of fashion; the coats made for this figure are by no means shapeless, in fact they are more difficult of construction than either the snug-fitting coat or the loose garment. They are longer than coats of last winter, and define the figure well across chest and back. What is not defined, but vaguely outlined is the waist. Coats vary in length from 36 to 46 inches, and many very pretty effects shown in Satin, Button or Braid Trimmings with high collars and large Lapels.

In materials, Broadcloths are always good, especially so this season are those with Satin Finish. Fancy Worsted, Serges, Cheviots, Panamas and mixtures are all in favor and being shown strong. Blues are quite popular as also are the pretty shades of Catawba, Wis-teria, Taupe and Greens. There will be no lack of novelty in coats especially designed for Automobiling.

Particular attention should be given to the high Neck-finish seen on many of the outer garments, collars of various styles being a feature.

This is a season of sashes in spite of the popularity they have enjoyed so long. The manner of their adjustment is less exaggerated, and very graceful. Among the best sellers in Directoire effects are those made of soft materials, messalines and satins. The Directoire costume in its modified form has become very popular. They are wonderfully developed and improved according to the needs of modern life. The classic style in Evening Wraps have already proved practical. Long sleeves in nearly all garments whether they be coats, suits, waists or wraps. Satin waists shade of suits are much used; Nets are also very strong, novelty in waists is confined to the tailored Nets. Simplicity is the keynote of the newest styles. Satins, Messalines, Taffetas and Linen with the white or colored Embroidery all developed in the Tailored lines are very freely shown and bid fair to be unusually popular. Buttons are used to an incredible extent on all garments set on the most useless portion of the costumes—their object frankly a decorative one.

Dress Goods

52-inch Broadcloth, rich, permanent lustre; Black and all 1908 shades. Price the yard... \$1.50

Imported Cloth

Genuine French Broadcloth, evening shades for wraps. Price the yard \$2.50

Chevron Serge

Some of the handsomest Tailored Suits brought out this season are made of this material. Popular colors. Price... \$1.00

Fashionable Silks

Dress Silks, Waist Silks, Drapery Silks and Silks for evening wear. All the new shades, weaves and combinations of colors.

Satin Duchess

All high-lustre Satin is fashionable. We have in stock White, Black and all popular shades. Price the yard... 75c. to \$1.50

We Open the Fall Season With a Winner

ON their recent trip to the manufacturers of women's ready-to-wear garments our buyers were extremely fortunate in securing at unprecedented prices a most attractive selection of Beautifully Tailored Suits. Among these were quite a number of sample suits, only one of a style, all made of the season's Newest Materials and Correct Fall Models, and for the early suit buyers, we will place on sale Monday 79 Suits many of which if purchased regular would cost \$35 to \$40, but this entire special lot goes on sale Monday morning at 9 a. m., choice \$25, each suit will have a yellow ticket showing size and will be correctly fitted by our experienced fitters without additional cost. This will without doubt be your greatest opportunity to secure the season's newest suits at a saving of from \$5 to \$15 per suit at the opening of the season.

Lining Satin

Plain and Fancy 36-inch Lining Satin, wear guaranteed for two summers. Price the yard... \$1.00

Centemeri Gloves

Our import order of Centemeri Kid Gloves has arrived and will go on sale Monday. Prices are lower than last season, but the high standard is maintained and every pair of gloves that we sell is guaranteed for the first wearing when fitted at our counters. Price the pair \$1.00, \$1.50, \$1.75, \$2.00, \$3.00, \$3.75.

Silk Gloves

Complete line of Long and Short Silk Gloves, White, Black and Colors. Price... 50c. to \$1.50

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.



THE LITTLE-LONG CO.

DEPARTMENT STORES

