

The merchants of Charlotte have agreed to make Thursday and Friday of this week the initial opening days of this season. This gives every shopper in the city and neighboring towns an opportunity to see all the Fall and Winter Fads and Fashions at one time. Our buyers and designers spent several weeks in the great centre of fashions studying and looking for the latest creations of Millinery, Coat Suits, Dress Goods, Silks, Dress Trimmings and novelties in Ladies' Furnishings, etc. With buyers and designers of long experience, we are prepared to make this showing one that will eclipse any in the annals of our business career. A fact that has long been established is, "If you want the latest fashion, swellest styles, no matter the article or garment, The Little-Long Company's is the place to get it, and what you get there 'Is Right.'" An attractive feature to out-of-town customers is that we refund railroad fare on all purchases of \$40.00 or more within a radius of 50 miles.



Special \$2.00 For \$1.29

A regular \$2.00 Corset with extra long back, front and sides; hose supporters. made of fine quality of Batiste, embroidery trimmed; one of the season's best models. On sale Monday only at....\$1.29 None C. O. D. or on approval. We also give special attention to our corset fitting expert, correct fitter in constant attendance. Cor-

sets fitted from \$1.50 up.



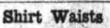
No. 807.

Handsome Suit in Novelty Stripe Chevron, Grey and Black, 42-inch coat, pointed front, back of coat slashed; gored skirt, trimmings of bias folds and buttonse Price . . . \$25.00

## **Princess Dresses**

Beautiful Dresses in Satin or, Wool. Batiste, made princess effect with em pire back; pretty trimmings in handsome voke and front of hand-work. Also yokes of novelty Net Colored Polka Dot, all stylish shades. Prices .......\$17.50 and \$25.00

Navy Blue Serge Suit, 42inch coat, directoire collar and lapels, pretty vest effect of Black Satin, finished in fancy black braid; gored skirt, sheath panel effect, trimmed in buttons. Price. .. . \$25.00



We are showing a big range of styles and materials in this garment, from the plain Tailored Waist in Madras and Linen to the elaborately trimmed Net in dressy Waists. Prices from . . . . , . \$1.00 to \$7.50



Jewelry Department

Diamonds, Watches, Cut Silverware Glass. Jewelry.

We carry a complete line of Watches, all the standard makes.

Howard, Elgin, Waltham movements. Many new designs in cases, open face nd hunting case, insolid gold and gold filled. The gent leman's Watch of to-day is extra thin 12 size, plain polished with metal dial. We have a good selection from \$14.00 to \$37.50 each. Look through our line of Sterling Silver and rich Cut Glass. Our line is larger than ever. Some beautiful odd pieces in pierced goods, so much the rage now-

Dishes, etc., all Sterling. Our stock of Gold Jewelry is second to none-Bracelets, Rings, Lockets, Fobs, Chains, Brooches, etc. Little-Long Company's gua rantee goes with every piece of goods from our Jewelry Department.

Berry Bowls, Sandwich Trays, Cake Plates, Bon Bon

Orders taken for Engraved Visiting Cards. The "L.-L." Safety Pins, we make 'em at 30c per dozen.

FASHIONABLE DRESS GOODS Chevron Stripes in all popular fabrics. Colors, Taupe, Catawba, Peaceck, Bronze Green, Smoke and all the staples. Price the yard

BROADCLOTH

BROADCLOTH the yard..... ..... ..... .....

BLACK DRESS GOODS

STAPLE TAFFETA

The latest Parisian novelties are now being shown; also Tailor Braids, Lace Bands, etc., etc.

NEW HAND BAGS The new Rama Hand Bar, is positively the latest novelty and is patented, which insures its genuineness and prevents cheap imitations. .....\$3.00 and \$5.00 each.... NEW BELTS New ideas in plain and fancy Belts, Elastic, Leather and Persian Novel-LADIES' NECKWEAR The newest and swellest line of Ladles' Neckwear that we have ever offered. If you know and appreciate fashionable novelties, you cannot help being attracted by this line. Prices from ....... 25c. to \$3.00 HOSIERY We recognize no competition in Hosiery, Silk, Liste and Combed Egyptian Cotton, for Ladies, Misses and Children. Price the pair .. 25c. to \$3.50

GLOVES Centemeri means the highest class workmanship in the best quality ma-terials: long and short Gloves, Black and any Color desired. Every pair guaranteed for first wearing when fitted at our counters. ..... \$1.00 to \$3.75

FABRIC GLOVES Goldschmidt's Silk Lined Fabric and All-Wool Golf Gloves and Mittens; 

> Sole Agents for Ladies HomeJournal Patterns and Sorosis Shoes

Sole Agents or Centimeri nd Adler's CHARLOTTE, N. **Kid Gloves** 

We Pay Railroad Fare on Purchases Amounting to \$40.00 to Patrons Within 50 Miles of Charlotte, and De liver Free of Charge Purchases Amounting to \$5.00.