



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.



AMERICAN BEAUTY Style 223  
Kalamazoo Corset Co., Makers

**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. Corsets fitted from \$1.50 up.



NEW HAND BAGS

The new Rama Hand Bag is positively the latest novelty and is patented, which insures its genuineness and prevents cheap imitations. Price each.....\$3.00 and \$5.00

NEW BELTS

New Ideas in plain and fancy Belts, Elastic, Leather and Persian Novelties. Price each.....50c. to \$3.00

LADIES' NECKWEAR

The newest and swellest line of Ladies' 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, Lisle and Combed Egyptian Cotton, for Ladies, Misses and Children. Price the pair.....25c. to \$3.50

GLOVES

Centimerl means the highest class workmanship in the best quality materials; long and short Gloves, Black and any Color desired. Every pair guaranteed for first wearing when fitted at our counters. Price the pair.....\$1.00 to \$3.75

FABRIC GLOVES

Goldschmidt's Silk Lined Fabric and All-Wool Golf Gloves and Mittens; every pair guaranteed. Price the pair.....25 and 50c.



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 buttons. Price.....\$25.00

Princess Dresses

Beautiful Dresses in Satin or, Wool Batiste, made princess effect with empire back; pretty trimmings in handsome yoke 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, 42-inch 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

Shirt Waists

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



No. 921.

Jewelry Department

Diamonds, Watches, Cut Glass, Silverware and Jewelry.

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

Howard, Elgin, Waltham movements. Many new designs in cases, open face and hunting case, insolid gold and gold filled. The face 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—Berry Bowls, Sandwich Trays, Cake Plates, Bon Bon Dishes, etc., all Sterling. Our stock of Gold Jewelry is second to none—Bracelets, Rings, Lockets, Fobs, Chains, Brooches, etc. Little-Long Company's guarantee goes with every piece of goods from our Jewelry Department. 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, Peacock, Bronze Green, Smoke and all the staples. Price the yard.....\$1.00, \$1.25, \$1.50

BROADCLOTH

Imported Chiffon Broadcloth, Black and all the popular shades. Price the yard.....\$1.50 to \$3.50

BLACK DRESS GOODS

We carry in stock at all times a complete line of Black Goods. Mourning Goods a specialty; Tulle, Velling, Batiste, Henrietta, Shalma, Broadcloth, Imperial Serge, etc. Every yard guaranteed all wool and absolutely fast color. Price the yard.....50c. to \$4.00

WOOL WAISTINGS

Stripe and Plaid Wool Waistings, Batiste, French Flannel and Vynilla. Price the yard.....50 and 75c.

AUTUMN SILKS

The season's best fashionable Dress and Waist Silks, exclusive patterns and will be duplicated. An elegant line of Radium Silks for evening wear. Prices the yard.....50c. to \$1.50

STAPLE TAFFETA

36-inch Black and Colored Guaranteed Taffeta; can match any shade of dress goods. Price the yard.....\$1.00

LACE ROBES

Genuine Imported Lace Robes, White and Black. Price each.....\$50.00 and \$75.00

WIDE NETS

45-inch Cream, Ecu and White Plain and Figured Nets, Fillet and Round Mesh. Price the yard.....50c. to \$1.50

DRESS TRIMMINGS

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

Sole Agents for Ladies HomeJournal Patterns and Sorosis Shoes

**The Little-Long Co.**  
DEPARTMENT STORES, CHARLOTTE, N.C.

Sole Agents for Centimerl 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.