



# THIS WILL BE A BUSY WEEK SECOND WEEK OF Fall Opening

With one of the most complete stocks of up-to-date merchandise, and cool weather right on us, every good shopper will begin his or her fall and winter purchases. The stocks are now complete and the selection is better at this time than could be expected at any time hereafter. We've never shown a grander selection of Ladies' Smartly Tailored Coat Suits, Skirts, Wraps, Waists, Sweaters, etc. Saturday's sales on Coat Suits were the biggest we ever had in any one day. We'll have another lot in for Monday. Then the Millinery is just at its best. No showing ever eclipsed this—no grander display of models—no richer exhibition of novelties. Over 200 Pattern Hats to select from, or one made exactly to your own idea.

### LADIES' READY-TO-WEAR DEPARTMENT SPECIAL LOT \$25.00

One big assortment smart Coat Suits, newest designs, beautifully tailored; worth up to \$35.00; fit guaranteed. Choice while they last. . . . . \$25.00

### COAT SUITS \$50.00 TO \$100.00

Just one of a kind—novelties—and they are beauties. **SKIRTS, WAISTS, ETC.**

One of the biggest lines of these garments we have ever shown in any season. Ladies' and Children's Sweaters in the newest things out.

### OUR SPECIAL \$10.00 COAT SUITS

These are at Tryon street store and are worth regular \$15.00. The styles are O. K.—the latest—but we make a special cash price of \$10.00. None on approval and no alterations without charge.

### TRYON STREET MILLINERY

A big display of Ladies' Fall Hats at medium and low prices.

### CARPET DEPARTMENT

We are now showing one of the handsomest lines of Carpets, Rugs, etc., we have shown for many seasons. Most of our fall stock has arrived and we were careful to select only such designs in such materials that will please even the most critical shopper.

Best Axminster Carpet, with and without borders, on your floor. . . . . \$1.35  
 Smith Axminster Carpets in floral designs, with and without borders, for a short time only at. . . . . \$1.00  
 Best Velvet Carpets, with and without borders, at. . . . . \$1.00 to \$1.10  
 Best 10-wire Brussels on your floor, at. . . . . 90c.  
 8-wire Brussels on your floor, at. . . . . 80c.

A big line of Stair Carpets in Velvets and Brussels, ranging in price from . . . . . 65c. to \$1.50

9x12 Axminster Rugs. . . . . \$20.00 to \$29.00  
 9x12 Wilton Rugs. . . . . \$25.00 to \$40.00  
 9x12 Body Brussels Rugs. . . . . \$27.50  
 9x12 Seamless Velvet Rugs. . . . . \$22.50  
 9x12 Tapestry Brussels Rugs. . . . . \$12.50 to \$15.00  
 9x12 Wool-Fibre Rug. . . . . \$12.50

### IMPORTED DRESS GOODS

44-inch Faille Crepe, silk selvage, only in evening shades; worth \$1.50, bought at a sacrifice. Price the yard while they last. . . . . \$1.00

### IMPORTED BROADCLOTH

Chiffon Broadcloth, White, Black and all the new shades. Price the yard. . . . . \$1.00 to \$3.50

### CHEVRON SERGE

50-inch Chevron Serge, Black and all colors, including Catawba, Taupe, Smoke, Wisteria and Peacock. Price the yard. . . . . \$1.00, \$1.25, \$1.50

### BEARSKIN

56-inch Bearskin, plain and fancy. Colors, Cream, Red, Brown and Grey. Price the yard. . . . . \$2.00, \$2.50, \$3.00

### VIVELLA

New fall patterns Vivella. This season's designs are very attractive. Price the yard. . . . . 75c.

### CORDUROY

27-inch Corduroy for Infants' and Children's Cloaks. Colors, Cream, Garnet, Brown, Castor, Green and Black. Price the yard. . . . . 75c.

### COSTUME VELVET

27-inch Costume Velvet, Black only. Price the yard. . . . . \$1.00 and \$1.50

### VELVETS

Paon Velvet, Black and all colors that are worthy of consideration. Price the yard. . . . . \$1.00

### SILKS

Messeline, Radium, Satin Duchess and all other high lustre Silks, in all the fashionable shades. Price the yard. . . . . 75c. to \$1.50

### FANCY WAIST SILKS

Stripes, Checks, Brocades, etc., etc. All the season's new novelties, in waist patterns only, for evening and street wear. Price the yard. . . . . 75c., \$1.00, \$1.25

### 36-INCH TAFFETA

Black and Colored Guaranteed Taffeta, full 36 inches wide; good, heavy quality, all pure silk. Price the yard. . . . . \$1.00

### SWISS TAFFETA

36-inch Black Swiss Taffeta, the \$1.50 quality. While it lasts price the yard. . . . . \$1.25

### WHITE QUILTS

A beautiful three-pound White Quilt, bought at a bargain. Special price while they last each. . . . . \$1.25

### IMPORTED QUILTS

Genuine Satin Damask Quilts, plain, fringed and cut corners. Price each. . . . . \$3.00 to \$7.50

### TABLE LINENS

Any width Table Linen that you wish, with Napkins to match. Price. . . . . \$1.00 and up

### LADIES' FURNISHINGS

New wide Ruchings, new Hand Bags and Purses, new Belts and Belting, new Kid and Fabric Gloves, new Hosiery and Hose Supporters, new Laces and Embroidery, new Lace Bands and Braids, new wide Nets, new Handkerchiefs, new Hair Ornaments, Combs and Barrettes.

Every department filling up with the newest and most attractive lines.

### JEWELRY DEPARTMENT

See our display of Diamonds, Watches, Sterling Silverware, Cut Glass and Jewelry in our Tryon street window. We are showing all that's new, from the largest and best manufacturers. Our stock this year is larger than ever. Many new patterns in both Glass and Silverware, fancy and staple pieces. A good selection of stem pieces—Comports, Vases, Goblets, Wine Glasses, etc. Our line of Bowls from \$4.00 to \$20.00 is hard to beat, the largest selection in the city. We sell Waterman's Ideal Fountain Pens, every one guaranteed.

The "L-L" Safety Pins 30c. per dozen. Orders taken for Engraved Visiting Cards and Wedding Invitations.

### WINDOW SHADES

We mount our own Shades. We use only the best materials. No other than Hartzhorn's improved rollers. We hang the Shades we mount and guarantee entire satisfaction. Let us make you an estimate and see if our prices are not right.

### CHINA ON THE BRIDGE

This department connects our Tryon and Trade street stores, and here you'll find as complete line of China, Crockery, Glassware, Etc., Etc., as you could expect in both the Carolinas. Complete Dinner Sets in French and Austrian China and English Porcelain from . . . . . \$18.00 to \$45.00

One popular open stock pattern is our Alice Gold Band China. A second popular open stock pattern is in a French China with green foliage and pink flower. A third is our Onion Blue open stock pattern, widely used at breakfast. We have two or three other neat decorations in open stock, which we shall keep filled in as the stock gets broken. We sell any part of a set or any amount of pieces of either open stock patterns up to a full dinner set.

Sole Agents  
for Ladies  
Home Journal  
Patterns and  
Sorois 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.