

Next to Taft and Bryan

THE LITTLE-LONG CO. ARE THE MOST INTERESTING PEOPLE IN THIS SECTION. YOU SHOULD READ EVERY WORD OF THIS ADVERTISEMENT

DURING THE PAST WEEK WE HAVE BEEN TAXED TO OUR UTMOST TO SERVE THE THROUNGS THAT HAVE CROWDED OUR STORES DAILY. WE PROMISE TO MAKE AS PROMPT DELIVERIES AS POSSIBLE IN MILLINERY AND COAT SUITS. BE PATIENT, YOUR ORDER WILL BE FILLED.

Dress Goods 50-inch Chiffon Broadcloth, Taupe, Catawba and all staple colors. Price the yard... \$1.50

Full Dinner Sets in French and Austrian China and English Porcelain, with the newest and neatest decorations and shapes, from \$12.50 to \$65.00

TOILET SETS One very select lot of decorations, in 10 and 12-piece Toilet Sets, from \$4.50 to \$15.00

HOTEL WARE All the Plates and Dishes used by hotels and restaurants in single or double thick.

LAMPS Every kind from an Electric Portable, to a Parlor, Kitchen or Church Lamp.

FANCY CHINA We have a large selection of samples bought at 50c. on the dollar. Many fine pieces Hand-painted and a beautiful assortment Oriental and Domestic Vases, Eric-a-Brac, etc.

SPECIAL MONDAY Four patterns in those real thin Jap Cups and Saucers—one or as many as you want, all to match. Monday only... 19c. each

FURS Ladies' and Children's Furs in single scarfs or sets, in all the popular skins, Lynx, Mink, Squirrel, Martin, Isabella and Sable, Fox.

Silks 36-inch Japonaca Silk, evening shades and Black. Price the yard... 39c. 36-inch Liberty Satin, White, Black and Colors, the greatest value in our entire line. Price the yard \$1.00



Phoenix Mufflers The most popular, the most useful and the most advertised article on the market to-day. Price each... 50c. Ladies' Neckwear Swell line of new,obby Neckwear in Baby Irish and other popular materials. Price from... 25c. to \$2.00

Blankets Leaksville All-Wool Blankets, none better manufactured. Special value 11-4 at... \$3.50

Robe Blankets Beacon Robe Blankets, the swellest line of patterns that we have ever shown. Price each... \$2.00 to \$5.00

FOR MONDAY TWO SPECIALS FOR EACH LADIES AND CHILDREN Ladies beautifully Tailored Suits. Each express for the past three days has brought many new Suits in all colors and sizes; also thirty-two Sample Suits, all of which will be on sale Monday at a price that saves you from \$5.00 to \$10.00 on the Suit.

LADIES' WRAPS Handsome line of Ladies' Wraps in Broadcloth and Novelty Goods, in Black, Green, Garnet and Gray; also pretty Plaids and Stripes; finely tailored, plaited or close-fitting empire effect with the director's lines. Prices from... \$12.50 to \$35.00

SHIRT WAISTS This department has many attractive garments in Net, Messaline, Taffeta, Satin and Linen Fancy Tailored Waists. Prices... \$1.00 to \$7.50

SWEATERS Big line of Sweaters for Ladies and Children—White, Garnet and Navy Blue, box or cutaway jacket. Prices from... \$1.25 to \$3.00

The Little-Long Co. - - Department Stores

IN THE REALM OF NORTH CAROLINA SOCIETY

RALEIGH.

Correspondence of The Observer. Raleigh, Oct. 29.—One of the most notable weddings of the season took place here Wednesday morning, when Miss Lillian Murray Ferrall became the bride of Mr. Gregory Frank Gannon, a prominent young railroad man...

NORTH WILKESBORO.

Correspondence of The Observer. North Wilkesboro, Oct. 29.—The Friday Afternoon Book Club was delightfully entertained last week by Mrs. J. Q. Myers, at Hotel Gordon...

WILMINGTON.

Correspondence of The Observer. Wilmington, Oct. 29.—Saturday afternoon last Miss Jane Iredeell Green entertained a number of her friends at a tea at her home on South Second street...

LAURENBURG.

Correspondence of The Observer. Laurensburg, Oct. 29.—On October 15th, the Ladies' Thursday Afternoon Book Club was entertained by Mrs. J. M. Rose...

GOLDSBORO.

Correspondence of The Observer. Goldsboro, Oct. 29.—Hallowe'en Day was celebrated to a great extent in Goldsboro...

MOORESVILLE.

Correspondence of The Observer. Mooresville, Oct. 29.—Forty years ago Thursday evening Mr. S. A. Lawrence led to the altar in Mooresville Miss Della Greene...

NEWTON.

Correspondence of The Observer. Newton, Oct. 29.—The past week has been replete with entertainments given in honor of the bride of tomorrow...

THOMASVILLE.

Correspondence of The Observer. Thomasville, Oct. 29.—Mrs. Edgar W. Dixon very delightfully entertained the Tuesday Afternoon Book Club on October 17th. The entire membership, with one exception, was present...

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