

The Capital of Toyland



To get rid of the blues visit our Tryon street store—the realm of the Christmas playthings. Never in all your born days have you seen such an array of dolls—such a cavalcade of hobby horses—such a menagerie of animals—such stacks of building blocks—such a show-ing of steam engines—such endless lines of things on wheels, things that make music—things with which to play travel, war or business—things that make believe keep house, and things to speed the evening hours.

Toy Pianos playing, Circus Clowns tumbling, Rubber Balls bouncing, Friction Vehicles hill-climbing, Tops spinning, Horns tooting, Chimes ringing, Drums beating, Trumpets blowing, Doll Dishes rattling, Ten Pins tumbling, Doll Babies crying (nobody hurt), Ludoscopes whirling, Toy Guns popping—and mingled with the chorus of sound, the shouts and laughter of groups of gleeful children.

And while there's a merry-go-round of trade up and down every aisle, order pervades all this animation—a perfect system with plenty of attendants to show visitors how new toys work, how new games are played, and how to get the right things, the most things and the best things for one's money. No clatter, no confusion, but a medley of the sights and sounds that please.

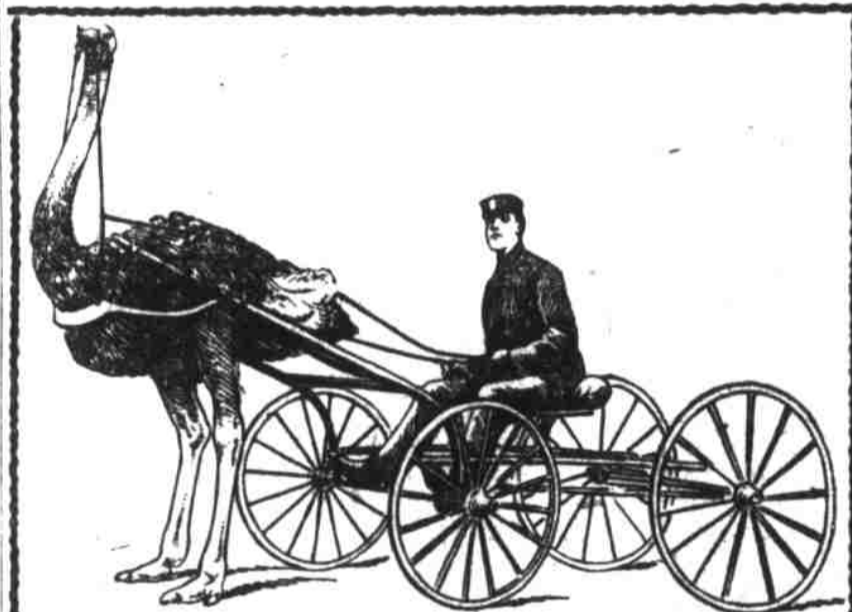


GIFTS FOR CHILDREN—TOYS	
Moving Pictures.....	\$3.00 to \$8.50
Magic Lanterns.....	50c. to \$3.50
Pianos.....	25c. to \$7.00
Trunks.....	50c. to \$2.00
Trains with Tracks.....	50c. to \$6.50
Tin Engines.....	25 and 50c.
Iron R. R. Trains.....	25c. to \$1.00
Automobiles.....	15c. to \$1.00
Iron Hooks and Ladders.....	15c. to 50c.
Iron Carts.....	15c. to 35c.
Ice Wagons.....	25c. to 35c.
Humpty-Dumpty Circuses.....	25c. to \$2.50
Tool Chests.....	\$1.00 to \$4.50
Money Banks.....	10c. to 50c.
Stoves.....	48c. to \$3.50
Metal Tea Sets.....	10c. to \$1.25
China Tea Sets.....	98c. to \$3.00
Tin Horses and Wagons.....	25c.
Wood Horses and Wagons.....	25c.
Wood Horses.....	25 and 50c.
Donkeys.....	25c. to \$1.00
Elephants.....	25c. to \$4.50
Buffaloes.....	\$1.00 to \$1.50
Camels.....	\$1.25 to \$2.50
Bears.....	50c. to \$1.25
Cows, with and without Calves.....	\$1.25
Fur Dogs and Cats.....	25 and 50c.
Building Blocks.....	25 and 50c.
Clowns.....	35c.
Drums.....	10c. to \$2.50
Horns.....	5c. to 50c.
Accordeons.....	25 and 50c.
Steam Engines.....	\$1.25
Mechanical Engines.....	\$1.25
Card Games.....	10c. to 75c.
Picture Books and Story Books.....	5c. to 50c.
Doll Houses.....	68c. to \$1.50
Doll Carts and Carriages.....	25c. to \$6.50
Piano Stools.....	35c.
Writing Desks.....	85c. to \$8.50
White Furniture.....	50c. to \$4.00
Children's Rockers.....	25c. to \$3.50
Morris Chairs.....	\$3.50 to \$5.00
Doll Chairs.....	10c. to 25c.
Doll Tables.....	25c. to \$1.00
Combination Crokinole Boards.....	98c. to \$1.50
Checker Boards.....	18c.
Football, round and oblong.....	50c. to \$2.00
Sleigh Bells.....	10 and 25c.
Christmas Bells.....	10c. to 25c.
Pop Sticks.....	5 and 10c.
Hobby Horses.....	\$5.00 to \$8.00
Rocky Horses.....	\$1.50 to \$3.00
Baby Rockers.....	\$1.00 to \$3.50
Wood Wagons.....	50c. to \$7.50

Iron Wagons.....	85c. to \$2.50
Wheelbarrows.....	25c. to \$1.00
Automobiles.....	\$6.00 to \$14.00
Tricycles.....	\$1.50 to \$10.00
Velocepedes.....	\$4.00 to \$8.50
Pioneer Flyers.....	\$5.00 and \$6.00

JEWELRY DEPARTMENT

HOLIDAY ANNOUNCEMENT
We have made unusual preparations for this year's holiday trade in the Jewelry Department. Diamonds, Watches, fine Gold Jewelry, Cut Glass, Silverware, Clocks and Novelties. Diamonds are still high in price. While every line of merchandise has varied in price during the panic, Diamonds have steadily advanced, which only shows that it is safe to buy Diamonds. See our line. We have all sizes from the smallest to the finest Solitaires, including many Fancy and Cluster Rings, Rubies, Emeralds, Sapphires, Opals and Pearls set with Diamonds. A good selection of Brooches, all Diamonds and Diamonds and Pearls from \$15.00 to \$350.00 each. Watches—We are headquarters for Watches of all makes. We carry



FOR MONDAY ONLY

Plumes \$2.98 to \$50.

A large consignment Ostrich Plumes in Black, White and Colors, direct from an Importer. On sale Monday only, as balance must be returned Tuesday. It's a Big Saving—at least one-fourth.

In stock all of the best makes of American movements in Solid Gold, Gold Filled Silver and Nickel Cases, fitted with Elgin, Waltham, Howard, Hampden and New England movements; also the new extra thin models with metal dials. Ladies' and Gentlemen's sizes. Fine Gold Jewelry—More of a variety and a larger stock to select from in both 10 and 14-karat Gold Brooches, Collar and Cuff Pins, Cuff Buttons, Scarf Pins, Chains and Lockets, Bracelets, all sizes and styles; Ladies' and Children's sizes in Solid Gold and Gold Filled. Rings of every description, hundreds to select from, Stone Rings of all combinations, Signet Rings with and without Diamonds. Toilet Ware, Silver Novelties, Deposit Ware, Mesh Bags, Jewel Boxes, etc. All of our Toilet Ware and Silver Novelties Sterling. Our Jewelry Boxes are new, nothing like them ever shown before, well made and heavily plated with Sterling Silver; all fitted with lock and key. Also a few Cigar Boxes in the lot. All have shells on top for monograms. Look through our line of Silver Deposit Ware, Cologne Bottles, Vases, fancy pieces, new designs. Our prices are right and the quality the very best. A few swell Photo Frames, Sterling Comb, Brush and Mirror Sets, Manicure pieces to match, Military Brushes, Whisk Brooms, Cloth Brushes, Match Boxes, Flasks and hundreds of small Novelties. Fountain Pens—Waterman's Ideal and Aiken Lambert's Mercantile, in Plain and Fancy barrels, Silver and Gold Filled mountings. Every one guaranteed. Ormolu Gold Clocks, warranted not to tarnish, assorted patterns; one and eight-day time and strike movements..... \$1.50 to \$25.00 each. Solid Gold and Sterling Silver Thumbies from..... 25c. to \$5.00 each. In buying our Holiday Goods we did not overlook our staple lines Cut Glass, Sterling Silver Plated Flat and Hollow Ware. We are showing four complete patterns in Sterling Flat Ware, including the fancy pieces. Do your Christmas shopping early—the stock is at its best now. Select your gifts, have them engraved and laid away. The Little-Long Company's guarantee goes with everything we sell. Practical Watchmakers, Engravers and Jewelers in charge. Mail orders receive prompt attention. Selection packages sent to out-of-town customers until December 31st.

19 MORE SAMPLE SUITS
Another swell lot of 19 new models in Coat Suits has just come. We got them at 1-3 off regular wholesale price and have made two lots:
Lot No. 1..... \$25.00
Lot No. 2..... \$32.50

DOLL LIST	
Bisque Dolls.....	1c. to \$1.50
Royal Bisque Dolls, best Dolls made, from	
Kid Body Dolls.....	\$1.75 to \$15.00
Dressed Dolls.....	25c. to \$2.50
Unbreakable Dolls.....	65c. to \$1.25
Rubber Dolls.....	25 and 50c.
Rag Dolls.....	25 and 50c.
Lady Dolls.....	\$2.00 to \$3.50
Baby Dolls.....	75c.
Doll Heads.....	5c. to 88c.

CREPE PAPER

All colors for decorations..... 10c. roll
Fancy Crepe Paper, assorted..... 18c.
Seals, Tags and Cards for Christmas packages, per package..... 10c.
Empty Holly Boxes..... 5c. to 10c.
Christmas Post Cards..... 1c.

DINNER SETS \$8.50 TO \$65.00

A real neat decoration, new shaped pieces in Haviland & Co.'s 100-piece Dinner Set for..... \$65.00
A 100-piece Haviland & Co. Plain White Dinner Set, new shape, for..... \$40.00
A rich decoration in a 100-piece French China Dinner Set for..... \$40.00
The Alice Gold Band old-time China, 103 pieces, for..... \$27.00
A beautiful decorated Austrian China 100-piece Set, two designs, for..... \$22.50
A real old-time "Onion Blue" English Porcelain 100-piece Set for..... \$20.00
A real neat border in English Porcelain 100 piece set for..... \$18.00
A 96-piece English Porcelain with little narrow gold border, looks so neat, for..... \$12.50

FANCY CHINA

We have a lot of Samples at a big discount, Hand-Painted and beautiful Decorations, Cake Plates, Salad Bowls, Celery Dishes, Fern Dishes, Berry Sets, etc., and a number of Art Pieces in Vases, Bric-a-Brac, etc., which we closed from a large Importer and you buy it for less than the import price.

DECORATED LAMPS

One of the largest displays of these goods in the city, from..... \$1.00 to \$15.00
Electric Portables at a very low price.

FUR GIFTS

All kinds of popular Skins, well made in the new shapes Pillow or Rug Muffs; Link, Isabella and Sable Fox, Russian Sable and Natural Squirrel; also the different styles of Mink.
Separate Scarfs from..... \$1.00 to \$40.00
Sets with Stole and Muff from..... \$4.00 to \$80.00
Each piece of Fur is fully guaranteed.

SOLE AGENTS
FOR LADIES'
HOME JOURNAL
PATTERNS AND
SODAS SHOES

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

SOLE AGENTS
FOR CENTIMEN
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.