

Our stores are filling up in every department acd our aim is to make every section a special and complete department, full of the best merchandise, und at prices that will make each section a little pøpular store in itself. We always avoid the Mr. "Blowhard" methods and leave most of our talking to our (values, as the intelligent shoppers of Charlotte need no coach


## Every

 Day Specials coming in continually and you will have 0 be here every few days to know the amount and variety that comes in and goes out through the different departments, such as

## Ladies'

 NeckwearHosiery, Belts, Hand Bags, Rib bons, Dutch Collars, Hand kerchiefs, Laces, Em broideries, Shirt waists and etc.

ovelties in these departments are in to-day and out tomorrow. For instance, a two hundred piece ribbon sale lasted about one hour. You will have to get the "down-town" habit to keep pace with the ins and uts

## The Little-Long Co.

There will be something do ing in the Coat Suit depart

WATOH THIS SPAOE

