

# ADVANCE SHOWING —OF— NEW SPRING MERCHANDISE

The Season's Newest Millinery, Coat Suits and Dry Goods  
Received Fresh from the Great Fashion Centers and  
Attractive Displayed for Your Inspection

The Newest Millinery Models, Dainty Creations from Gage and Phipps will be shown  
Monday. At the same time we will show an advance shipment of Early Spring  
Coat Suits in Beautiful New Models and Materials and Priced at

**\$20, \$25, \$30 and \$40**



**RUG AND CURTAIN SPECIAL.**

Our Rug Sale will continue throughout the coming week with reduced prices. Every Rug is a perfect piece of goods. Our assortment of patterns and colors is unusually large, being made up from the best weaves of the most reputable mills of America.

- One lot \$25.00 9x12 Rugs, more than 40 patterns. Your choice only \$19.75
- Large Assortment 9x12 Velvet and Axminster Rugs; cheap at \$18.50; your choice for \$16.50
- Our best grade Wool Fiber 9-12 Rug, beautiful patterns; was \$12.50 for only \$10.00
- One lot Wool Fiber Rugs, 9x12; all good patterns . . . . . 7.98
- One lot Brussels 9x12 Rugs; were 12.50, for . . . . . \$9.75
- 30 in. x 60 in. Jute Smyrna Rugs . . . . . 79c.
- 27 in. x 54 in. Scotch Body Brussels Rugs; worth \$1.25; for . . . . . 88c.

**SPECIALS IN CURTAINS.**

- A new assortment of those popular Missionette Curtains, that are used so extensively by all . . . . . 98c.
- Large variety of patterns; Nottingham and Cable Net Curtains; White and Ecru; worth \$2.50 to \$3.00 for . . . . . \$1.98
- The New 36 in. Panel Curtain, only a few patterns; very neat and stylish, for . . . . . \$2.50

**HOUSE DRESSES.**

Just received, a lot of House Dresses. A nice line to select from in Checks, Stripes and Polka Dots. Prices from . . . . . \$1.00 to \$2.50

**CHILDREN'S DRESSES.**

- For 25c. we have a neat little dress for children from 2 to 6 years. The original price was 50c. Come and see them; you will be surprised at their value. Special at . . . . . 25c
- Another lot of Children's Dresses, sizes from 6 to 14. Price . . . . . 69c.
- A new lot of Children's and Misses' Dresses, in various designs and beautifully made in polka dots, plaid, large stripes, etc. Come and make your selection while the stock is new and fresh. Prices from . . \$1.00 to \$4.00

**MUSLIN UNDERWEAR.**

- One table of Underwear consisting of Gowns, Corset Covers and Drawers, at . . . . . 25c.
- Some of the garments were 50c.
- One table Muslin underwear at . . . . . 50c.
- These garments were 75c. and \$1.00.

**SWEATERS.**

We are offering all our Sweaters at just half price.

**OUTING GOWNS.**

Of Good Quality; full size; well made; regular 50c. goods for 39c.; 75c. goods for 59c., and \$1.00 goods for 79c.

**WOOLEN DRESSES.**

We have a small quantity of these Dresses that we do not want to carry over, and are just the thing to finish out the winter with; \$5.00 Dresses for \$2.98; \$7.50 for \$4.98

**CLEARANCE SALE OF BATH ROBES.**

All of our Blanket Robes at a reduction; \$5.00 Robe for \$3.98; \$7.50 Robe for \$4.98

**AVIATION CAPS.**

All White and White with Colored borders; \$1.25 Caps for 69c.; 50 Caps for 39c.

**WHITE DRESS LINENS.**

- 36-in. pure Linen in several weights for suits, shirt-waists and undergarments . . . . . 25c. Yd.
- 36-in. pure Linen, round thread, Bucher and Irish . . . . . 39c. Yd.
- 45-in. Pillow Case and Suiting; 65c. value, at . . . . . 50c. Yd.
- 36-in. Linen Cambric, round thread, Bucher and soft Irish Linen 50c. Yd.
- 36-in. Irish Linen for shirt bosoms . . . . . 60c. Yd.
- 20-in. extra quality of scarfing . . . . . 50c. Yd.
- 90-in. Linen Sheeting . . . . . \$1.00, \$1.25 and \$1.50

**LINEN LAWN**

Extra values at . . . . . 25c., 39c., 50c., 60c., 89c., \$1.25 and \$2 Per Yard.

**COLORED DRESS LINENS.**

- Beautiful quality of Linen in Solid Colors; pink, lavender, cream, garnet, old rose, navy, Copenhagen and light blue, 27-in. wide . . . . . 25c. Yd.
- Heavy Linen Crash Suiting in the leading colors, 36-in. wide . . . . . 39c. Yd.

**WHITE GOODS.**

- Splendid line of Dimities, Checked Muslins, Striped Lawns and Madras at . . . . . 10c. Yd.
- Linair in Checks, Plaids and Stripes; 25c. quality, at . . . . . 18c. Yd.
- Flaxons in a bewildering variety of Checks, Plaids and Stripes 20 and 25c.
- Shamrock Dimity, beautiful and very durable for shirt waists, undergarments and baby dresses . . . . . 25c.
- Beautiful quality of Madras for Men's Shirts . . . . . 18 and 25c
- Linen finish suiting in several weights, . . . . . 12 1-2c. Yd.
- Killarney Suiting; looks and wears like linen; the 15c. quality at 12 1-2c
- 90-inch Union Linen Suiting; splendid for suits and skirts . . . . . 50c

**ENGLISH LONG CLOTH.**

- Good values at, per bolt . . . . . 79c., 98c., \$1.25, \$1.50, \$2.00, \$2.25 and \$2.75.
- English Nainsook at . . . . . 10c., 15c., 20c., 25c. Per Yd.
- Sea Island Nainsook . . . . . \$1.50, \$1.75, \$2.25 and \$2.75 Per Bolt
- Marsalia Cloth, an ideal muslin for shirt waists, dresses and undergarments . . . . . 35c., 50c., 60c. a Yard

**TABLE LINENS.**

- 70-in. Linen, good heavy quality, usual price \$50c., now on sale at . . 39c.
- 72-in. pure Linen Damask . . . . . 89c., \$1.00, \$1.25, \$1.50 and \$2.00 Per Yd
- Napkins to match . . . . . \$1.50, \$2.00, \$2.50; \$3.00, \$3.50 and \$5 Per Doz
- One lot of 22-in \$5.00 Napkins to be closed out at . . . . . \$3.50 Per Doz.

**TOWELS.**

- Medium Sized Huck Towel for Barber Shops, Lunch Counters, Soda Fountains and Clubs . . . . . 37 1-2c. Doz.
- Pure Linen Hemstitched Huck Towel, the Best One Made for the Price at . . . . . 25c. Each
- Scalloped Huck Towels, large size and heavy quality . . . . . 25c. Each
- Splendid line of Huck Towels at . . . . . 50c. Each

**GINGHAMS**

- Anderson Gingham, in almost every imaginable pattern, 32-in. wide 25c.
- Ivanhoe Gingham in checks, plaids, striped and solid colors; colors fast, 32-in. . . . . 15c. Yd.
- Big assortment of Kindergarten Cloth, Gingham and Galatea, all in one lot, at . . . . . 10c. Yd.
- Curtain Ewiss in white, cream and ecru, with woven stripes, also in the pretty colors; now on sale at . . . . . 10c. Yd.

**JEWELRY DEPARTMENT — SUGGESTIONS FOR SPRING.**

We have been busy ever since the holiday season filling in our stock and we are now ready to show you suitable gifts for Spring weddings—Easter—Jewelry for summer wear.

We are receiving new and nobby goods every day. A complete line of Silver in the Washington pattern, which is now so popular—popular because it is distinctive Colonial Design, made in full line of staple and hollow handle cutlery. Also a good assortment of Berry Bowls,

Bread Trays, Sandwich Trays, Candle Sticks, Water Pitchers, three and five-piece Silver Service, Silver Plate and Sheffield Ware in Baking Dishes, Casseroles, Bean Pots, Relish Dishes, Tea and Coffee Sets and some New Shapes in Bread Trays. No better line to be seen than our new line of Rich Cut Glass—beautiful line of floral designs—in Vases, Bowls, Water Sets, Comports, Sugar and Creamers. Bon Bon Dishes, from \$1.25 up to \$5.00.

For Spring Jewelry we have just received a full assortment of French Enamel Ware, which is quite popular in both design and prices. Beautiful colors in a number of patterns. A nice three-piece waist set, collar pins, cuff pins, bars, buckles, Jabots, pins and beauty pins. A beautiful line of pendants in platinum and in gold. Cuff Pins, Brooches, Coat Chains for Gents, Rosarys and the new Shoulder Strap Fastener, Crosses and Chains, Bracelets and Rings of all kinds.

Leave your Jewelry and watches with us and have them repaired by expert workmen. Engraving done free. Mail Orders Promptly Filled.

**HOSIERY.**

Just in, another case of the famous Notaseme Hose — wears like sixty, looks like fifty and cost but 25c. a Pair.

Try a pair of our \$1.00 Silk Hose, with lisle top. Extra good quality, in all colors.

**ART DEPARTMENT.**

A new lot of Stamped Underwear, Gowns, Corset Covers, Combination Suits, etc., assorted designs to select from.

Guest Towels; stamped in pretty new designs, at . . . . . 25 and 50c

Table runners, covers, sofa pillows, etc., stamped in the newest designs on heavy linen, from . . . . . 25c. to 75c.

We have a complete line of all Cotton and Silk Floss for Embroidery Work. D. M. C. for crocheting bags, etc.

**NECKWEAR.**

Baby Irish and Torchon Lace Collars and Chemisettes; a good selection; up to . . . . . \$8.00 Each

New Sailor Collars in Pique and Lawn trimmed in lace; from . . . . . 25c. to \$3.50

New Cascade Jabots . . . . . 25 and 50c

**RIBBONSPECIAL.**

A Big Lot of Persian and Plain Ribbons, Assorted Colors, Worth Up to 50c. Special Price for Monday, per yard . . . . . 19c.

Centemeri Kid Gloves. Prices from . . . . . \$1.00 to \$5.00 A Pair

Silk Gloves; all colors; per pair . . . . . 50c. to \$1.00

**HANDKERCHIEF SPECIAL.**

Ladies' Linen Handkerchief; extra good quality. Special at \$1.00 Per Doz.

**NOTIONS**

In this department we can supply your many needs for small and necessary articles, such as Dress Shields, Pins of all description, Scissors, Buttons, Combs, Barretts, Hose Supporters, Darning Cotton, Stationery, Branch, Cash's Ruffing, Elastic, Needles, and other numerous items.

Ask to see the Newport Hose Supporters for the thin lisle and silk hose, in black and tan, at, per pair . . . . . 50c.

**LACES.**

A new and complete line of Laces and Insertions in Vals, Round Thread, Turban, Cluny, Platt Vals, etc.

One lot Vals, round thread and heavy Linen Laces. Special Price Per Dozen . . . . . 50c.

Another table of Platt Val, Round Thread, Linen and Cotton Chiny Lace and Insertion, at . . . . . 10c. Per Yard

**EMBROIDERY.**

In this Department we can give you anything from the narrow Baby Embroidery Pattern up to the 54-in. Embroidery Flounce, in new and pretty design. All prices.

A complete line of Embroidery, Beading and Veining in Nainsook and Swiss.

One lot of Embroidery Edge and Insertion, Worth Up to 20c., at, Per Yard . . . . . 9c.

**KNIT UNDERWEAR.**

One lot of Ladies' Vest and Pants — Part Wool and Cotton; Regular Price 85c. To Close Out the Lot; Price Per Garment . . . . . 50c.

Children's Vest and Pants, Worth 25 and 35c.; Assorted Sizes; at a Garment . . . . . 18c.

**NEW SILKS.**

A Beautiful Assortment of Silk and Satin Foulards. Prices range from . . . . . 49c. to \$1.50 Yd

- 36-inch Plain and Striped Taffetas.
- 36-inch Two-Toned Taffetas.
- 27-inch Two-Toned Cashmere De Soie.
- 20-inch Wash Silks in all the Leading Shades.
- Natural Pongee and Rajah Silks in Black, Brown and Green.
- 36-inch Messalines in all Colors, both for day and evening wear.

**DRESS TRIMMINGS**

Just in, our first shipment of Beautiful, New Dress Trimmings, embracing the latest novelties of the season, such as Rhyme Stone and Silver Bands, Hand-made Chiffon Roses, in Assorted Colorings, both in band effects and separate ornaments.

Tinselled Chiffon Ornaments with Pearls and Crystal Beads, Crystal, Jet, silk and Bullion Fringes, also the popular little Ball Fringes in assorted colors. This is a beautiful lot of trimmings and everything is strictly the newest.

12 W. Trade Street

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

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