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THE IIIIE-LONG CO. New Lines FASHIONABLE MERCHANDSE

## Beach Suiting

Double width Herringbone (washable) Bleach Suiting, the very newest wash fabric on the market.
Price the yard... .......................15c.

## East Lake Cheviotte

## Stripe Poplin

this season for tub suits. Price the yard 25

## Roman Stripe Crepon

Kimona weather makes this material very popular Price the yard

## New White Goods

worth 35 c . Our special the yard.... .......20c

## Colored Check Dimity

Dimity with Red, Pink and Blue Checks, egular price 25 c. Special the yard.

## Colored Lawns

## Cretonne

New patterns in Cretonne and other Draperies.

## Sllkaline

