

Long's ANNOUNCE RETIRING FROM BUSINESS

NOTE:

Many thanks to you, our customers, for your confidence and loyal patronage, and for making it possible for our successful operation. We hope you are among those who will take advantage of these savings!

\$38,000⁰⁰ STOCK LIQUIDATION SALE

NOTE:

Furniture and fixtures for sale . . . Store for lease to right party. See Nick Long.

Thursday Morning - 9:30 a.m.

We are retiring from business after 14 years in the same location. During this time we have made thousands of fine friends and satisfied customers. We have worked hard to find for our customers the very newest advance styles, always with the finest workmanship and quality materials the market affords for the best prices. We now offer to you our entire stock of new, fresh Spring and Summer Coats, Suits, Dresses and accessories at tremendous reductions . . . as long as they last. Nothing brought in for the Sale.

20% TO 50% OFF

COATS

Entire stock Spring and Summer Shorties and full length, casual and dressy, in the newest styles and colors, and finest fabrics. Reg. \$39.50 to \$125.00



SUITS

Entire stock of suits in the newest styling and fabrics of lasting quality. In plain colors and novelty checks and weaves. Reg. \$65.00 to \$125.00



DRESSES

Entire stock of dresses, in sport, casual, street, dressy, cocktail and formal styles. A beautiful selection of hand picked Spring and Summer dresses. An opportunity of a lifetime to stock up. Reg. \$10.95 to \$85.00



SKIRTS

A large selection of quality skirts in the newest styles, colors and fabrics. Stock up at these big savings. Wools, linens, gabs, cotton. Reg. \$7.95 to \$29.50.



BLOUSES

All our beautiful blouses in long sleeves, short sleeves, and sleeveless styles. Cottons, rayons, nylons, silk. Included in our large assortment are the famous "Ship 'N Shore" Shirts. You'll want several. Reg. \$2.98 to \$19.75



SUEDE

The famous Scully suede jackets, 3/4 length coats, and full length polo coats. Finest imported skins. A real investment for long wear. Colors are Red, Green, Gold, Almond, Camel. Reg. \$55.00 to \$125.00



BAGS

Take a look at the handbag you're carrying . . . then see the smart selection of high grade bags we are offering at big savings! Fine calf, suede, fabrics, in dressy, sport, evening wear. Reg. \$2.25 to \$39.50.



BELTS

For styling and quality, our Calderon Belts are tops! A smart belt will add a lot to your dress, suit or coat. A large selection of fine leathers. Straight and contour plus dressy velvet and gold with trims. Reg. \$2.50 to \$16.75.



MILLINERY

All hats go out at reduced prices! Not many left but all are smart and new for summer. Reg. \$6.95 to \$25.00



HOSIERY

Our entire stock of Gotham Gold Stripe hose at great savings. Included are the new knee length, and our regular fine quality nylons. You'll want many at the big savings. Reg. \$1.00 to \$2.50



HANKIES

All handkerchiefs go at clearance prices . . . you'll want several for gifts. Ideal for Mother's Day, Graduation, etc. Save! Reg. \$1.00 to \$4.95



SCARFS

You can always use a few extra scarves . . . especially when you can buy such lovely ones at such savings! Reg. 50c to \$4.95



SLIPS

A marvelous selection of slips in many styles! Rayon crepe and nylon. Tailored and lace trims . . . white, tea rose, black, navy and colors. A large selection at great savings. Reg. \$2.95 to \$12.95.



GOWNS

Every gown in stock goes at reductions you won't be able to resist! It will pay you to buy your lingerie for holiday gifts now at such savings. Shop and save. Reg. \$5.95 to \$39.50



ROBES

House coats, travel robes, negligees, hostess gowns. All are new, and to think, you can own one at less than cost! Reg. \$19.75 to \$65



JEWELRY

Entire stock of fine costume jewelry in chokers, necklaces, bracelets, ear-rings. Simulated pearls, silver, gold, many fine pieces from nationally known makers. Take advantage of this great opportunity to buy and save! Reg. \$1.00 to \$25.00



PANTIES

You'll rave over the values of these cute nylon panties at the regular price . . . you'll want several at the sale price! Reg. \$1.75 to \$2.95.



PETTICOATS

Your summer dresses just naturally call for a crisp petticoat to give them a lift! You'll want several at our reduced prices. Reg. \$3.95 to \$10.95



ALL SALES FINAL

Long's

719 MAIN