

Come and See Us.

Bring Your Feet With You.

We can fit them with up to date shoes.

W. C. MCKINNEY,

Clarks' Building, Main Street.

THE BROADWAY

The Pith and Point

of this business is to sell goods, but the selling must be right. Every article shown you must bear the stamp of honest value.

THIS IS CLOAK WEATHER.

There's a snap to the air; there's a snap to the business. Ladies' beaded plush capes, and fur trimmed capes, \$6.67 \$7.00, \$8.00, \$9.75 to \$10.75.

OUR NEW STOCK OF FALL AND WINTER GOODS

contains many bargains that must be seen to be appreciated. Attention is called to the following seasonable items: Men's lined gloves @ 24c, 35c, 48c pair.

Medicated red flannel, 31c. yd. Ladies' fleece lined hose, 12 1/2 c, 23c, 26c. pair.

EVERY DAY THERE IS SOMETHING NEEDED

in the line of house furnishings. Stock is replenished every few days, and our prices are invariably below the regular market value.

Respectfully Submitted to the Cash Trade Only by

THE BROADWAY CASH STORE, Moyer's New Building, Main Street, BLOOMSBURG.

JONAS LONG'S SONS' WEEKLY CHATS.

WILKES-BARRE, PA., October 22, 1896.



Have you made a selection of your New Fall Jacket? If not, have this well in mind. The best is none too good, for it is said a cloak covers a multitude of sins;

acturer in making cloaks of poor materials. Making a garment up to sell and not to wear is a sin many have to answer for. Our garments are made of the best materials, of the best workmanship.

Ladies' Jackets made of fine all wool chevrot, with puff sleeves and new style back, are sold by us at \$3.48.

Ladies' Jackets of all wool beaver, in black and navy, made with the modern shield front, are \$4.98.

Ladies' Jackets in all wool kersey, in blue or black, very handsomely made, with shield front, new slash collar and turn back cuffs, would be considered by many a bargain at \$10; we sell them at \$7.48.

Ladies' Capes made of all wool kersey cloth, the latest cut, with full sweep, are \$6.98.

Ladies' Capes made of heavy astrachan cloth, beautifully trimmed, lined throughout with silk, stylish, rich and comfortable, sold at \$9.98.

Ladies' Capes made of fine soft plush, richly lined with silk and edged with thibet, are a special offering at \$10.98.



Misses' and Children's made in the same careful manner as our Ladies' Jackets, with all the attention to minute details; range in size from 4 to 16 years. They come in fancy boucle, chevrot and beaver cloths, plain colors and fancy mixtures, range in price upward from \$2.98.



Write for samples of our double width fancy chevrot and plaid Dress Goods that we are offering at the yard 12 1/2 c.

Our 36-inch all wool cloth and 36-inch all wool serges cannot be duplicated in the State at the price—per yard 25c.

A new assortment of novelty Dress Goods in the popular and stylish mohair and wool overshot effects are this week 39c.

Double Width Eiderdown in all shades is sold at 44c.

Our 24-inch Black Faille Francaise Silks are worth much more than the price we ask—samples on application—the yard 69c.

27-inch Black Duchesse Satin, needs no comment, you know the goods, the price is lower than these fabrics have sold in years, for this week our price is 89c.

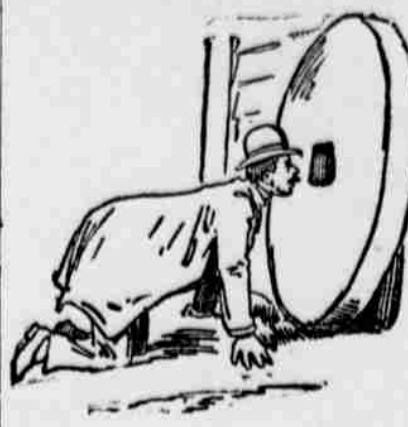
We will close out a large assortment of printed warp novelty silks, valued at \$1.00 the yard to \$1.25, at a uniform price of 49c. You should write for samples of these at once, as the lot cannot last long at the price.

Our \$17.46 Sewing Machine is manufactured for our firm specially by one of the leading factories of the country. It will do as good work and is as handsome as a \$60.00 machine; high arm; all attachments warranted fully for five years.

Jonas Long's Sons

Cor. W. Market and Public Squares, Wilkes-Barre.

SEEING THROUGH A MILLSTONE



is no trick to a man with good eyes, but it doesn't make any difference how large the hole is, or how strong the glasses are to him, who has neglected his eyesight.

Examination Free.

J. E. ROYS,

Successor to J. G. Wells, Next door to Post-Office, BLOOMSBURG, PA.

THE NEW WOMAN

THE OLD MAN

and all the rest of the family can be satisfactorily shod at

Jones & Walter's Shoe Store.

Every day new goods are coming in. The very latest in footwear. The newest in colored leathers. High shoes and low shoes, and shoes of all sizes, and at just what you want to pay price.



SPECIAL BARGAINS

FOR

OCTOBER CASH SALES!

UPON our counters will be thrown, day after day, new arrivals which, in prices will positively be beyond the whisper of competition and comparison—prices that will teach you in the silent logic of truth the difference between dealing with live and with dead men—between the CASH and the credit system—between the RIGHT and the wrong way.

Table listing various goods and their prices, such as Coal oil, Syrup, Best syrup, 5 lbs. good cakes, Plug tobacco, Smoking tobacco, Window glass, Putty, Lamp globes, Teaspoons, Tablespoons, 2 foot rule, Best gun powder, Shot, Gun caps, Boy's suspenders, Men's suspenders, Men's socks, Misses' black hose, Ladies' vests, School bags, Shears, Rulers, Tablets, Pass books, Buttons, Men's work suits, Ladies' collars, Ladies' gloves, Children's mittens, Baby's shoes, Children's shoes, Misses' shoes, Ladies' shoes, Men's shoes, Boy's boots & shoes, Men's boots, Ticking, Outing flannel, Table cloth, Table oil cloth, Blankets, Horse blankets, Cotton flannel, Toweling, Grain bags, Plates, Vegetable dishes, Sugar bowls, Pitchers, Turkeys, Valises, Tubs, Brooms, Stove pipe, Boilers, Stone pots, Butter pails, Lanterns, Knives and Forks.

All goods will be sold for cash or exchanged for eggs and poultry.

SILAS YOUNG, Light Street, Pa.

THE COLUMBIAN. BLOOMSBURG, PA.

ARCHDEACONRY OF WILLIAMSPORT.

The fall session of the Archdeaconry of Williamsport will be held in St. Paul's Church on October 26th, 27th and 28th. The first service will be held on Monday evening at 7:30, and will consist of evening prayer, and a sermon by Rev. John Graham of Shamokin.

The program for Wednesday is as follows:

- 7:30 a. m. Holy Communion. 9:00 a. m. Morning Prayer and Litany. 10:00 a. m. Literary exercises in Parish House. 12:00 noon. Prayers for Missions. 2:30 p. m. Literary exercises. 7:30 p. m. Evening prayer, and addresses by Rev. L. F. Baker of Harrisburg, and A. D. Holland of Scranton.

Music in the Air.

There never was so much music and so many musical instruments at the Fair as has been seen there this year. While there are many fine exhibits in this line it seems but just to state that in many respects that of J. W. Gurnsey surpassed them all.

For a Shave or Hair Out.

For a good and quick shave or hair cut, go to James Reilly's tonsorial room in Exchange Block, first floor, next to Express Office.

Try Grain-O! Try Grain-O!

Ask your Grocer to day to show you a package of GRAIN-O, the new food drink that takes the place of coffee.

A Present for Your Pastor.

Your pastor would be delighted with a Clergyman's Case of Humphreys' Specifics; it is made to fit the pocket and contains the ten numbers most needed by a clergyman.

HOOD'S PILLS cure Liver Ills, Biliousness, Indigestion, Headache. A pleasant laxative. All Druggists.

DEMOCRATIC MEETINGS.

Meetings have been arranged to be held in the evening at 7:30 o'clock at the following places: Friday 23—Canby—Rohrsburg. Saturday 24—Benton 2 P. M.—Orangeville—Catawissa. Monday 26—Waller. Tuesday 27—Millinville—Centralia. Wednesday 28—Numidia. Thursday 29—Swamps School House. Friday 30—Mill Grove. Saturday 31—Iola 2 P. M. C. A. SMALL, Sec'y. WM. CHRISMAN, Chairman.

A Large School Assured.

The way the people of Bloomsburg are taking up the fifty scholarships for \$50 offered by the Williams College is very gratifying to the management and a large school is assured.

Catarrh is a constitutional disease and requires a constitutional remedy like Hood's Sarsaparilla, which purifies the blood.

Campaign Marching Clubs.

Members of McKinley clubs and Bryan clubs be sure to get from your druggist or shoe dealer before you march a package of Allen's Foot-Ease, a powder for the feet, and shake it into your shoes.

A Desirable Business Place For Sale.

The large three story brick store building lately occupied by J. R. Schuyler & Co., as a hardware store for sale on reasonable terms by J. H. Maize Esq., Attorney.

Real good property in Espy for sale cheap. It is a desirable residence, large lot, and plenty of fruit.

For Sale.

A desirable house and lot. Corner lot about 50 x 80 feet, beautiful location, all modern improvements; will be sold at once.

For further information call on S. D. Neyhard, Building, Loan and Real Estate Agent, over First National Bank, Bloomsburg, Pa. 11-15-16.

Always in season, Hopkins' Steam-Hominy (Hulled Corn.) Elegant lunch in milk. Qt. can, 10c. 10-1-41d



It may be a little early to do your spring papering, but not too early to look over our large stock now ready for your inspection.

Window curtains of all kinds; Room and picture moulding always in stock.

WILLIAM H. SLATE EXCHANGE HOTEL BLDG