

SHOES

An extra accumulation of ladies' shoes in narrow widths and small sizes has induced us to put on sale several lots at greatly reduced prices. Widths A, B, and C, sizes 2 1/2 to 4. Former price, \$2.50 and \$3.00, now \$1.50.

W. C. McKinney.

THE COLUMBIAN. BLOOMSBURG, PA.

The Girls and the Prince.

When the Prince of Wales was in America, in 1860, he was a young man of nineteen and unmarried. Naturally, the American girls were deeply interested in him, and a period of the most romantic excitement ensued in all the cities. Every subterfuge to dance with the young Prince was resorted to, and members of his party were bribed to arrange a waltz with the Heir Apparent; the most unusual expedients were resorted to by girls. His baggage was kissed as it was put aboard the cars, and when he left a hotel room women would rush in and carry away in bottles the water in which he had washed his face. Church people forgot themselves and stood on the cushions of the pews in order to see the Royal visitor. On every hand it was a season of excitement, and balls, dinners, fetes and receptions ruled. One of the Prince's party was Stephen Fiske, the journalist, who was delegated by the elder James Gordon Bennett, of *The New York Herald*, to remain with the Prince while he was in America. Naturally, Mr. Fiske saw all the incidents of His Royal Highness' tour. Taking a liking to the American journalist the young Prince saw that he was present upon all occasions. Now Mr. Fiske has written out the whole story, and it will form the January installment of *The Ladies' Home Journal's* series of "Great Personal Events." Illustrations of some of the great scenes have been made, and these will be given with the article in the January *Journal*.

There is a Glass of People

Who are injured by the use of coffee. Recently there has been placed in all the grocery stores a new preparation called GRAIN-O, made of pure grains that takes the place of coffee. The most delicate stomach receives it without distress, and but few can tell it from coffee. It does not cost over 1/2 as much. Children may drink it with great benefit. 15c. and 25c. per package. Try it. Ask for GRAIN O.

For Sale.

A desirable house and lot. Corner lot about 50 x 80 feet, beautiful location, all modern improvements; will be sold at once. Cheap for cash, or part down and balance to suit the purchaser; or part in exchange for other property.

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

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. Office Lockard building corner Main and Centre streets.

Real good property in Espy for sale cheap. It is a desirable residence, large lot, and plenty of fruit. Apply to J. H. Maize Esq.

OUR HOLIDAY STOCK

Is now ready for your inspection. The line is complete and in it you can find something for each member of the family. Games from 3 cents to \$1.75. Toy Books 5 cents and upward.

TEACHERS' BIBLES WITH NOTES \$1.10 TO \$7.00.

Framed and unframed pictures.

Any book published furnished at Wanamaker prices.

WILLIAM H. SLATE,
EXCHANGE HOTEL BLDG.

THE BROADWAY

BY THE TIME the public is reading this advertisement, the holiday trade of 1896 will be a thing of the past. In the great Christmas rush the great business principles of this store were fully carried out—*under-buy and under sell*. No fancy prices dampened the ardor of our Christmas shoppers, and our holiday lines were rapidly cleaned out. The few remaining lots are now offered at prices that do not bear a vestige of profit for us.

We now call attention to staple lines and quote below leading articles in different departments at prices that are matched by none.

HARDWARE.

- Pocket knives, 3c, 5c, 10c, 20c each.
- Razors, 48c, 56c and 88c each.
- Scissors, 10c, 19c, 25c, 42c ea.
- Table knives and forks, 35c, 65c to \$1.50 per set.
- Table knives only, 4c each.
- Paring knives, 2c each.
- Butcher knives, 8c, 10c, 24c each.
- Auger bits, assorted sizes, 10c each.
- Auger braces, 25c each.
- Nickle alarm clocks, warranted, 75c.
- Coffee mills, 19c to 44c each.
- Curry combs, 4c, 10c each.
- Saw files, 2c, 3c, 4c each.
- New King air rifles, 88c each.
- Magnets, 1c and 2c each.
- Harness snaps, 1c each.
- Tea spoons, 3c 1/2 doz.
- Table spoons, 5c 1/2 doz.

Tinware and House Furnishing Goods.

- Pint tin cups, 2c each.
- Tin wash basins, 4c and 6c ea.
- See the Japanese tin wash basin at 8c.
- Pie dishes, 2c each.
- Quart cups, 4c each.
- Egg whips, 2c each.
- Basting spoons, 2c to 8c each.
- Vegetable graters, 4c each.
- Funnels, 3c and 4c each.
- Dippers, 4c and 5c each.
- Coffee and tea pots, 8c, 10c and 12c each.
- 1, 2 and 3 qt. pails, 4c, 5c and 8c each.
- Dust pans, 7c each.
- Fire shovels, 8c each.
- Dish pans, 14c, 16c, 19c to 27c each.
- Painted chamber pails, 29c ea.
- Large size wash boilers, enamelled handles—always cold, copper bottom, with lid \$1.19 each.
- Cullenders, 10c each.
- Flour sifters, 10c each.
- Wire soap stands, 3c each.
- Can openers, 1c and 8c.

NOTIONS.

- Needles, 1c. paper.
- Pins, 1c. paper.
- Darning cotton, 1c. card.
- Embroidery cotton, 1c. spool.
- Embroidery silk, 1c. spool.
- Hooks and eyes, 1c. dozen.
- Bone buttons, 1c. dozen.
- Shoe strings, 3 pairs for 1c.
- Shell hair pins, 3 for 1c.
- Wire hair pins, 2 packages for 1c.
- Corset lacers, 1c. each.
- Pants buttons, 1c. dozen.
- Linen thread, 2 spools 5c.
- Good machine cotton, 2c and 3c. sp.
- Best machine cotton, 2c spools for 10c.
- Darning needles, 2c. paper.
- Mourning pins, 1c. box.
- White tape, 1c. roll.

MISCELLANEOUS.

- Comfcrters, 59c, 88c to \$1.98.
- Blankets, 95c, 98c, \$2.00 to \$4.00 pr.
- Rugs, 78c, \$1.98 to \$2.75 each.
- Curtain poles, brass trimmings, 19c.
- Japanese 4 fold screens, handsomely decorated, \$1.75 each.
- Telescopes, 50c. to \$1.10 each.
- Satchels, 39c. to 99c. each.
- 9 piece decorated chamber sets, \$2.50 each.
- Cotton bats, 7c, 10c, 13c, 15c. each.
- Wash tubs, 65c, 75c, 85c. each.
- Wash boards, 10c, 24c. each.
- Wood pai's, 10c. each.
- Washing powder, 3c. package.

Respectfully Submitted to the Cash Trade Only by
THE BROADWAY CASH STORE,
Moyer's New Building, Main Street,
BLOOMSBURG.

JONAS LONG'S SONS' WEEKLY CHAT.

WILKES-BARRE, PA.,

January 1st, 1897.

A HAPPY NEW YEAR TO ALL!



On the first day of each year we announce a great sale of Muslin Underwear. It has always been our custom at this season to visit the large factories and make our contracts for the year. While on these visits we generally find quantities of well made garments that the manufacturers would rather sell in bulk than carry over. The lots we offer now are the very choicest of the factories' productions and were bought at phenomenally low prices. We are selling them at prices low enough to enable you to lay in a supply sufficient for a year. We would advise prompt orders by mail, as the lots, though large, will be broken up soon. Our list of values explains more than we can write. Here they are:

GOWNS.

- Women's Night Gowns, made of good quality muslin and well made, with tucked yoke trimmed with cambric ruffles and feather stitching, at 39c.
- Fine Empire Gowns with ruffles of cambric and embroidered yoke 59c.
- Very good Muslin Gowns, yoke of embroidery with Torchon inserting and 16 tucks, at 69c.
- Splendid quality Muslin Gowns, yoke trimmed with fine Hamberg insertion, 24 tucks, and fine cambric embroidery, at 76c.
- Rich Gowns with 30 tucks, yoke made of fine insertion, fancy Nainsook ruffle at front, neck and cuffs, 86c.
- Very fine Gowns of splendid muslin, with pointed yoke, trimmed with open work inserting, beading and 30 tucks, V shaped neck, with rich cambric embroidery, 5 rows tucks, edged with open work embroidery 98c.
- All the above are made in the latest styles, with large sleeves and finished with pearl buttons.

CHEMISE.

- Good plain Chemise, made very full and of excellent wearing qualities 23c.
- Chemise trimmed with row of insertion down front and fine cambric embroidery around neck and sleeves 34c.
- Chemise same as above but with 28 fine tucks 47c.

DRAWERS.

- Drawers made of very good muslin, deep hem and six tucks above the hem, yoke bands with tape, 25c.
- Muslin Drawers with deep ruffles, fine open work embroidery and three large tucks, 39c.

SKIRTS.

- Umbrella Skirts with ruffles of deep cambric and very deep hem with large tucks above hem, 69c.
- Good Muslin Skirts with 9 inch ruffle, open work embroidery, finished with fine tucks, 89c.

CORSET COVERS.

- Fine Cambric Corset Covers, V back and front, deep embroidery, 25c.
- Cambric Corset Covers trimmed with Hamberg open work embroidery, made V front and back, 34c.
- NOTE--All of the above garments can be depended upon for quality, style and correctness of shape. All orders to receive best attention should be mailed not later than January 7th, after that time we cannot agree to deliver goods at these prices.

Respectfully,

Jonas Long's Sons

Cor. W. Market and Public Square

THE KING OF DIAMONDS



is not more magnificent than our holiday display of every thing made in

Gold and Silver.

We offer a splendid line to select from at figures that give the

cream to buyers.

Such Jewelry as we carry can be found

Only in Our Establishment.

Fashion reigns supreme in our collection, and with our style we couple value, genuineness and quality.

Call and get our prices and you will be astonished how little money it takes to buy a really first-class article.

J. E. ROYS,

Not Mere... Foot Covers...

but easy, comfortable, stylish shoes.

SHOES THAT ARE CORRECT

That's what up-to-date men want. That's what we sell, and we don't draw heavily on pocket books either. Fitting feet is our specialty, and we assure perfect comfort to every patron. We carry the largest stock of boots, shoes and rubbers in the county, and all new and fresh and bright. Every size, every shape, and prices not too high—nor too low.



SPECIAL BARGAINS

FOR

DECEMBER CASH SALE!

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.

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|---------------------|-----------------|----------------------|-------------------|
| Coal oil, | 2c. qt. | Baby's shoes, | 10 to 25c. |
| Syrup, | 15c. gal. | Children's shoes, | 20 to 40c. |
| Best syrup, | 25c. gal. | Misses' shoes, | 25 to 50c. |
| 5 lbs. good cakes, | 25c. | Ladies' shoes, | 75c to \$1.00 |
| Plug tobacco, | 4 to 8c. | Men's shoes, | 75c to 1.25 |
| Smoking tobacco, | 4 to 7c. | Boy's boots & shoes, | 50c to \$1.25 |
| Window glass, | 3c. | Men's boots, | 1.50 to 2.00. |
| Putty, | 3 lbs. for 10c. | Ticking, | 9 to 15c. |
| Lamp globes, | 3 to 5c. | Outing flannel, | 5 to 10c. |
| Teaspoons, | 10c. set. | Table cloth, | 20 to 35c. |
| Tablespoons, | 15c. set. | Table oil cloth, | 12 1/2 to 15c. |
| 2 foot rule, | 5c. | Blankets, | 50c to \$1.00. |
| Best gun powder, | 25c. lb. | Horse blankets, | 90c to \$1.00. |
| Shot, | 6 to 8c. lb. | Cotton flannel, | 5 to 10c. |
| Gun caps, | 5 to 8c. | Toweling, | 5 to 10c. |
| Boy's suspenders, | 5 to 10c. | Grain bags, | 15 to 20c. |
| Men's suspenders, | 10 to 13c. | Plates, | 3 to 8c. |
| Men's socks, | 2 to 10c. | Vegetable dishes, | 10 to 25c. |
| Misses' black hose, | 5 to 8c. | Sugar bowls, | 10 to 35c. |
| Ladies' vests, | 20 to 35c. | Pitchers, | 15 to 35c. |
| School bags, | 10 to 15c. | Tureens, | 25 to 50c. |
| Shears, | 5 to 15c. | Valises, | 30 to 90c. |
| Rulers, | 1c. | Tubs, | 40 to 90c. |
| Tablets, | 1 to 5c. | Brooms, | 2 for 25c. |
| Pass books, | 1 to 10c. | Stove pipe, | 5, 10, 15 to 20c. |
| Buttons, | 1 to 5c. | Boilers, | 25 to 75c. |
| Men's work suits, | 75c. | Stone pots, | Cheap. |
| Ladies' collars, | 3 to 10c. | Butter pails, | Cheap. |
| Ladies' gloves, | 5 to 25c. | Lanterns, | Cheap. |
| Children's mittens, | 8 to 20c. | Knives and Forks, | 40 to 75c set |

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

SILAS YOUNG,
Light Street, Pa.