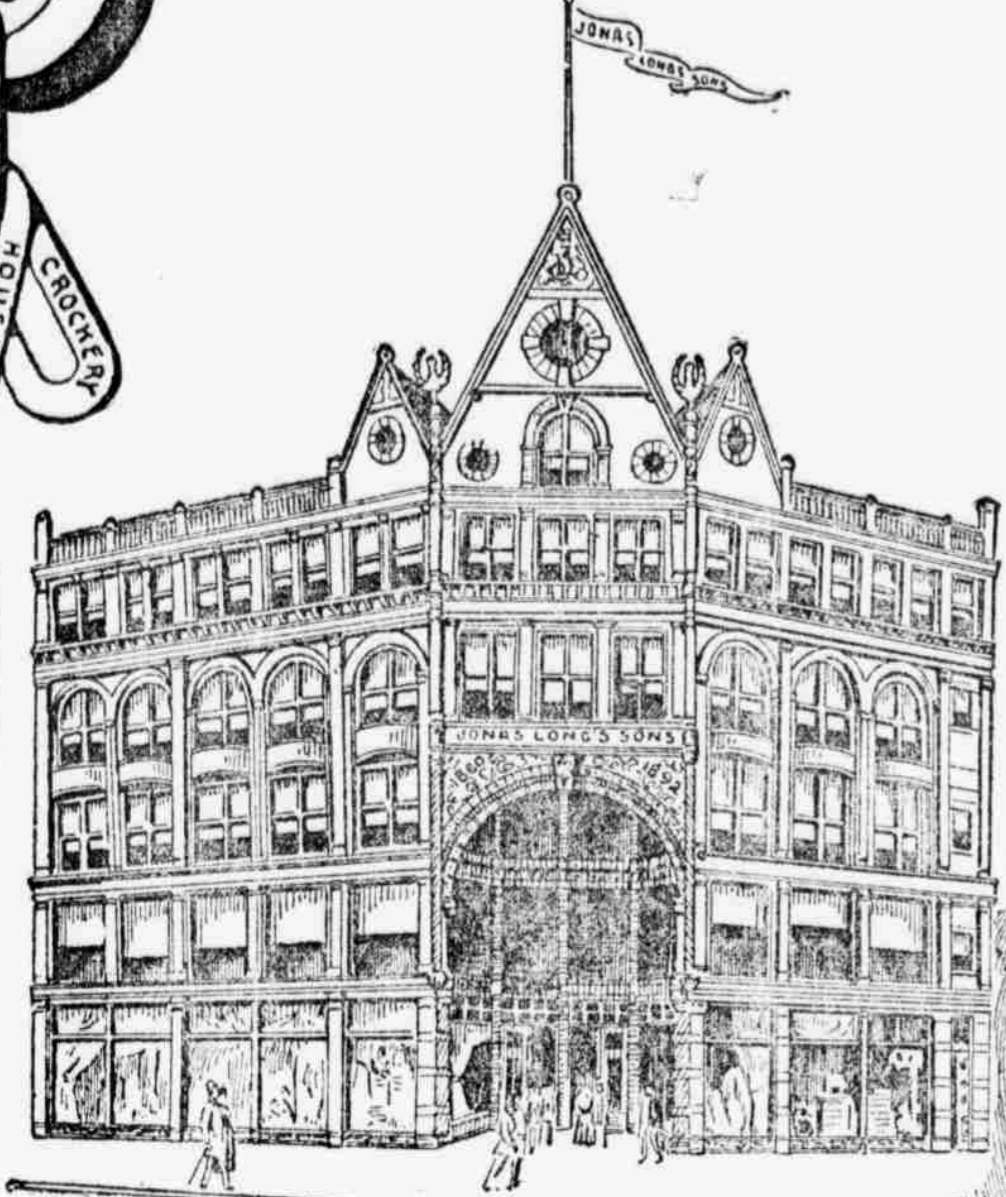


JONAS LONG'S SONS



WILKES-BARRE
ESTABLISHED 1860.



SCRANTON
ESTABLISHED 1897.



STARTING

SCRANTON'S Great DEPARTMENT STORE!

A store for the People, with the People, by the People, where the multitudes may assemble and feel at home, may come and go at will, a charming store, where fair treatment is assured, and where absolutely correct business methods prevail.

FRIDAY EVENING, DECEMBER 10,

The great doors of this beautiful store will be thrown open to the public and our invitation is hearty and cordial for you to attend.

History of the Firm.

THE proprietors of Scranton's Great Department Store are not strangers to this city. Jonas Long, the founder of the firm, began business in Wilkes-Barre in 1860 and by persistent and painstaking attention to business laid the foundation for the great Wilkes-Barre House of which this vast enterprise is the outgrowth. The Sons, who constitute the present firm, took up the work so skillfully begun and by frugality, diligence and a strong desire to please won for themselves a patronage unexcelled by any similar establishment in this State.

This Grand Achievement,

THE culmination of long studied plans, will be accepted by the people in a spirit worthy the undertaking. The business methods of the firm are liberal and just and their influence will stimulate a friendly rivalry in business circles that will be beneficial in the buying and selling of merchandise.

The Firm's Principles.

FAIRNESS to their patrons is the first thought in the conduct of this business. They will not misrepresent their own goods, nor will they permit clerks to misquote others' goods; every article will be offered upon its own merits and the firm's strong guarantee stands back of every piece of merchandise in their store.

Polite Attention.

THIS Great Establishment will be devoted to the interests of the people. An army of salespeople to wait upon you intelligently and devote their time to your wants, and be helpful advisors in making your selections.

The Class of Goods to Be Sold.

ONLY Dependable Goods are carried by this store. The best products of the world will be here. There will be a distinction between the cheap goods sold by many and the good, reliable articles sold here at a cheap price. This system will revolutionize business methods, but when it is understood that guaranteed goods may be bought at such low prices the benefit will be appreciated.

Everything You Need Under One Roof.

THE powerful chain enclosing this announcement tells you of the many classes of merchandise that may be obtained here. It will never be a part of the business to allow accumulation of old stocks; low prices will make quick selling. Forty-five departments, each a complete store in itself, with its wares admirably displayed, will add interest to the visitor and make shopping a pleasant pastime.

Store System.

ALL the modern improvements designed to make shopping easy have been installed in our up to date system.

A Grand Musical Entertainment will be Given During the Evening.

The Pneumatic Cash Carrier avoids delays in making change.

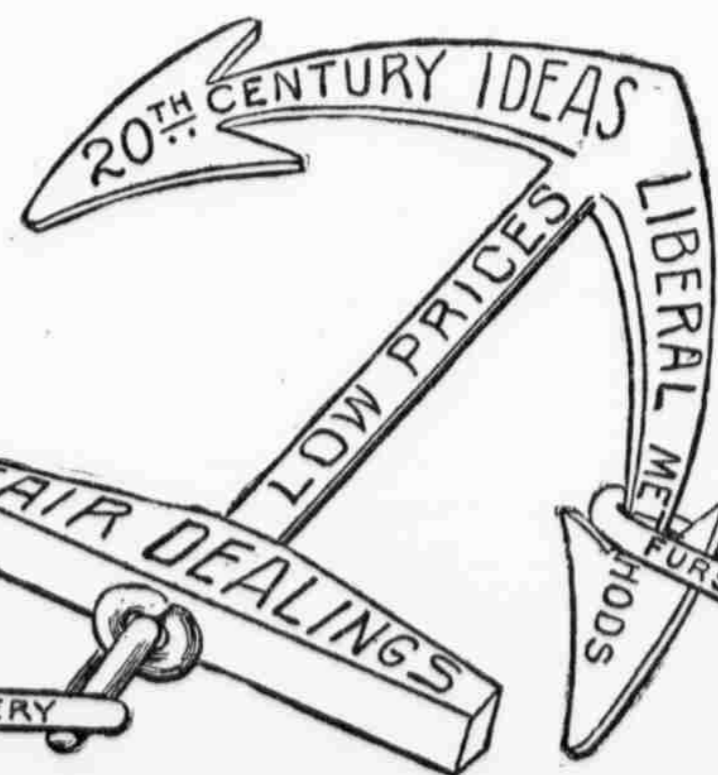
The Transfer System, whereby customers purchasing in several departments, settle for all at one time, prevents worry or loss of packages during shopping.

The Delivery System.

A LARGE number of wagons insure prompt delivery of goods. Regular trips will be made to all sections of the city and goods will be delivered free to convenient points outside of Scranton.

The Elevators are convenient and make all floors easy of access.

The Cafe will be located in the basement and will be conducted in a first-class manner.



Jonas Long's Sons.

CAFÉ HOUSE
FURNISHINGS
CHINA
PAPER
TOYS
CURTAINS
LACE
MILLINERY
INFANTS' OUTFITS
PICTURES
ART GOODS
BOOKS
DRESS GOODS
HATS AND CAPS
LACES
SILVER
WEAR
RIBBONS
STATIONERY
EMBOSSERIES
LEATHER GOODS

COLORED MUSLINS
DRESS GOODS
BLACK DRESS GOODS
WASH
DRESS LININGS
TOWELS
LINENS
NOTIONS
CORSET
GLOVES
BOYS CLOTHING
UMBRELLAS
HOSIERY
MUSLIN UNDERWEAR
MENS FURNISHINGS
FURNITURE
CARPETS
UPHOLSTERY
SHOES
GROCERIES
CANDY

DRESS TRIMMINGS
WHITE GOODS
TAILOR MADE SUITS
SEWING MACHINES
BICYCLES
JEWELRY
HANDKERCHIEFS
RUGS
CUTLERY