

JONAS LONG'S SONS

An Expression of Thanks.

THE evidences of good will and good wishes heard in every quarter of the Store during the opening of last evening were in keeping with the kindly interest that has been manifested since the enterprise was projected. New-found friends overlooked the crudities of hasty opening preparations, stifled criticism where criticism was possible, and by their confidences inspire us to greater efforts

AND NOW A
WORD ABOUT THE

BRAN-NEW STORE

BRAN-NEW GOODS

BRAN-NEW PRICES

Our Buyers Prepared for Four Weeks of Holiday Selling—we had hoped for as much, but unavoidable delays have prevented us from occupying our store at the time expected, and we find ourselves with a

QUARTER MILLION DOLLARS OF MERCHANDISE

Which Must be Sold at Once. There will be prices here for two weeks that may never again be possible. Many goods now in stock were bought before the New Tariff became a law. When they are sold no more can be had at the price. All these conditions will tend to provide

Two Weeks of Unheard-of Bargains.

BARGAINS are not made to order; they grow. Real bargains accrue from big merchandise movements—where big buying is possible. We abhor trash. Quality must combine with quantity in the force of big stocks. Our buyers are not stinted for capital. We demand abundance and freshness in their goods. This broad basis is one of the fundamental principles and foundations for our great venture here.

THE store service is as perfect as modern appliances can make it. A pneumatic carrier system provides for quick transportation of change. You may shop throughout the store and complete your purchases before paying for any of them, or become burdened with bundles. A delivery system in Scranton and vicinage makes prompt service possible. Reception and waiting rooms on second floor. First-class restaurant in the basement.

The Mammoth Department Store.