

JONAS LONG'S SONS. JONAS LONG'S SONS. JONAS LONG'S SONS. JONAS LONG'S SONS. JONAS LONG'S SONS. JONAS LONG'S SONS. JONAS LONG'S SONS.

# MONEY, BRAINS and SCIENCE

Went to New York for us last week. Possessed with liberal orders to buy, knowledge of what to select and the mighty influence of cash in hand, they cut wide paths in the great establishments of our Greatest City. When a big lot of reasonable merchandise confronted them, they did not falter, but made tempting offers for the entire quantity. Big merchants down there stood aghast at our willingness for Quantities, particularness for Qualities and stubbornness for Lowest Prices. Thus have car-men and truck-men been kept busy bringing

## Car Loads of Merchandise

Into this great store for several days, and on

MONDAY MORNING WE SHALL COMMENCE A

# GREAT JANUARY TRADE SALE!

the greatest in the history of Greater Scranton. The oft-told and much abused tale of "Bargains" and "Cut Prices" falters and flounders in the wake of this great sale. Every department in the store reeks and reels under the weight of the

## GREAT STOCKS TO BE UNLOADED HERE.

We intend that its importance, as a bonafide trade sale, shall echo through hill and vale for miles around. We mean that the Dollar of to day shall buy the Two Dollars of yesterday. All this is possible, considering the prices we have paid for goods.

## Cash! Cash!

Is the slogan of New York merchants. The Almighty Dollar looks big to them after the depression of a not over-good business year. When cash confronts them for big stocks, they cut and slash prices like the mowers in the field. Thus, we promise during this great sale to offer

### Goods at Cost and Below Cost.

Every article in the store will be found as represented—or better. If not so, your money will be as cheerfully refunded, as it was accepted from you. Come early in the week—early in the day. Assortments are always best then. We cannot promise even big stocks to linger long at the prices to be quoted. We absolutely promise that nowhere in the United States can goods be bought as cheap as here during this sale.

### LINENS.

- Napkins**  
500 Dozen Fringe Linen Napkins in Plain White; also large assortment of Colored Borders at Value, 7c. **4c**
- Toweling**  
200 pieces pure Linen Kitchen Towelings in Bleached, Unbleached, and a large variety of checks and fancy plaids. Value 16c. **6c**
- Table Damask**  
Full width Turkey Red and White Damask. Would be cheap at 29c. **17c**  
20 pieces Table Damask, Worth 30c. **19c**  
50 pieces pure Linen, 60 inches wide, Table Damask; also 20 pieces with Fancy Red border. As long as they last at **25c**
- Towels**  
15 pieces 72-inch Silver Bleached Table Damask, in a fine assortment of handsome designs. **38c**  
15 pieces of 72-inch Snow White Table Damask, all pure Linen and Irish manufacture, at **67c** Worth \$1.00.  
**2 for 25c** Worth double.  
150 dozen of all Linen Fringe Huckaback Towels, with red borders; size, 21x40. **3 for 25c** Worth double.
- Lining**  
Best quality Kid Finished Cambrics, all colors, including Black, Gray and Brown. **2 1/2c**  
35-inch Moresen Skirting in Black, Navy, Grey and Brown. **12 1/2c**
- Sheets and Pillow Cases**  
Plain and Hemstitched Sheets and Pillow Cases, manufactured from best known brands of muslin; all shrink and full Bleach. **5c each**
- PILLOW CASES.**  
42x36... **9c** 42x36... **10c**  
45x36... **10c** 45x36... **11c**  
50x35... **11c** 50x36... **12c**  
54x36... **12c** 54x36... **14c**
- SHETS.**  
63x90... **31c** 63x90... **39c**  
72x90... **34c** 72x90... **43c**  
81x90... **37c** 81x90... **48c**  
90x90... **42c** 90x90... **54c**

### Great Shoe Bargains

- Women's Shoes.**  
Kid, Button or Lace Shoes, all styles of toe. Worth \$1.25 and \$1.50. **97c**  
Fine Kid, Button or Lace Shoes, all styles. Worth \$1.50 and \$1.75. **1.23**  
Vici Kid, Button or Lace Shoes; Coin and London toe. Worth \$2.00. **1.49**  
Fine Kid, Button or Lace Shoes, heel and spring heel. B to E. 2 1/2 to 8. Cloth and Kid tops; flexible soles or dobbie soles. Worth \$2.00. **1.95**  
Lace or Congress Shoes, every size. Fourteen styles. Worth \$2.50 and \$3.00. **1.95**  
Box calf, Lace Shoes, water-proof, regular price \$2.50 and \$3.00. **1.95**
- Men's Shoes.**  
Satin calf-solid leather. Worth \$1.25 and \$1.50. **97c**  
Cork Sole, Lace or Congress. Water-proof, perfect fitting. Worth \$3.00. **1.97**  
Lace or Congress Shoes, every size. Fourteen styles. Worth \$2.50 and \$3.00. **1.98**  
Box and Harvard Calf-hand-welt, Lace Shoes. Full calf lined. Worth \$4.00. **3.00**  
Men's \$1.50 Mining Shoes. **98c**
- Boys' Shoes.**  
Satin Calf, Lace Shoes. English or square toe; solid. Worth \$1.50. **95c**  
Fine Canvas Calf Lace Shoes, all styles and all sizes. Worth \$2.00. **1.39**
- Misses' Shoes.**  
Solid leather, kid, lace or button. Worth \$1.25 and \$1.50. **97c**  
Fine Vici Kid, button or lace; welt soles. Worth \$1.75 and \$2.00. **1.37**  
Vest top, lace. Worth \$2.00. **1.49**
- Children's Shoes.**  
Spring heel, button. 5 to 8 years. **49c**  
Spring heel, button. 7 to 9 years. **25c**  
Worth 40c. **25c**  
Button Shoes. Sizes 2 to 6. Worth 25c. **7c**  
Infant's Moccasins. Worth 25c. and 35c. **15c**
- Women's Underwear**  
Ribbed Vests and Pants, winter weight, all sizes. Vests nicely trimmed. Worth 25c. **10c**  
Ribbed Vests and Pants, winter weight. All sizes. Worth 35c. **19c**  
Ribbed Vests and Pants. All sizes. Worth 50c. **39c**  
Natural wool Vests and Drawers, undyed and non-shrinking. All sizes. Worth 65c. **39c**
- Misses' Skirts**  
Misses' Jersey Ribbed Skirts, with adjustable band. Edged with colored crocheted scallopes. Worth 35c. **12 1/2c**
- Boys' Underwear**  
Natural grey Shirts and Drawers, sizes 21 to 34. **12 1/2c**  
Natural grey Shirts and Drawers, sizes 21 to 34. Worth 25c. **19c**  
Heavy ribbed Shirts and Drawers, finished seams and pearl buttons; fleece lined. Worth 50c. **25c**
- Woman's Hosiery**  
Fast black, seamless, double sole and heel. Worth 10c. **10c**  
Black wool and natural wool, seamless. Worth 25c. **12 1/2c**  
Piece lined, fast black hose. Worth 10c. **10c**  
Fancy top hosiery, with black heels. Worth 25c. **12 1/2c**  
Fast black, seamless, fleece lined. Worth 10c. **12 1/2c**  
Seamless black hose. Worth 10c. **5c**
- Ladies' Fine gauge Fast Black Hose**, with double sole and heel. Regular value 25c. **12 1/2c**

### MAKE the store your headquarters through this week.

The pneumatic tube cash carrier system will interest you—and be explained to you, if you wish it. When tired shopping, rest in the Reception Rooms here for your comfort. The Restaurant in the basement will care for your appetite—if you bring it along. The service is the best—we guarantee that. And we might talk for hours of other things that will interest you—rather you'd come and see, and enjoy, and get acquainted.

### A FEAST OF CLOAK BARGAINS.

- Let us to the point at once. We have too many fine Cloaks, Jackets and Capes—they must be sold and quickly. Here are the avenues by which they must go. The losses we'll stand, rather than carry the garments over.  
**\$4.95** Boucle Jackets, Blouse Jackets in checks with belt, Beaver and Kersey Jackets; extra long capes of rough or smooth materials with the new Empire back. All latest styles, and all new garments. These garments sell regularly from \$6 to \$10.  
**\$7.50** Handsome Jackets, some half satin lined, others satin lined throughout. Beautiful cloth capes, extra long, fur and braid trimmed. Exquisite Plush coats, finely made and finished. Garments that sell regularly for \$10 to \$15.  
**\$9.95** In this lot at the price quoted are about 200 handsome Jackets and Capes, all satin lined and beautiful materials, made by the best men tailors; workmanship unsurpassed. Garments that sell regularly for \$15 to \$25.

### CHILDREN'S AND MISSES REEFERS:

At \$3.95 and \$4.95. Reduced from \$6.50 and \$7.50.

### FUR CAPES AND COLLARETTES.

At cost and less than cost.

### FLANNELETTE WRAPPERS.

A lot of fine Flannelette Wrappers, that have sold regularly here at \$1.00 and \$1.50. Only one will be sold to a customer that all may have a chance at them.

### SECOND FLOOR.

- DOMESTICS.**  
**Dress Gingham**  
3,000 Yards of fine quality Dress Gingham in an endless variety of pretty styles for this sale. **5 1/2c** WORTH 10c.
- Apron Gingham**  
50 cases of Apron Gingham **2 1/2c** per yard WORTH 5c.
- Calicos**  
50 different styles of good quality Calico in light and dark colors. Your choice. **3 1/2c** AT 5c.
- Outing Flannels**  
3,000 Yards of beautiful quality Outing Flannels, same as sold everywhere at 10c. **5c**
- Blankets**  
Full size, heavy in quality, nice borders in Gray and White. **43c** pair
- Skirt Lengths**  
5,000 full size, Ladies' Skirt lengths in handsome over cast edges and pretty borders. **23c** each
- Muslin**  
100 pieces of 36-inch fine Bleached and Unbleached Muslin goods. Substantial quality, per yard. **31c**
- Boys' Wool Sweaters.**  
Made with sailor or round collars with fancy striped and plain collars also a lot of Men's wool sweaters. Worth \$1 and \$1.25. **75c**
- NOTIONS.**  
**Bone Casing.**  
1,000 pieces fancy figured silk Bone Casing—all colors; nine yards to the piece. Worth 16c. **10c**
- Dress Belting.**  
500 pieces fancy figured silk Dress Belting, 9 yards to the piece. **35c**
- Whalebone Casing.**  
1,000 pieces plain whalebone casing; all colors, 6 yards to the piece. **5c**
- Taffeta Ribbons.**  
2,000 pieces, all colors, 8 yards to the piece. **8c**
- Dress Shields.**  
1,000 pairs Stockinet Dress Shields. **4c**
- Dress Stays.**  
1,000 dozen Ivory tipped Dress Stays, all sizes and colors. Worth 12c. dozen **6c**
- Pins.**  
20,000 papers Adamantine Pins. **1c**
- Spool Cotton.**  
Clark's O. N. T. Spool Cotton. **3c**
- Dress Shields.**  
Canfield's—the best made.  
No. 1. **17c**  
No. 2. **21c**  
No. 3. **25c**
- Buttermilk Soap**  
Genuine "Cosmo" Buttermilk Toilet Soap, per cake. **5c**

### Men's Furnishings.

- Men's Silk Band Bows.**  
In striped and figured patterns; also silk Club House Ties. Usual price, 25 cents. **9c**
- Men's Silk Neckwear.**  
Made by the best maker in America. Regular 50 cent stock. **25c**
- Men's Suspenders.**  
Extra quality braces, usual price 25c. **12 1/2c**
- Men's Night Shirts.**  
Handsomely trimmed Night Shirts, cut full length and size. Usual price 50c. and 60c. **29c**  
Extra quality Men's plain White muslin night shirts, usual price 75c. **45c**
- Men's White Shirts.**  
Unlaundered. Three special bargains. Reinforced over shoulders and sides.  
Worth 30c. **25c**  
Worth 50c. **35c**  
Worth 75c. **48c**  
The latter are made of warranted Wamsutta Muslin, pure linen bosoms, patent buttonholes, fully reinforced; short or long bosoms, closed or open fronts.  
Laundered Shirts, cut full size, with slope shoulders; pure linen bosoms.  
Worth 75c. **45c**  
Worth 80c. **60c**
- Men's Bath Robes.**  
Eiderdown, very fine quality, handsomely made and finished. Worth \$5 and \$6. **3 75**
- Men's House Coats.**  
Worth \$1.50. **AT 2 00**  
Worth \$1.00 and \$1.50. **AT 2 50**
- Outing Flannel Night Gowns.**  
Worth 50c. each. **AT 37c**
- Fancy Dress Shirts.**  
Three lots—all a big shirt maker had left. Took them all—anyone would at the price.  
LOT NO. 1.—125 dozen fancy colored bosom shirts, usual price 75c. to \$1 each. **45c**  
LOT NO. 2.—200 dozen fancy colored bosom shirts. Better than what you pay \$1.00 for. **69c**  
LOT NO. 3.—Fancy colored bosom shirts. Value, \$1.25. **80c**
- Men's Working Shirts.**  
CHEVIOT—Well made. Worth 35c. **19c**  
Jersey Working Shirts, laced front. Worth 50c. **29c**  
Cheviot Working Shirts. Worth 50c. **33c**  
Heavy Cloth Working Shirts. Worth 75c. **45c**  
Worth \$1.00. **59c**  
Worth \$1.25 and \$1.50. **79c**
- Boys' Outing Flannel Shirts.**  
Worth 25c. **10c**
- Men's Hosiery**  
Seamless, mixed half hose, worth 7c. **3c**  
Seamless black cotton hose, worth 8c. **4c**  
Seamless, mixed, worth 10c. **5c**  
Also Seamless Black Hose. **5c**  
Fast black, heavy weight, seamless. Worth 15c. **8c**  
Hand-made, blue wool Shaker Socks, double toe and heel; also heavy black wool socks. Worth 25c. **12 1/2c**  
Heavy quality, mixed. Worth 15c. **8c**  
Genuine Pilling and Madley Half hose, in Tan, black and mixed. Worth 15c. **10c**

### Dress Goods.

- COLORED DRESS GOODS:**  
46-inch all wool Covert suiting, new shades of brown, blue, green and grey. Worth \$1 yard. **69c**
- 46-inch, all wool Honespuns, superb line of colorings. Extra value at 50c. **29c**
- Fine quality Covert suiting—strictly all wool. Regular 75c quality. **39c**
- Fancy Boucle Plaids, in complete assortment of colorings. Really worth 29c. **19c**
- Tremendous Values in Silks.**  
20-inch black Brocade Gros Grains—all pure silk, rich designs. Extra good values at 50c. **34c**  
All pure silk changeable Taffetas—new color combinations; heavy running quality. Worth at the very least 50c. **43c**  
Evening Brocades—pure silk—full width; all the rare and delicate tints. Worth 55c. **49c**  
Fancy Silks, including Satin Bar Taffetas—plaid, stripes and checks; splendid quality; sold everywhere at \$1. **59c**
- Embroidery Bargains.**  
Nainsook and Cambric Edgings and Insertings—manufacturers' samples—an endless variety of patterns and dainty designs, with cut-out, open-work edges, 2 to 7 inches wide. Values up to 55c. yard. **9c**
- Cambric Edging**  
1 1/2-inch wide. **10**
- Braid**  
Mohair Dress Trimming Braid, in Black only. Was 35c, 30c, and 40c. yd. **25c**
- Laces—at Cut Prices.**  
Elaborate line of Laces for neck garniture, dress and underwear trimmings. Exclusive varieties and patterns. All widths. **9c**
- A Flutter in Handkerchiefs.**  
Just a few items to interest you in this great department—the greatest in Greater Scranton.  
Ladies' Handkerchiefs. **AT 1c, 3c, 5c, 10c, 12 1/2c**  
Men's Handkerchiefs. **AT 5c, 7c, 10c**  
Worth double and a good deal more.
- Children's Underwear**  
Natural Grey and Pure White Scotch wool Underwear.  
Size 16-18. **5c**  
Size 20-22. **9c**  
Size 24-26. **12 1/2c**  
Size 28-30. **15c**  
Size 32-34. **18c**
- Ladies' Oneita Union Suits 29c**
- Misses' and Boy's Hosiery**  
Seamless, fast black, worth 10c. **5c**  
Fast black, seamless, double knee and sole. Worth 10c. **12 1/2c**  
Seamless, fast black, fine ribbed, worth 10c. **10c**
- Men's Underwear—Great Bargains.**  
Piece lined Shirts and Drawers. Worth 40c. **25c**  
Silver grey fleece-lined Shirts and Drawers. Worth 65c. **35c**  
Natural Wool Shirts and Drawers. Worth 80c. **48c**  
Plain scarlet and pure white wool Shirts and Drawers. Worth \$1. **59c**  
Velvet wool fleece-lined Shirts and Drawers. Worth \$1 and \$1.25. **69c**  
Camel's hair undyed, sanitary Wool Shirts and Drawers, worth \$1.50 and \$1.75. **98c**
- Shoe Brushes**  
Complete with dauber. **7c**

# JONAS LONG'S SONS

Greater Scranton's Greatest Store.