

JONAS LONG'S SONS THE GREAT STORE. JONAS LONG'S SONS THE GREAT STORE. JONAS LONG'S SONS THE GREAT STORE. JONAS LONG'S SONS THE GREAT STORE. JONAS LONG'S SONS THE GREAT STORE. JONAS LONG'S SONS THE GREAT STORE. JONAS LONG'S SONS THE GREAT STORE.

Remember this great sale begins Monday morning at 10 o'clock.

Don't forget that all through this great sale of Muslin Underwear, we continue the Great

# January Trade Sale

In every department of the store. Thousands took advantage of last week's opportunities. Prices on goods will be fully as low—if not lower.



Remember this great sale begins Monday morning at 10 o'clock.

In addition to the goods advertised, we have on sale a fine assortment of

## IMPORTED . . . . . UNDERGARMENTS.

The most elaborate line in Northeastern Pennsylvania. We have special facilities for their manufacture--many of the designs are exclusive to our store, and all at positively lowest prices.

# Prices That Challenge the World for Cheapness

### Woman's Skirts.

All of the skirts made for us are umbrella shape, and have dust ruffle underneath.

Of fine muslin, with deep cambric ruffle and tucks also dust ruffle, at . . . . . 38c  
Of fine muslin, with deep embroidered ruffle, at . . . . . 58c

Of fine muslin, with extra deep ruffle, at . . . . . 68c  
Of fine muslin, with deep ruffle of embroidery, very handsome, at . . . . . 78c  
Still better one at . . . . . 88c  
Of extra quality muslin deep embroidered ruffle, also lawn ruffles, trimmed with lace and inserting, at . . . . . 98c

Of fine muslin, deep embroidered ruffle, trim'd with lace and inserting, at . . . . . 1.25

Of fine muslin, with deep embroidered ruffle, at . . . . . 1.48  
Still better one, very deep ruffle, at . . . . . 1.68

Of fine muslin, or cambric, handsome lawn ruffled edge with fine Point de Paris lace and two rows of inserting, at . . . . . 1.75  
Of fine muslin, elaborately trimmed with open work embroidery, at . . . . . 1.98

## Garments at One-Third their Value.

Tens of thousands have been awaiting our first great sale of Muslin Underwear. They will be glad to know that we are ready for the great white carnival. We promise the opportunity of a life-time. Every word we utter is a fact. We mean that no one shall be disappointed. We want our first great sale to be a record-breaker. The big Underwear industries of the country have been kept busy for weeks making garments for this sale. We gave our big orders far ahead. Told them to take their time. Told them we wanted no cheap, shoddy goods. That every Garment must bear the stamp of honest value. Told them that skilled labor must operate on every article. All this shows for itself in the stock here. You'll see it in the stitching and the clever made button holes; the fine laces, the intricate ruffles, the artistic embroideries. We promise stupendous bargains for one week. Almost the entire second floor of this great building has been given over to this Carnival, and at

### TEN O'CLOCK MONDAY MORNING

this wonderful sale will begin. We wait till that hour, so that the Buying Public from far and near may have an equal chance at the great values. But come early or late—you won't be disappointed—whether it be Monday, Tuesday or any day of the week, you're sure to become a part and parcel of this

# GREAT FEAST OF BARGAINS.

#### DRAWERS.

- Good quality, deep hem and tucks, yoke band, at . . . . . 10c
- Fine muslin, deep hem, yoke band, fine tucks, at . . . . . 15c
- Extra size, deep hem and tucks, yoke bands, at . . . . . 18c
- Umbrella ruffle, edged with lace and embroidery, yoke bands, at . . . . . 23c
- With deep embroidered ruffle and tucks, at . . . . . 38c
- Lace and embroidery trimmed at . . . . . 48c
- Deep umbrella ruffle, lace and embroidery trimmed, at . . . . . 58c
- With extra deep embroidered ruffle at . . . . . 68c
- With deep ruffle of lace and embroidery, at . . . . . 78c
- Extra wide umbrella, trimmed with rows of Valenciennes lace and inserting, at . . . . . 88c

#### CHEMISES.

- Fine quality, plain muslin, at . . . . . 15c
- Handsomely trim'd with lace, at . . . . . 23c
- With trimmed yoke, wide open-work embroidery, edged with fine trimming, at . . . . . 38c
- Of cambric, with fine embroidery, at . . . . . 48c
- Still finer ones at 58c and 68c
- French Chemises  
Trimmed with deep ruffle of lace around yoke and sleeves, also around bottom, at . . . . . 98c

#### CORSET COVERS.

- Good quality, high or V neck, made with folded seams, 4c
- With V neck, trimmed with open work embroidery, at 15c
- With V, square or round yoke, trimmed with fine laces. Either cambric or muslin, at . . . . . 23c
- Yoke trimmed with fine embroidery, back and front, at . . . . . 38c
- Fine cambric, trimmed with laces and embroidery, at . . . . . 48c
- Trimmed with Valenciennes lace and inserting and medici lace and inserting, at . . . . . 68c
- Trimmed with fine lace and embroidery, at . . . . . 78c

#### UNDERSKIRTS.

- Good quality, with deep hem and tucks, at . . . . . 23c

### Night Gowns.

Good quality muslin gown, tucked yoke and cambric ruffle . . . . . 19c  
Gowns, with fine tucked yoke and cambric ruffle, at . . . . . 28c  
Gowns, with yoke of lace inserting and ruffle, at . . . . . 38c  
Gowns, lace and embroidery trimmed, at . . . . . 48c



Empire gowns, trimmed with embroidery and inserting . . . . . 58c  
Gowns, with yoke of fine lace; lace trimmed; also others embroidered trimmed 68c  
Gowns, empire style, handsomely embroidered, trimmed with inserting and ruffle of embroidery, at . . . . . 78c  
Empire gowns, revers of all-over embroidery, trimmed with fine inserting and edgings, at 98c  
Empire gowns of fine cambric, trimmed with lace inserting and embroidery, at . . . . . \$1.25



Beautiful gowns trimmed with extra quality edging, lace and inserting, at . . . . . \$1.48  
Fine cambric gowns, trimmed with laces, embroidery and inserting, at . . . . . 1.98  
Extra fine cambric gowns, trimmed with Valenciennes lace and inserting, at . . . . . 2.25

### DOMESTICS AT CUT PRICES.

Best quality kid finished cambric linings, in a great variety of colors, at special price per yard, . . . . . 2 1/2c  
36-inch unbleached muslin, good quality, worth 6c . . . . . 3c  
Cheese cloth, full 36 inches wide, extra good quality, all colors, worth 6c, at . . . . . 4c  
5,000 more yards of beautiful Outing Flannels will also be here for this week's selling. Same quality as you'll pay 10c yard for in any store. Here at . . . . . 5c

### Dress Gingham.

Superfine Dress Gingham, in all the newest season's styles of checks, plaids and fancy stripes, worth 7c, at . . . . . 5c

### SPRING WASH GOODS.

Your choice of Hill's, Lonsdale or Fruit of Loom muslin, 4-4 wide, for this week only, at . . . . . 4 1/2c  
Unbleached muslin, 9-4 wide extra good quality and worth 14c, at . . . . . 8 1/2c  
Full 36 inch wide Cambrics at . . . . . 6c yard  
Extra heavy bleached muslin, 9-4 wide, clear finish, worth 18c, at . . . . . 12 1/2c  
Fancy quality Moreen skirting, 33 inches wide, in the leading shades, at . . . . . 12 1/2c

### Skirt Lengths.

5,000 more will be here for this week. Full size, with handsome overcast edges and pretty borders, worth 50c, at . . . . . 23c

### EMBROIDERIES.

In addition to the important sales here this week, we shall introduce many of our season's high-class novelties in woven and printed fabrics for Spring and Summer wear, including:  
Mousseline De Soie, Organdi Sublime, Standard Madras, Grandpian Cloth, Corded Novelities, De-fiance Madras, Manhattan Ducks, Galatea Cloth, Javan Madras, Everett Classics, Tulle Du Nord, Fancy Seersuckers, Batiste d'Etoile, English Percale, Fatine Fantaisie, Lapet Stripes, Imperial Organdies, Figured Djimatmas, Dotted Swiss Mull, Pringle Cloth, Toulon Cord, And many others.  
We aim to carry the largest and finest line of these goods in the State, and believe that our stock will be found unrivaled in completeness and attractiveness. We know that prices will be lowest here.

### WHITE GOODS.

Apron Lawns, in plain and fancy embroidered edges, hem-stitched, with imitation and real tucks, fully forty inches wide, per yard 7c to 39c  
Elaborate line of India linens and Victoria lawns, extra good values, for this week at . . . . . 6c to 50c  
Fine quality India dimity in hair lines and fine checks; patterns especially adapted for the making of infants' long and short dresses, at . . . . . 19c to 29c  
Large assortment of Persian lawns; also special values in check, plaid, striped and open work lawns and Nainsooks, at . . . . . 5c to 39c  
Full width domestic Organ-dies, special values at . . . . . 19c

### GREAT VALUES IN LINENS.

Extra good values in fringed linen napkins, in either plain white or colored borders, at . . . . . 4c  
Fine hemstitched pillow cases, made from best quality muslin, full regular size at 9c  
Extra good muslin Sheets, all shrunk, full bleach, plain edges, full regular size, at . . . . . 31c  
Fancy snow white table damask, all pure linen, 66 inches wide, fully worth 75c, at . . . . . 49c

### Bed Spreads.

Ten cases of full sized bed Spreads—double bed—all hemmed ready for use; handsome Marseilles designs; worth \$1.00, at 69c

### House Caps.

An elaborate line of caps for nurses and waitresses, for this sale only at 5c, 8c, 10c, 12 1/2c and 15c, worth double and over.

# JONAS LONG'S SONS

GREATER SCRANTON'S GREATEST STORE.