

JONAS LONG'S SONS.

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From All the Country Over

They'll Come to This

GREAT AMERICAN SALE



BEGINNING HERE THIS MORNING. The keen-edged knife that cuts profits into losses, worked hard all day yesterday. And we can faithfully promise the greatest sale in modern times. Prices that for littleness stand on the top-pinnacle of the pyramid of trade. Prices that we know will appeal to you because they represent the best goods of their respective kinds.

No Statement Is Exaggerated Here

We mean just what we say—and our word is legion. The proof of the pudding is on every counter in the store. and you must be totally satisfied with every purchase you make—or your money back as freely as it was given us. And do not forget that we deliver all goods free—no matter where you live.

Silverware

Almost Given Away.

- Teaspoons, set of 6.....85c
- Dessert Spoons, set of 6.....\$1.50
- Tablespoons, set of 6.....\$1.70
- Berry Spoons.....85c
- Berry Spoons, gold lined.....\$1.10
- Oyster Forks, set of 6.....\$1.30
- Cold Meat Forks.....60c
- Fish Knives.....\$1.50
- Fish Forks.....\$1.50
- Crumb Knives.....\$1.75
- Butter Knives.....35c
- Sugar Shells.....35c
- Gravy Ladles.....65c
- Cream Ladles.....50c
- Soup Ladles.....\$1.40
- Cheese Scoops.....80c
- Knives, set of 6.....\$1.38
- Forks, set of 6.....\$1.38
- Fruit Knives, set of 6.....95c
- Berry Dishes.....\$3.50
- Fruit Dishes.....\$3.50
- Ice Pitchers.....\$4.75
- Crumb Tray and Scrape.....\$1.75

Wash Goods

Washed Prices.

- Challies, in Dainty Designs and a large assortment of colors.....21c
- Irish Lawns, in over a hundred designs.....21c
- 40-inch Lawns, extra fine quality, 3 to 12 yd. lengths.....51c
- Lace Lawns in very fancy designs; also Plain Lawns.....61c
- French Lawns in a large assortment of Black and White, Navy and White; also Light Designs and New Colors.....9c
- Imported Wash Fabrics, in choice and beautiful patterns.....121c
- English Percalé, in Plaids Checks and Odd Fancy Designs.....10c

Notions

To Make You Buy.

- Safety Pins, 3 large sizes, 12 on paper.....3c
- 12 Papers of Very Good Pins for.....9c
- Clark's Crochet Cotton, all colors, 2 balls for.....5c
- Brush Edge Skirt Protectors, yard.....4c
- Pearl Buttons, large, medium and small, 2 doz. for.....7c
- 5 yds. Bias Velveteen Binding.....12c
- Sewing Silk, 2 spools for.....5c
- Curling Irons, good and strong.....4c
- Diseter Knitting Cotton, per ball.....4c

Corsets

Little Prices.

- Extra Good Grade of Summer Corsets, white, and in all sizes; perfect fitting. To go at.....33c
- The Famous "Kabo" Corset, known the world over for its goodness of quality—never sold under \$1.00. To go at.....75c
- Corsets of White and Drab Jean; usually sell for 35c. To go at.....19c

Boys' Clothing

Price Cutting.

- Wash Suits in Sizes 3 to 8 years, Eight Patterns and Past Colors; Sailor Blouse Style, the 75c kind for.....48c
- Washable Pants, sizes 3 to 12 years, Stripes, Plaids, etc., made of best quality; 40c kind for.....23c
- The "Dewey" Suit, Full Military Outfit, made of denim; blouse has standing collar; gilt buttons, trimmed in white braid; long pants; Tam 'O Shaner hat; sold everywhere at \$1.50. Here at.....\$1.23

Domestics

To Make You Happy.

- White, India Linon, fine quality, yd.....6c
- Extra Heavy, All Linen, Irish Dress Crash; yd.....14c
- Summer Blankets, extra large size, each.....39c
- White Spreads, extra double bed size, hemmed ready for use.....69c
- Summer Comfortables, full size, filled with pure, white cotton.....98c

Groceries

Take a Fall In Prices.

- Jonas Long's Sons' Best Minnesota Patent Flour, every barrel guaranteed, per barrel.....\$5.95
- Granulated Sugar, 19 lbs.....\$1.00
- Hams, sugar cured, lb.....81c
- California Hams, lb.....61c
- Salt Bacon, lb.....71c
- Strawberry Preserves, 20 lb pail.....\$1.29
- 20 lb pail jelly.....58c
- Johnson's Washing Powder, 4-lb package.....15c
- Cross & Blackwell's Pickles, Gherkins Mixed and Chow Chow, bottle.....21c
- C. & B. Malt Vinegar, qt bottle.....19c
- Cream Soda Biscuit, pound packages, 18 for.....\$1.00
- Sugar Corn, dozen.....90c
- Early June Peas, dozen.....90c
- Queen Olives, bottle.....19c
- 8lbs Rolled Oats for.....25c
- Rice (very fine) pound.....8c
- Barley, pound.....4c
- Calumet and Moon Soap, large cakes, 10 for.....25c
- White Chief Soap, 6 ten-oz cakes for.....25c
- Imperial Borax Soap, 7 cakes.....25c
- Prepared Pie Crust, package.....9c

Parasols

For Summer, at Hot Weather Prices.

- Handsome Patterns in Plaids and Stripes; also Plain Parasols, that were \$1.50. To go at.....\$1.18
- White and Colored Parasols, beautifully trimmed with lace and ruffles; that were \$2.75. Now.....\$1.98
- Very Elegant Parasols of Black Chiffon and Silk, that were \$4.98. To go now at.....\$3.48
- And a great many others at prices just as low.

Suits and Skirts

Price Tobogganning.

- Ladies' Crash Suits with Reefer Coats.....85c
- Ladies' Blue and White Figured Duck Suits, white pique trimming.....\$2.48
- A Great Variety of Extra Good Quality, White Duck and Crash Skirts to go at.....47c
- Figured Brilliantine Skirts, four yards wide, velveteen bound.....\$1.48
- Cotton Covert Bicycle Skirts, cut and made up in the very latest styles. To go at.....\$1.48
- Percalé Wrappers, in Blue and White, Black and White and Grey; full cut skirts, and in all sizes.....47c
- Cloth Capes, 27 inches long, nicely trimmed with lace and ribbon.....\$2.95
- Children's Reefers, in Blue and Brown, trimmed with braid, 4 to 14 years.....87c

The Final Crash in The Prices of Bicycles.

- The Famous "Monarch" Bicycles, sold at \$60.00, to go at.....\$44.98
- The "Defiance" Bicycles, Models 55 and 56, sold at \$50.00, to go at.....36.00
- The "Defiance" Bicycles, Models 53 and 54, sold at \$45.00, to go at.....31.00
- Our Famous "Anthracites," which sold at \$35.00, to go at.....29.00
- The "King," one of the best, which sold at \$27.50, to go at.....24.98
- The "Queen," Sister of the "King," sold at \$27.50, to go at.....24.98
- The "Conroy," a good serviceable wheel, sold at \$17.98, to go at.....15.98
- Boys' and Girls' 26-Inch Wheels, sold at \$20.00, to go at.....18.49
- Boys' and Girls' 24-Inch Wheels, sold at \$19.00, to go at.....17.49

And These Specials in Sundries:

- B. and R. Bicycle Lamps, sold regularly at \$1.50, to go at.....\$.75
- Sparkler Bicycle Lamps, sold regularly at \$1.75, to go at......80
- American Bicycle Lamps, sold regularly at \$1.98, to go at.....1.00
- Brown Pattern Saddles, sold regularly at \$1.50, to go at......90

Art Goods

That Are Slashed.

- Bureau and Stand Covers of Linen Momic Cloth, 16x54 in., stamped in various patterns, linen fringe and drawn work; were 50c. Now.....25c
- Stamped and Fringed Doilies, varying in sizes from 9 to 22 inches. All at.....5c

Dresses

And Sun Bonnets

- Handsomely Trimmed Dresses, cut in newest styles and the very prettiest of patterns. To go at.....45c
- Your choice of many Sun-Bonnets.....21c

Get Married

And Buy These House Furnishings

- 12-Whisk Brooms.....7c
- 10c Flour Sifters.....5c
- 24c Fibre Pails.....17c
- 22c, 25c and 35c Tea and Coffee Pots.....14c
- 50 ft. Cotton Clothes Line.....8c
- 10c Cream Pitchers.....5c
- 10c Spoon Holders.....5c
- 10c Sauce Dishes.....5c
- 15c Pitchers.....9c
- 45c Cuspidor.....22c

Buy Shoes

Now—and Save Money.

- Ladies' \$1.50 Button and Lace Shoes.....99c
- Ladies' \$2.00 and \$3.00 Prince Alberts and Low, Button Oxfords.....\$1.17
- Ladies' Vici Button and Lace Shoes, Tan and Black, Cloth and Kid Tops, worth \$2.50 to \$3.00.....\$1.98
- Men's \$1.25 Working Shoes to go at.....98c
- Men's S. Calf, Lace and Congress Shoes, all styles of toe, worth \$2.00.....\$1.45
- Men's Finest Russett Shoes, new styles, hand-welt, were \$4.00. Now.....\$3.00
- Misses \$1.50 Tan Shoes, lace and button.....98c
- Misses \$2.00 Box Calf, Lace Shoes.....\$1.49
- Boys' Solid Shoes, lace; were \$1.50. Now.....98c
- Ladies' Kid Opera Slippers, to go at.....49c
- Vici Shoe Polish in Black and Russett.....10c
- Gilt Edge Polish.....15c
- Wittmore's Russett Combination, large size.....15c
- Brown's French Dressing.....7c

Hosiery and Underwear.

- Ladies' Fine Cotton Ribbed Vests, low neck, sleeveless, 12 1/2c kind. To go at.....8c
- Ladies' Fine Cotton Ribbed Vests, lace trimmed, taped neck and arms, 17c kind.....12 1/2c
- Ladies' Fine Lisle Finished Vests, Silk Lace and Silk tape, 25c kind.....17c
- Ladies' and Men's Fast Black, Seamless Hose, 12 1/2c kind.....9c
- Ladies' Fancy Drop Stitch and Plain Black and White Foot Hose, seamless and fast color; the 19c kind. To go at.....12 1/2c

Some Slashing

in Muslin Underwear.

- Corset Covers, plain and V shape.....6c
- Muslin Drawers, with tucks.....13c
- Muslin Drawers, trimmed with wide embroidery and tucks.....35c
- Muslin Gowns, with deep yoke of tucks and embroidery.....38c
- Very Handsome Gowns, fine tucks and delicate inserting, on yoke and sleeves.....65c
- Gowns, with full yoke of fine tucks and delicate inserting.....78c
- Muslin Shirts, very elaborately trimmed with lace and fine embroidery.....79c

Buy Millinery

White the Eagle Screams.

- Trimmed Hats must go quickly at these prices:
- All \$1.84 Hats—Now.....98c
- All \$6.00 Hats—Now.....\$1.98
- All \$8.00 Hats—Now.....\$2.75
- All \$15.00 Hats—Now.....\$5.00
- "The Knox"—A Double Rim, Split Straw Sailor, very nobby.....\$1.25
- Rough and Ready, narrow Brim Trimmed Sailor; the very latest—trimmed with navy and white silk band ribbon. Very special at.....69c
- White and Black Unrimmed, Short, Back Sailors.....25c
- Children's Trimmed Hats, with wreath of flowers.....36c
- Ladies Trimmed Sailor Hats.....39c
- Rose Sprays with Foliage and Bud.....11c
- Children's Straw Hats.....16c
- Children's Leghorn Hats.....23c
- One Assortment of Flowers and Foliage. To go at.....15c

Lace Curtains

and Draperies.

- Nottingham Lace Curtains, 3 yds; Pole and Fixtures.....49c pair
- Ruffled Cottage Curtains, 3 yds., striped centers; plain, white ruffles; Pole and Fixtures.....79c pair
- Scotch Gaipeur Lace Curtains; Poles and Fixtures.....98c pair
- Saxony Lace Curtains, with Pole and Fixtures.....\$1.39 pair
- Brussels Pattern Lace Curtains, 2, 3, 4 and 5 pair lots, with Poles and Fixtures.....\$1.98 pair
- Curtain Swiss, 36 in. wide, very sheer quality, yd.....9c
- Silkolene, Pretty Patterns, good colors, 10c kind, yd.....5c
- Figured Art Denims and Cretomes, 36 in. wide, 17c quality. For.....11c
- Extension Sash Rods, 45 in. wide, 10c kind. For.....5c
- Curtain Loops, in White and Ecru, will wash nicely, 9c kind. For.....5c pair

Ladies' Gloves

For "Bike" Wear. At Tumble Prices.

- Washable Gloves, and the kind that will give you wearing service—no matter how much you fall. To go at.....19c

New Prices on Dress Goods.

- 23 in. Printed Foulards, all silk, 60c kind. For.....45c
- Wash Silks in Choice Light Colors, 35c kind.....25c
- 21 in. Black Taffeta, All Silk, Heavy Quality; the 60c kind. For.....45c
- 19 in. Black Satin Duchess, all silk; 70c kind. For.....59c
- 40 in. All Wool Black, Fancy Dress Stuffs; 50c kind.....35c
- Silk and Wool Mixtures, all colors; 85c kind.....39c
- High Class Novelty in Silk and Wool, the \$1.00 kind. Now.....59c

Ribbons

Little Prices.

- Hair Ribbons, actually worth 10c yd. To go at.....6c
- 1 1/2-in. Fancy Plaid Tie and Hair Ribbons in all the Desirable Shades; strictly new goods; worth 15c yd. To go at.....10c
- Nos. 60 and 80 Plain Taffeta, Fancy Plaid Roman Stripes and Bayadere Stripes in all Colors. To go at.....19c

More Hosiery Bargains.

- Children's Seamless, Fast Black Ribbed Hose in all sizes.....5c
- Ladies' Fine Regular Made Fast Black Hose, 25c kind. 17c, pair—3 pair for 50c

Stationery.

- 20,000 Commercial Envelopes, per packages of 25.....3c
- Square Envelopes, two sizes, package of 25.....4c
- Box Paper with your initial in two colors, 24 Sheets Paper and Envelopes.....33c
- 10c Writing Tablets.....6c
- 5c Writing Tablets.....2c

Leather Goods.

- Grain Leather Belts, with covered buckles; 25c kind.....15c
- Silk Belts, with silver, gilt and black buckles.....10c
- Leather Traveling Bags, 10, 11, 12, 13 and 14 in. Your choice of any size at.....69c

Toilet Goods

- Cuticura Soap, cakes.....13c
- Packers' Tar Soap, cake.....14c
- Wood-Back Hair Brushes, worth 75c.....39c
- Rubber Dressing Combs.....6c
- Violet Talcum Powder.....10c
- Tooth Brushes, 3 rows.....4c

Wall Paper

- Good Quality White-Back Paper, per double roll.....2c
- (Border and Ceiling to Match.)

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