

You Wonder at the Immensity of This Big Advertisement

But You'll Wonder Even More at the Lowness of Prices During This Sale—Read On. There's a Nugget of Money-Saving News in Every Line.

Notions.	Millinery.	Silks.	Ribbons.	Women's Knit Summer Underwear.	Gent's Furnishings.	Boys' Clothing.	Ladies' Shoes.	Aprons.
Agate Buttons, 6 doz for... 5c Aluminum Hair Pins, large size, each... 2c Basting Cotton, dozen spoons for... 5c Bone casing, piece of 9 yds. 4c Belting (silk) black and colors, yard... 4c Braid (Goff's Angora) 5 yd. piece... 9c Buckles, gilt, silver and oxidized... 9c Belt Pins, each... 4c Coraline Dress Stays, assorted sizes, dozen... 18c Corset Steels, muslin covered, 4, 5 and 6 hook... 10c Cable Cord, black or white, yard... 1c Clark's Crochet Cotton, 2 balls for... 5c Curling Irons, large size... 5c Corset Steels, kid covered, pair... 9c Collar Stiffening, yard... 12c Cube pins, large sized cubes... 4c Dexter's Knitting Cotton, ball... 5c Dress Shields, rubber lined, pair... 8c Dress Weights, dozen... 1c Darners, enameled, each... 4c Embroidery Cotton, 3 spoons... 5c Finishing Braid, white, red and blue, 6 yd piece... 8c Featherbone, twill covered, yard... 9c Glove Menders... 4c Horn Hair Pins, dozen... 4c Hair Pins, wire, package... 6c Hair Nets... 7c Hooks and Eyes, gross... 8c Hat Pins (mourning)... 1c Invisible Hair Pins, box... 4c Initials (36 letters)... 4c Kid Curlers, medium size... 5c Key Rings, with chain... 4c Linen Thread (Marshall's) spool... 7c Linen Corset Laces, 5 yds... 4c Machine Oil, best quality, bottle... 4c Needles, gold eyes, paper... 3c O. N. T. Clark's Cotton, spool... 3c Pins, 12 papers for... 9c Ruffling for skirts, yd... 21c Side Steels, pair... 4c Shoe Buttons, package... 4c Shirt Waist Extenders... 39c Seam Binding, piece of 6 yds... 9c	Trimmed Turbans, have been 75c, now... 45c Children's Fancy Straw Hats, were \$1.19 and 98c, now... 38c Trimmed Sailors, were 69c and 59c, now... 29c Assorted Fine Flowers, were 98c and \$1.25, now... 49c Assorted Flowers, were 25c and 35c, now... 15c Navy and Brown Curled Quills, were \$1.00, now... 5c Leghorn Hats, were 75c and 98c, now... 50c Leghorn Hats, were 49c and 69c, now... 29c White Chip Hats, were \$1.25 and \$1.39, now... 50c Walking Hats, were 59c and 69c, now... 39c Walking Hats, were \$1.39 and \$1.49, now... 75c Children's Hats with wreath were 48c, now... 25c Children's Trimmed Leghorns, were 75c and 98c, now... 48c Chips and fancy braid hats that were \$2 and \$2.25, now... \$1.00 Straw Netting that was 39c yard, now... 12c All Trimmed Hats that were \$5.00, now... \$2.48 All Trimmed Hats that were \$3.50 to \$4.50, now... \$1.98	23-Inch Louise Silks in checks, just the thing for shirt waists; were \$1 yard. Now... 69c Short Lengths of Fancy Checks, Stripes and Plaid Silks, two to 15 yards in each; were 75c and \$1.25 yrd. Now... 59c 21-Inch Black Taffeta Silk; was 65c. Now... 45c 26-Inch Black Taffeta Silk; was \$1 yard. Now... 79c 19-Inch Black Satin Duchess, high lustre and warranted all silk; was 70c yard. Now... 59c 22-Inch Black Satin Duchess; was \$1.25 yard. Now... 95c 23-Inch Printed Foulards, navy blue and black grounds with delicate figures; were 59c yard. Now... 39c 19-Inch Wash Silks; were 35c yard. Now... 19c	One lot of Tie and Hair Ribbons, from one to two inches wide. These come in plain Taffetas, Moire, Roman Stripes, Delicate Checks and Fancy Plaids. Nearly all are worth 10c yd—most of them 15c—take your pick of the lot at... 8c One lot of five inch Sash Ribbons, in Roman Stripes, Beyadere Stripes, Interwoven Plaids and all the beautiful light shades in plain and Moire; also a quantity of very fine quality of double faced Black Ribbon. Not a yard here but that is worth from 75c to \$1.00 a yard; take your pick at... 44c One lot of extra heavy seven inch Sash Ribbon, in black and white double faced Moire—high lustre and very beautiful. Worth \$1.00 and \$1.15 yd.; take your pick at... 73c	Women's Sleeveless, Ribbed Vests, made of Pure White Cotton... 5c Women's Ribbed Vests, sleeveless, with taped arms and neck... 9c Women's Sleeveless, Ribbed Vests, nicely trimmed with lace and tape... 12c Women's Fine, Lisle Finished, Sleeveless, Ribbed Vests regular value 25c... 17c Women's Fine, Lisle-Thread Vests and Pants, long and short sleeves, also sleeveless; always sell from 50c to 59c. Sale price... 42c Women's Fine, Swiss-Silk, Ribbed Vests, regular value 60c to 75c. Sale price... 47c Children's Fine, Ribbed, Cotton Vests... 7c	Men's Good Muslin Night Shirts, always 50c. Sale price... 35c Men's Gauze Shirts, short and long sleeves; each... 21c Men's French Finish Balbriggan Underwear, always sold at 50c. Sale price... 39c Men's Fancy Colored Balbriggan Underwear, always 50c. Sale price... 37c Men's Negligee Golf Shirts, white neck band, pair of cuffs; worth 50c. Sale price... 35c All Our \$1.00 Golf Shirts... 89c All \$1.50 Golf Shirts... \$1.25 Men's Black, Silk and Satin Band Bows, regular 15c kind... 7c Men's Silk Teck and Four-in-Hand Ties, always sold at 25c and 39c. Sale price... 21c All Our 50c Neckwear... 39c Men's Unlaundered White Shirts, broken assortment of sizes. To hurry quick, each... 25c	Wash Suits of the best quality Linen, Galatea Stripes and Checks, made full sailor style, deep collar braided, sizes 3 to 10; no suit in the lot that sold for less than \$1.25; most of them \$2.00. Now... 98c 29 Suits in this lot: All Wool, Medium Weight Sailor Suits. Some plain navy; others neat check, fancy chevrons; sizes 3 to 8; deep collars; facing trimmed with silk southeaste braid. All pants have patent waist-bands. No suit among them that sold for less than \$2.50, many \$4. Now... \$1.98 21 Two-piece Suits for boys, 9 to 15 years; there are many patterns to select from, but only two or three of a kind; not a suit valued less than \$3, many at \$5. Now... \$2.15 A "Combination" Suit, Coat, two pairs pants and cap to match, of a fast color, all-wool blue cheviot, for boys 8 to 15 years; only a few; regular value, \$3.50. Now... \$2.25 All Wash Pants put into one lot for your own selection; many were 35c and 50c. Now... 21c Fast-Color Shirt Waists and Blouse, all sizes; were 39c and 49c. Now... 25c Straw Hats all to go at one price. None among this lot that sold under 50c, and many valued at 75c and \$1; at least 20 styles to choose from. Now... 45c	Ladies' \$1.50 and \$1.25 Kid, Button and Lace Shoes; all the the new popular style of lasts, in both heel and spring heel... 95c Ladies' \$1.75 and \$1.50 Kid, Button and Lace Shoes; new style of toe; patent leather tip; heel and spring heel... \$1.21 Ladies' \$2.00 Tan and Black Kid, Button and Lace Shoes, both heel and spring heel; flexible soles... \$1.49 Ladies' \$2.50 and \$2.75 finest Vici Kid, Lace and Button Shoes; every size and width in this lot from B to E; perfect fitting; flexible soles; over 15 different styles; positively cheap at our regular price. Sale price... \$1.89 Ladies' finest Tan, Button and Lace Shoes, the quality you pay \$3.50 and \$4.00 everywhere... \$2.49 100 pairs Ladies' hand-made Prince Alberts and low Button Oxford; regular value \$2.00 to \$3.00; price... 97c 309 pairs Ladies' \$1.50 and \$1.75 Black and Russet Oxford Ties; sizes 2 1/2 to 8... \$1.23 Every pair in our stock of our entire line of Ladies' finest Oxford Ties in both Black and Russet, which have always sold at \$2.50 and \$3.00; price will be... \$1.89	Extra quality of Gingham Aprons—excellently made—extra large size. Worth 35c, each... 18c All the Odds and Ends of Fine, White Aprons—some are worth \$1.50; not one in the lot worth less than \$50c, each... 25c
Collar Stiffening, yard... 12c Cube pins, large sized cubes... 4c Dexter's Knitting Cotton, ball... 5c Dress Shields, rubber lined, pair... 8c Dress Weights, dozen... 1c Darners, enameled, each... 4c Embroidery Cotton, 3 spoons... 5c Finishing Braid, white, red and blue, 6 yd piece... 8c Featherbone, twill covered, yard... 9c Glove Menders... 4c Horn Hair Pins, dozen... 4c Hair Pins, wire, package... 6c Hair Nets... 7c Hooks and Eyes, gross... 8c Hat Pins (mourning)... 1c Invisible Hair Pins, box... 4c Initials (36 letters)... 4c Kid Curlers, medium size... 5c Key Rings, with chain... 4c Linen Thread (Marshall's) spool... 7c Linen Corset Laces, 5 yds... 4c Machine Oil, best quality, bottle... 4c Needles, gold eyes, paper... 3c O. N. T. Clark's Cotton, spool... 3c Pins, 12 papers for... 9c Ruffling for skirts, yd... 21c Side Steels, pair... 4c Shoe Buttons, package... 4c Shirt Waist Extenders... 39c Seam Binding, piece of 6 yds... 9c	White India Linen, the 6c kind... 41c White India Linen, the 10c kind... 5c 40-Inch India Lawn, white; the 13c kind. At... 10c Fine Checked Nainsooks, very showy; the regular 15c kind. Now at... 10c	3 to 9 inches wide. Fine Cambrics and Nainsook Edges. Worth up to 35c yard; per yard... 12c 2 to 5 inches wide, Fine Cambric Edges, open patterns. Worth 15c yard; per yard... 7c	Misses and Children's Corset Waists... 21c Summer Corsets, cool, comfortable and fine fitting... 33c Short Cut Summer Corsets, were 50c. Now... 39c The celebrated "Kabo" Corset—one of the best made—gives grace and contour to the figure, yet retains comfort and perfect fit; always \$1.00. Now... 75c	Crash Skirts—this season's newest styles—3 inch hem and well made... 29c Duck Skirts, in navy blue only, with 3 inch hem... 68c Figured Brillantine Skirts in the newest patterns; percale line lined, velveteen bound... \$1.37 Sicilian Skirts, high grade lustrous quality, extra fine lining, 4 yards wide... \$2.16 Ladies' and Misses' Blouse Suits, extra fine quality serge, ribbon trimmed. Navy, brown, green and black. Blouse fancy silk lined, designed in the latest styles... \$4.97 Ladies' Serge Cloth and Home-spun Suits; fly front jackets silk lined; percaline lined skirts, 4 yards wide... \$3.97 Ladies' fine Broad-Cloth Serge and Covert Suits; fly front jackets, blouse and tight-fitting suits; some tucked and braid trimmed; taffeta lined jackets... \$6.75 Ladies' light weight cloth Capes 27 inches long; lace and ribbon trimmed... \$2.35 Ladies' black China Silk Waists; detachable silk collars; all sizes... \$1.97 Children's Reefers; braid trimmed; navy, brown and green; sizes 6 to 14... 79c	Men's Soft Negligee Shirts with attached collars and cuffs; all new patterns; regular value, 50c. Sale price, each... 33c Men's Laundered, White Shirts, linen bosoms; regular value 75c. Sale price... 48c Men's Cheviot Working Shirts, light and dark colors; regular price 50c. Sale price... 39c	Pure Linen Stamped Doylies, 7x7 in... 5c 9 inch hemstitched and stamped Doylies... 8c 9 inch stamped and fringed Doylies... 13c Mexican silk embroidered 18 in. stamped linen Doylies and drawnwork Doylies... 13c Heavy Silk embroidered Mexican Doylies, were 75c, now... 25c	Extra Size Marsaille Pattern, \$1.25 kind; hemmed ready for use. This week... 87c Extra Size Marsaille Pattern, hemmed and ready for use; the \$1.50 kind. This week at... \$1.25	Ladies' and Men's Bicycles, first-class, guaranteed wheel; perfect running; Brown pattern saddles; North American tires; complete with tool bag containing wrench, pump and oil can; worth \$35.00... \$14.98 King Bicycles, built by Monarch Cycle Mfg. Co.; worth \$40.00 of any one's money... \$24.98 Anthracite Bicycles; over 4000 local riders will testify to the excellence of this wheel; guaranteed for 1 year... \$29.00 Defiance, model 53 and 54, regular price, \$40.00... \$34.00 Defiance, model 55 and 56, regular price \$50.00... \$37.50 Monarch Bicycles, regular price, \$60.00... \$45.00
Ice Pitchers, finest quality quadruple plate, handsomely embossed, porcelain lined, 11 inches high, quality guaranteed... \$3.98 Fruit Dishes, quadruple plate frame, handsome imported rose tinted opal bowls... \$3.25 Tea Sets, quadruple plate; 4 pieces consisting of sugar bowl, spoon holder, cream pitcher and tea pot. Satin finish, hand engraved. Spoon holder and cream pitcher are gold lined. A handsome set... \$5.98 Baking Dish, quadruple plate, handsome designs, removable porcelain baking dish. Very pretty... \$2.69 1847 Rogers Bros.' 12 Dwt Knives, very fine quality, set of 6... \$1.38 1847 Rogers Bros.' Forks to match, set of 6... \$1.38	White Goods.	Leather Goods.	Embroideries.	Women's Knit Summer Underwear.	Gent's Furnishings.	Boys' Clothing.	Ladies' Shoes.	Aprons.
White Goods.	Leather Goods.	Embroideries.	Women's Neckwear.	Suits, Skirts and Waists.	Art Goods.	Bed Spreads.	Pillow Cases and Sheets.	Men's, Boys', Girls' and Children's Shoes.
Laces.	Fancy Skirts.	Women's Neckwear.	Suits, Skirts and Waists.	Art Goods.	Bed Spreads.	Pillow Cases and Sheets.	Bicycles.	Men's, Boys', Girls' and Children's Shoes.
Silverware.	Towels.	Women's Neckwear.	Suits, Skirts and Waists.	Art Goods.	Bed Spreads.	Pillow Cases and Sheets.	Sewing Machines.	Men's, Boys', Girls' and Children's Shoes.
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JONAS LONG'S SONS

There are 2000 Paper Novels in this lot—bought away below their value—you'd pay 25c for them in any store but here. Every popular and prominent author is represented. Take your pick at 6c.