

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

Domestics. Light Prints, 5c kind... 2 1/2c Indigo Prints, best... 3 1/2c Yard-wide Muslin, unbleached, 5-cent kind... 3 1/2c 40-Inch, Unbleached Muslin, 8-cent kind... 5 1/2c Fine, White Cambric, similar to Lonsdale, 10c kind... 6 1/2c Best English Percale, light and medium, 12 1/2c kind... 7 1/2c Best Mourning Prints, 7c kind... 4c Apron Gingham, Lancaster and Amoskeag, best gingham made, 6c kind. This week... 4 1/2c Ladies' Skirt Patterns, fancy borders, all in delicate pink and light blue stripes; regular price 29c. This week... 22c 10-4 Unbleached Sheeting, the regular 13c kind... 9 1/2c 10-4 Bleached Sheeting, regular 14c kind... 11 1/2c Fine Dress Ginghams in Stripes, Plaids, etc.; regular 8c kind. This week... 5 1/2c Toile de Nord Dress Ginghams; the 12 1/2c kind. This week... 8c White Shaker Flannel; the 5c kind. This week at... 3 1/2c Unbleached Canton Flannel; the 6c kind. This week at... 4c The Celebrated Black Rock Muslin; 7c kind. This week... 4 1/2c LACKAWANNA AVE.

Wash Goods Specials. Scotch Lawns, all new patterns; regular price 6c. This week... 3c Lace Grenadines, light, medium and dark grounds, fancy figures; regular price 12 1/2c. This week will be less than half price, namely... 5c India Nainsooks, navy, cardinal and black grounds, pretty patterns; regular price 12 1/2c. This week... 6 1/2c One lot of Arcadia Novelties, Organdies, Lace, etc.; regular 15c goods. This week... 7 1/2c 37-Inch Batiste, in fancy stripes and figures, medium dark; regular 10c goods. This week... 4 1/2c 40-Inch Jaconets and Imperial Organdies; regular 12 1/2c and 15c goods. This week... 6 1/2c Imported Organdies, all this season's patterns, regular price 25 cents; as long as they last the price will be... 12 1/2c French Organdies, all the 38c and 45c kind. This week as long as they last for... 25c MAIN AISLE.

Specials In Linings. Best Lining Cambric... 2 1/2c Best 10-cent Silica and Percalines. Sale price... 7 1/2c Best 12 1/2c Silica and Percalines. Sale price... 9 1/2c Canvass Dress Facing, the 12 1/2c kind. Sale price... 8 1/2c Imitation Hair Cloth, very black; regular 12 1/2c kind. This week... 6 1/2c

Linens. 56-Inch Turkey Red Damask; regular price 18c. Now... 12 1/2c 60-Inch Turkey Red Damask; regular price 20c. Now... 19c Ready-Made Table Cloth, assorted borders, 2 1/2 by 2 yds; regular price \$2.00. This week, each... \$1.59 Fringed Turkey Red Table Cloth, fast color, 2 1/2 by 2 yds; regular price \$1.00. This week... 84c 64-Inch, Unbleached Damask Table Linen, assorted patterns. Clearing sale price... 34c 60-Inch, Unbleached Damask Table Linen, fine assorted patterns. Clearing sale price... 39c Bleached Table Linen, Damask Pattern, 62 inches wide. Clearing sale price... 25c LACKAWANNA AVE.

Crash. Unbleached Crash, all Linen, 8c kind... 5c Unbleached Crash, all Linen, 10c kind... 6 1/2c LACKAWANNA AVE.

A Word to Men. YOU PAY THE BILLS. DO YOU KNOW THE DIFFERENCE BETWEEN CREDIT HOUSE PRICES AND OUR CASH PRICES? IT IS NOT NECESSARY TO TELL YOU THAT YOU CAN BUY CHEAPER FOR CASH. IT MAY SURPRISE YOU TO LEARN THAT IT IS OFTEN 35 PER CENT. AND HARDLY EVER LESS THAN 20.

# The Supreme Event of the Year-- Our First Great Semi-Annual Clearing Sale NOW GOING ON

THE MOST BRILLIANT, the most stupendous, the most magnificent bargain event of modern times. Unequaled in general attractiveness and low price giving by any house in the world. Positively the first appearance in Scranton of this great aggregation of buying opportunities. The machinery of our two big businesses has been preparing for this big carnival for many weeks. Every department in this store has felt the keen blade of the knife that has cut prices and profits into shreds and losses. And though the high standard of quality sticks to the goods, there's not an item nor an article in all the five floors of this big building but what has been given a new and little price for this sale. In many cases, prices have been cut in two. In nearly every instance, a quarter of value has been shaved off. Nothing has escaped the profit destroyer. Like the victories at Manila and Santiago, we mean that this sale shall live in memory for all time to come. Never will you forget it—for never will goods have been sold so cheap. Not a store in America but what we defy comparison as to prices—we positively refuse to be undersold. And we honestly promise to save you more money during the short period of this sale than you'd ordinarily save in two months of shopping—even in this great store, where prices are always lowest. Special attention given to mail orders. All goods delivered free—no matter where.

House Furnishings. 10 qt. Agate COOKING POTS, were 95c, now... 45c AGATE PANS that were 49c and 74c, now... 19c 10 qt. heavy DISH PANS, were 14c, now... 6c WASH BOARDS that were 19c, now... 7c No. 8 and 9 copper nicked TEA KETTLES, were \$1.25 and 95c, now... 65c FRY PANS, all steel with long handles, were 8c, now... 3c 10 qt. BREAD RAISERS, were 45c, now... 19c JELLY GLASSES with heavy tin covers, one dozen for... 15c CHINA PLATES that were 10c and 20c, now... 7c JARDINIERS that were 45c and 69c, now... 25c 56 pieces TEA SETS, beautifully decorated, newest shapes, were \$2.95 set, now... \$1.97 FLOUR BINS, extra heavy japanned tin, were 98c, now... 49c CRUMB AND BRUSH TRAYS, were 29c, now... 15c BASKETS that were 75c to \$2, now... 45c 10 qt. extra heavy galvanized pails, were 19c, now... 10c Japan FIRE SHOVELS, were 7c, now... 3c China TEA SETS in all the newest shapes and most novel decorations, were \$10 set, now... \$5.75 China BREAD and MILK SETS, were 30c, now... 19c Round LAMP GLOBES, decorated, were 75c to \$1.50, now... 45c BASEMENT.

Corsets. 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 SECOND FLOOR.

Hosiery. Children's Fine Ribbed, Seamless Black Hose, all sizes... 5c Boys' Bicycle Hose with double knee, all sizes; regular value 28c. Sale price... 15c Children's Fine Ribbed, Seamless, Double Knee, Black Hose, all sizes, worth 19c... 12 1/2c Men's Mixed Working Socks, regular value 8c. Sale price... 4c Men's Mixed Working Socks, regular 10c kind, 7c, 4 pair for... 25c Men's Seamless, Fast Black Hose, regular value 12 1/2c. Sale price... 9c Women's Seamless Fast Black and Tan Hose, regular 15c kind. Sale price... 9c Men's Split-Foot, Plain Black and Tan Hose, full regular made, regular value 25c. Sale price... 17c, 3 pair for 50c MAIN AISLE—LACKAWANNA AVE.

Women's Knit Summer Underwear. Women's Sleeveless, Ribbed Vests, made of Pure White Cotton... 5c Women's Ribbed Vests, sleeveless, with taped arms and neck... 9c 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 69c to 75c. Sale price... 47c Children's Fine, Ribbed, Cotton Vests... 7c MAIN AISLE—LACKAWANNA AVE.

Grocery Department. Finest Grade Teas, Formosa, Oolong, English Breakfast and Japan—equal in quality to that sold elsewhere for 80c—per lb... 40c Aurora Blended Coffee, special... 12 1/2c Best Elgin Creamery Butter... 18c Sugar Cured Hams... 8 1/2c Leader, Challenge or Defiance Condensed Milk, 3 for... 25c Full Cream Cheese, per lb... 10c Rolled Oat Meal, 8 lbs. for... 25c Rising Sun Stove Polish, package... 4c Quart Washing Blue... 5c 20-lb. Pails Jelly, per pair... 58c Sardines (Domestic, Good oil), 6 for... 25c Brook Trout, per can... 10c Soured Mackerel, per can... 12c and 14c Standard Granulated Sugar, 19 lbs. for... \$1.00 (With other goods only.) BASEMENT.

Carpets. Bigelow & Lowell Body Brussels with border to match, yard... \$1.15 Axminsters, with border to match, yard... \$1.12 Fine quality Body Brussels with borders or stairs to match, yard... 85c Wilton Velvets, with borders and stairs to match, yard... 90c Best wire Tapestry Brussels, with border to match, yard... 72c Extra quality Tapestry, yd... 58c Several patterns in Tapestry to close at yard... 49c Good quality Ingrains, yard... 28c Extra super Ingrains, yard... 45c Extra super all-wool Ingrains, yard... 55c Straw Matting, yard... 10 1/2c THIRD FLOOR—USE ELEVATORS.

Napkins. 5-8 Bleached Napkins, 98c kind. Clearing sale... 79c 3-4 Bleached Napkins, \$1.50 kind. Clearing sale... \$1.19 3-4 Bleached Napkins, extra heavy. Clearing sale... \$1.69 LACKAWANNA AVE.

White Goods. White India Linen, the 6c kind... 4 1/2c 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 MAIN AISLE.

Ribbons. 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, Intervenon 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 IN THE BOOTH.

Towels. Fringed Momie, Bleached, the regular 10c kind. Now... 5c Fringed Huck, the regular 18c kind. Now... 11 1/2c Hemmed Huck Towel, size 22x24, regular 25c kind... 15c MAIN AISLE.

Silks. 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 yard. Now... 59c 21-Inch Black Taffeta Silk; was \$1 yard. 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 LACKAWANNA AVE.

Notions. Agate Buttons, 6 doz for... 5c Basting Cotton, dozen spools for... 5c Clark's Crochet Cotton, 2 balls for... 5c Dexter's Knitting Cotton, ball... 5c Embroidery Cotton, 3 spools... 5c Hooks and Eyes, gross... 8c Linen Thread (Marshalls) spool... 7c O. N. T. Clark's Cotton, spool... 3c Pins, 12 papers for... 9c LEFT OF ELEVATORS—MAIN FLOOR.

White Goods. 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 Flowers, were 25c and 35c, now... 15c Navy and Brown Curled Quills, were \$1.00, now... 50c 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 All Trimmed Hats that were \$5.00, now... \$2.48 All Trimmed Hats that were \$3.50 to \$4.50, now... \$1.98 SECOND FLOOR.

Laces. 2 to 9 inches wide, French and Normandy Valenciennes, some are only short lengths from broken sets. All are worth 15c to 35c yard, per yard... 10c 2 to 5 inches wide Normandy Valenciennes and fancy cotton edges. Worth up to 15c yard, per yard... 5c 1 to 3 inches wide, Hand-Made Linen Edges and Insertions. Worth up to 15c yard; per yard... 5c 2 to 7 inches wide, White-Oriental Edges, open work on fine net. Worth 35c a yard; per yard... 12 1/2c 4 1/2 inch, Pure Silk, Black La Tosca Dress Net. Worth \$1.25 yard; per yard... 69c NEAR MAIN AISLE.

Laces. 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 Refers; braid trimmed; navy, brown and green; sizes 6 to 14... 79c SECOND FLOOR.

Pillow Cases and Sheets. 45x36 Hemmed Pillow Cases, made of one of the best muslins; 10c kind. This week... 6 1/2c 63x90 Bleached Bed Sheets, one of the best muslins. Clearing Price... 29c MAIN AISLE.

Bed Spreads. Full Size Marseille Pattern, 98c kind, already hemmed. This week... 68c Extra Size Marseille Pattern, \$1.25 kind; hemmed ready for use. This week... 87c Extra Size Marseille Pattern, hemmed and ready for use; the \$1.50 kind. This week at... \$1.25 MAIN AISLE.

Leather Goods. Your choice of very fine black or white Leather Belts, 15c Your choice of handsome black silk Belts, 9c Fibre Lunch Boxes, 5x7 1/2, 7c; 6x7 1/2, 9c; 6x8 1/2, 10c. MAIN AISLE—WYOMING AVENUE.

Suits, Skirts and Waists. 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 Brilliantine Skirts in the newest patterns; percaline 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 Refers; braid trimmed; navy, brown and green; sizes 6 to 14... 79c SECOND FLOOR.

Bicycles. 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 MAIN FLOOR.

Silverware. 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 MAIN AISLE—WYOMING AVENUE.

Lace Curtains. Nottingham Lace Curtains, 3 yards long, with pole and fixtures, per pair... 43c Ruffled Cottage Curtains, 3 yards long, with poles and fixtures, per pair... 77c Scotch Gimpure Lace Curtains, that were \$1.75 with poles and fixtures, per pair... 98c Saxony Lace Curtains, in our choicest \$2.00 and \$2.25 qualities, with poles and fixtures, per pair... \$1.49 Saxony Lace Curtains, in finest products of the loom, value not less than \$3.25 to \$3.75 with poles and fixtures, per pair... \$2.49 Brussels Lace Curtains, real hand wrought goods; that were \$7.00, with poles and fixtures, per pair... \$4.48 Real Renaissance Lace Curtains, reduced from \$7.00 per pair to... \$4.98 Real Lace Curtains, in a myriad of fine and exquisitely worked styles and patterns. Goods sold all season at \$12.50 to \$14.98. Your choice per pair... \$7.98 Real Lace Curtains, take your pick of any style that we have had, up to \$20.00, at \$11.98 THIRD FLOOR.

Upholstery and Draperies. Imperial Satin Damask, for draperies and furniture coverings; every thread pure silk; full 50 inches wide; value \$3, per yard... \$1.98 Frou Frou Silk Damask, finest and newest French drapery fabric. Price was \$3.25; will go now at per yard... \$1.75 50-inch Tapestry, for draperies and upholstery, 45c grade, per yard... 29c Cretonnes and Denims, 36 inches wide, 18c kind, at per yard... 10c Curtain Swiss, 36 inches wide, new styles, very sheer, 15c and 18c grades, per yard... 8c Point D'Esprit Net, 48 inches wide, 30c grade, per yard... 19c Irish Point Sash Net, very fine, value 45c, at per yard... 29c Window Shades, 36 inches wide and 6 feet long, on first-class spring roller, complete, each... 7c Brass Rod, per foot... 2c Chenille Table Covers, centre table size; heavy and handsomely fringed, 90c grade, each... 59c Tapestry Table Cover, dining table size, very handsome, \$2.00 goods, each... \$1.29 THIRD FLOOR.

Men's, Boys', Girls' and Children's Shoes. Men's \$4.00 Russet Shoes, all styles... \$2.98 Men's \$3.50 and \$3.00 Russet Shoes; every pair must go... \$2.46 Men's \$3.00 Calf, Hand, Welt, Lace and Congress Shoes; sizes 5 to 8... \$1.97 Men's \$1.50 Calf, Lace and Congress Shoes... \$1.21 Men's \$1.50 Mining Shoes, Solid Leather... 96c Boy's \$2.00 Russia Calf Lace Shoes... \$1.49 Boy's \$1.50 Casco Calf Lace Shoes... 98c Misses' \$1.50 Kid and Tan, Lace and Button Shoes; solid leather soles; sizes 11 to 2... 97c Misses' \$1.75 and \$2.00 Russet Shoes, Lace and Button... \$1.39 Children's 35c Kid Button; no heel, sizes 2 to 6... 19c Children's 75c Black and Tan Button Shoes; spring heel; 4 to 8... 49c Children's \$1.00 Black and Tan Button Shoes; spring heel; 5 to 8... 75c MAIN FLOOR.

Embroideries. 3 to 9 inches wide, Fine Cambrics and Nainsook Edges. Worth up to 35c yard; per yard... 12 1/2c 2 to 5 inches wide, Fine Cambric Edges, open pattern. Worth 15c yard; per yard... 7 1/2c MAIN AISLE.

# JONAS LONG'S SONS