

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

NO LET-UP TO THE EXCITEMENT NO ABATEMENT OF THE INTEREST **But** CONTINUOUS, UNINTERRUPTED ENTHUSIASM AND ENORMOUS CROWDS AT THE

First Semi-Annual Clearing Sale of the Great Store

Domestics Clearing Sale Prices

Yard wide Lansdale Muslin—8c kind 60
 Best Merrimac Shirting Prints; 6c kind 30
 Best Indigo Blue Prints; the 6c kind 30
 Unbleached Canton Flannel; the 6c kind 30
 Outing Flannels in light and medium colors; 6c kind 40
 La Belle Percales, full yard wide; 15c kind 70
 The Celebrated Black Rock Muslin; 7c kind. This week 40
 Yard-wide Muslin, unbleached, 5-cent kind 30
 Toile de Nord Dress Gingham; the 12c kind. This week 80
 Best Mourning Prints, 7c kind 40
 Apron Gingham, Lancaster and Amoskeag, best gingham made, 6c kind. This week 40
 10-4 Unbleached Sheeting, the regular 13c kind 90
 10-4 Bleached Sheeting, regular 14c kind 110
 LACKAWANNA AVE.

White Goods Clearing Sale Prices

White India Linen, 6c kind 40
 White Cambric, yard wide, 10c kind 60
 Fine Checked Nainsooks, very showy; 15c kind 100
 40-inch wide India Linen; 15c kind 100
 White figured Pique, in dots and checks; the 25c kind 180
 MAIN AISLE.

Wash Goods Clearing Sale Prices

The balance of all our Cotton Challies and American Madras Lawn—beautiful printings—pretty design, yd. 20
 38-in. Jacquettes in a large assortment of patterns; the 10c kind—this week 30
 The balance of our India Lukes, Jacquettes, Mousilenes, Dinities, etc.—all 12c and 15c goods—to go at 60
 Lace Grenadines, light, medium and dark grounds, fancy figures; regular price 12c. This week will be less than half price, namely 40
 One lot of Arcadia Novelty, Organdies, Lace, etc.; regular 15c goods. This week 70
 Imported Organdies, all this season's patterns, regular price 25 cents; as long as they last the price will be 120
 French Organdies, all the 38c and 45c kind. This week as long as they last for 250
 MAIN AISLES.

Linings Clearing Sale Prices

Imitation Hair Cloth, very black; 12c kind for 60
 Best 10c Silicia and Percalines, to go at 70
 Canvas Dress Facing; was 12c yd, to go at 80
 Best 12c Silicia and Percalines, to go at 90
 LACKAWANNA AVE.

Muslin Underwear Clearing Sale Prices

Good quality Muslin Corset Covers; high and low neck 90
 Good quality Muslin Drawers; plain and with tucks 150
 Fine Muslin Gowns, very elaborately trimmed with lace inserting and embroidery; have been 98c; now 690
 Very handsome Skirts, trimmed with embroidery and inserting; also heavy dust ruffles; were \$1.25; now 980
 SECOND FLOOR.

Embroideries Clearing Sale Prices

500 yards of open pattern insertions—just the trimming you want for P. K. Skirts and Waists—worth 25c yard 120
 1500 yards of fine Cambric Edges—3 to 7 inches wide—all new patterns—worth 25c 120
 1500 yards of fine Cambric and Swiss Edges—2 to 5 inches wide, all new patterns—worth 15c yard 80
 1,000 yards of fine Swiss Edges—1 to 3 inches wide—all new patterns—worth 7c yard 40

Now in its second week. Pronounced by everyone the most honest Bargain Sale ever held in the Lackawanna Valley. More than thirty thousand people were fortunate and pleased purchasers during last week—and this week, we propose to double the number. No adjectives are too strong to truthfully tell of the bargains here. They are positively beyond approach by any other house. There is not an item advertised the worth of which is over-estimated. There can be no misrepresentation where response is so enthusiastic and popular as here. Meanwhile, this great bargain opportunity goes on—till we choose to call a halt. Can you afford to miss the chance that is coming to thousands daily? We hardly think so. And certainly not, if you value the purchasing power that gives you two dollars for one. Come today—any day this week. The goods are yours at the price, while they last.

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 MAIN AISLE.

Linens Clearing Sale Prices

Twilled Crash, 6c kind 30
 All linen Unbleached Crash, 8c kind 60
 Fringed, Tuck and Damask Towels; 18c kind 110
 Hemmed huck Towels; size 17x34; the 12c kind 80
 Extra size Marseille pattern Hemmed Bed Spreads; were \$1.25, to go at 890
 5-8 Bleached Napkins, assorted patterns; the \$1.25 kind; this week 890
 Unbleached Turkish Towels, 19x42 and extra heavy; were 20c, now 120
 Bleached Damask Towels, 22x45 in., with fancy borders; were 39c, now 250
 56-in. Turkey Red Damask; was 18c yd, now 120
 60-in. Turkey Red Damask; was 29c yd, now 190
 64-in. Unbleached Damask Table Linen; assorted patterns and all linen, yd. 250
 65-in. Unbleached Damask Table Linen; fine assortment of patterns, yd. 390
 LACKAWANNA AVE.

Carpet Warp and Geese Feathers Clearing Sale Prices

Feathers that were 50c lb., now 440
 Feathers that were 65c lb., now 590
 Feathers that were 75c lb., now 690
 Best 4-ply white Carpet Warp—5 lb. bunch 750
 Best 4-ply Carpet Warp, in colors—5 lb. bunch for 850
 LACKAWANNA AVENUE.

Carpets Clearing Sale Prices

Compare these prices on Carpets with any other house in America and you'll find we're the lowest:

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 850
 Wilton Velvets, with borders and stairs to match, yard 900
 Best 10 wire Tapestry Brussels, with border to match, yard 720
 Extra quality Tapestry, yd. 580
 Several patterns in Tapestry to close at yard 480
 Good quality Ingrains, yard. 280
 Extra super Ingrains, yard. 450
 Extra super all-wool Ingrains, yard 550
 Straw Matting, yard 100
 THIRD FLOOR—USE ELEVATORS.

Grocery Bargains Clearing Sale Prices

Aurora Coffee 120
 Calumet Soap, 10 bars for 250
 Blueing, qt. bottle 50
 Ammonia, pt. bottle 50
 Root Beer Extract 80
 Sugar Cured Hams, lb. 80
 Bacon, lb 70
 Potted Ham and Tongue for lunches 50
 U. S. Baking Powder, lb. 100
 Salt Mackerel, 10 lb. kits. \$1.00
 Fresh Salmon, 3 cans for 250
 Domestic and imported Sardines, in pure sweet oil. 50 to 240
 Soda Crackers, Ginger Snaps and Oyster Crackers, 5 lbs. for 250
 BASEMENT.

Shoe Bargains Clearing Sale Prices

This story concerns a manufacturer's line of shoes which we bought at a sacrifice. Prices on the lots here are less than we've ever paid for shoes of equal goodness—that means about half price to you:

Women's fine hand turned Oxford Ties, black and dark tan, with silk vesting tops; 2 1/2 to 7; width C to E; positively worth \$2.00 pair—to go at \$1.39
 Women's Vici Kid Oxford Ties, in black and russet; positively worth \$1.50—to go at 980
 Women's finest dongola black and tan Prince Alberts, 2 to 4; B to D; positively worth \$2.00 to \$3.00 pair; a great bargain for those who can be fitted at pair 970
 Women's Finest tan Lace Shoes, silk vesting tops; positively worth \$4.00—to go at \$2.69
 Women's extra fine tan Vici, Lace and Button Shoes; all sizes; width A to E; positively worth \$3.00—to go at \$2.47
 Misses' black and tan goat lace and button shoes; positively worth \$1.50—to go at 980
 Misses' \$2.00 box calf lace shoes; sizes 11 to 2; to go at \$1.49
 Boys' \$1.50 solid Casco Calf lace shoes to go at 990
 Men's \$3.50 hand welt Lace Shoes; sizes 6 to 8; to go at \$1.97
 Men's \$3.50 Russet Shoes, all new goods; all sizes; to go at \$2.49
 Men's \$4.00 finest Vici Kid Shoes in black and russet; also Willow Calf; to go at \$2.83
 REAR OF ELEVATORS.

Ladies' Knit Summer Underwear Clearing Sale Prices

Ladies' Sleeveless Ribbed Vests, trimmed with lace; taped arm and neck; regular value 20c. Sale price 120
 Ladies' Lisle finished Sleeveless Ribbed Vests, nicely trimmed with lace and taped arm and neck; regular value 25c. Sale price 170
 Ladies' Sleeveless Ribbed Vests, worth 10c. Special lot at 40
 Ladies' Sleeveless Vests, trimmed with lace and tape; worth 15c. 90
 MAIN AISLE.

Art Goods Clearing Sale Prices

Germantown Knitting Yarn, skein 100
 Saxony yarns, skein 70
 German Knitting Worsted, skein 220
 Spanish Yarn, skein 130
 Autographic Bike Sofa Cushion tops 100
 College Poster Cushion tops; were 35c, now 190
 Demin Cushion tops in various designs; were 50c, now 250
 Demin Cushion tops, front and back; were 59c, now 390
 Pure linen hemstitched drawn work and stamped tray covers; were 39c, now 230
 MAIN AISLE.

House Furnishings Clearing Sale Prices

10 qt. Chamber Pails in blue, green, brown, red and tan; were 22c; now 100
 8 qt. Porcelain lined Preserving Kettles; were 59c; now 350
 Dust Pans, were 6c, now 30
 Good quality Toilet Paper, large rolls; was 6c; now 40
 One, two, three and four qt. Tea and Coffee Pots; were 19c; now 80
 Ten qt. pails—good heavy tin; were 12c; now 80
 Covered market and shopping Baskets; were 45c; now 190
 Engraved Glasses, with war designs, flags, battleships, etc.; have been 10c each; now 50
 Window Screens, well made, strong and durable; 28 inches long; were 15c; now 90
 Six-piece Toilet Sets, with latest decorations and newest shapes; were \$1.75 set; now \$1.19
 125-piece Dinner Sets with choice filled decorations and gold stippled edges; newest shapes; have been \$9.98 and cannot be bought for that today in any store; reduced to \$7.98
 Take your pick of any of the Refrigerators in the store—at 10 per cent below present prices—which are already positively lowest. We do not intend to carry over a single Refrigerator.
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 BASEMENT.

Jewelry, Etc. Clearing Sale Prices

Gold plated and oxidized Jewelled Girdles; 49c kind; now 250
 Gold plated and oxidized Jewelled Girdles; 98c kind; now 480
 Shirt Waist Sets, with the new linked buttons, 3 studs and collar button—
 The 10c kind now 50
 The 19c kind now 100
 The 25c kind now 150
 Good serviceable Alarm Clocks; accurate running and strong alarms 590
 The "TATTOO" Alarm Clock, with a gong attached that rings every other 20 seconds for fifteen minutes. Sold the world over at \$1.50; now 980
 MAIN AISLE.

Leather Goods Clearing Sale Prices

Very solid ALL Leather Belts, 230
 Handsome Morocco Leather Belts, with gilt, silver and covered buckles 350
 Studded Belts, in black, white, green, brown and tan. 420
 Extra fine Leather Belts, with pretty jewel buckles; worth 98c 690
 Fancy leather combination pocket-books, large sterling silver corners and jewelled or gilt corners; were 50c and 59c—now 380
 MAIN AISLE.

Umbrellas Clearing Sale Prices

26-in. Gloria Umbrellas, with natural wood handles 490
 26-in women's Sun Umbrellas, natural wood handles, silver tips; good quality Gloria silk 980
 Extra fine quality Umbrellas for women; Gloria silk; congo handles with silver deposit \$1.45
 28-in Men's Umbrellas; Gloria silk coverings; heavy silver deposit \$1.49
 MAIN AISLE.

Hosiery Bargains Clearing Sale Prices

Children's fast black seamless one and one ribbed Hose; sizes 5 to 9. There's 200 dozen in the lot and under ordinary circumstances price would be 12c. Special this day, pair 80
 Ladies' fast black seamless black Hose; would be cheap at 10c. Special. 70. 4 pairs for 250
 Men's Seamless black and tan Hose. Special at 50
 Special lot of 176 dozen men's seamless fast black and tan Hose, made with double soles, high spliced heels and extra fine gauge. Would be a bargain at 19c. Special. 120
 Ladies' regular made fine gauge fast black Hose, regular value 25c. Men's fine gauge, fine regular made Hose in plain black, and black with white and split foot; always 25c. Special while the lot lasts pair 190
 Children's fine ribbed fast black seamless Hose with double knees; all sizes; regular 15c Hose. Special 100
 Lisle hose—
 The \$1.50 kind \$1.19
 The \$1.00 kind 790
 Men's high grade Bicycle Hose; new styles; were \$1.00. Sale price 790

Men's Summer Shirts Clearing Sale Prices

Without doubt the most wonderful purchase our buyer of this line ever made. Stumbled on to an overstocked manufacturer in New York last Thursday, made an offer for the Shirts—and they're here. Don't think for a minute that you can buy them in any other store for double the money—for you cannot. These prices are positively 25 per cent less than what other dealers have to pay for similar goods.

Men's fine Madras Golf Shirts, with white neck band; always 50c; now 390
 Men's Golf Shirts—cuffs to match—new patterns; regular value 75 and 89c. Sale price 490
 Men's Golf Shirts—cuffs to match—regular value \$1.00. Sale price 590
 Men's Golf Shirts—cuffs to match—regular value \$1.00 and \$1.25. Sale price 720
 MAIN AISLE.

Men's Furnishings Clearing Sale Prices

Men's Underwear—summer Balbriggan 230
 Special lot of men's regular 50c fancy Balbriggan. Sale price 390
 Men's Percal Shirts, with 2 collars and pair of cuffs; always 75c. Sale price 450
 Boys' Outing Flannel Shirts—special lot—worth 25c. Sale price 170
 Boys' fine Percal Shirts, always 39c. Sale price 220
 Men's Percal Shirts, with collars and cuffs attached; actual value 39c. Sale price 250
 Men's Silk Neckwear—regular 25c kind 150
 Men's Suspensives—100 dozen—regular value 25c. Now 150
 All new fresh webs.
 Men's Silk String Ties, worth 15c. Sale price. 70. 4 for 250
 MAIN AISLE.

Parlor Suits Clearing Sale Prices

At a tremendous sacrifice to close
 \$18.00 Suits reduced to \$12.98
 \$36.00 Suits reduced to \$27.50
 \$45.00 Suits reduced to \$35.00
 \$50.00 Suits reduced to \$40.00
 \$85.00 Suits reduced to \$66.00
 \$115.00 Suits reduced to \$88.00
 \$155.00 Suits reduced to \$115.00
 \$210.00 Suits reduced to \$160.00
 FOURTH FLOOR.

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 MAIN AISLE.

Laces Clearing Sale Prices

2 to 9 inches wide French and Normandy Valenciennes; a large assortment of patterns; worth up to 35c yard 90
 2 to 7 inches wide Applique and Net Top Orientals—cream and white—worth up to 50c yard 120
 All silk fancy shirred and plain Chiffons—25 to 45 inches wide—in only leading colors—worth 75c yard 390
 Lace Bands—1 to 2 inches wide—new patterns—suitable trimmings for Organdies and Wash Silks—worth up to 25c yard 70
 MAIN AISLE.

Bedding Clearing Sale Prices

9-4 Bleached Mohawk Sheeting; the 20c kind 150
 45x36 Hemmed Pillow Cases; the 10c kind 60
 63x90 bleached Bed Sheets, made of one of the best brands of muslin; 39c kind 290
 10-4 Summer Blankets in white and grey; the 59c kind 380
 Full size Silkoline Bed Comforts, fluffy and pretty coverings; the \$1.50 kind \$1.19
 LACKAWANNA AVE.

Silks and Dress Goods Clearing Sale Prices

Wash Silks in fancy stripes, plaids and silks; to go at 290
 Black brocaded Silk in large and beautiful patterns; to go at 390
 A special lot of very choice patterns in striped, plaid and check silks; finest weaves, and positively worth \$1.25 and \$1.50 a yard; to go at 750
 45-Inch Black Novelty Dress Stuffs, with neat, delicate figures, was 75c yard. Now 590
 Black, Brilliantine, high lustre and worth 60c yd. Now 450
 Fancy Crepons that were 40c yard. Now 190
 54-Inch All-Wool Fancy Checks, suited for separate skirts; was 75c yard. Now 290
 38-inch Covert Cloth; was 50c yard; also a special lot of assorted fancies in Checks, Stripes and Figured Mohairs; were 75c yard. Now 390
 Silk and Wool, High-Class Novelties, were 85c to \$1.50 yd. Now 590
 WYOMING AVE.

Suits--Skirts-- Clearing Sale Prices

White Duck Skirts, good serviceable quality 490
 Duck Skirts in navy blue, with 3in. hem 680
 Very fine quality White Duck Skirts 750
 Figured Brilliantine Skirts, newest patterns, percaline lined, bound with velveteen. \$1.37
 Black China Silk Waists, with detachable collars of silk; all sizes \$1.97
 Fine quality Broadcloth, Serge and Covert Suits, fly front jackets; blouse and tight fitting; some are prettily trimmed with braid and fine tucks; jackets are tailed lined. \$6.75
 SECOND FLOOR.

Notions Clearing Sale Prices

Corded Velveteen Skirt Binding, yd 60
 5 yd piece Velveteen Binding 130
 Satin Hose Supporters, with wide satin belt and guards 390
 Fancy satin and cotton frilled Garter Elastic, yd. 70
 "Hump" Hooks and Eyes, silver and black; 2 dozen for 30
 Extra heavy Horn Hair Pins; box containing dozen, for 190
 Curved Skirt Binding, yd. 40
 Pearl Buttons, assorted sizes, doz 40
 Covered Dress Stays, doz. 100
 NEAR ELEVATORS.

Toilet Goods Clearing Sale Prices

Pinaud's Eau de Quinine, 4 oz. bottle 350
 Pinaud's Extract Vegetal, assorted odors, bottle 590
 Pinaud's Brilliantine, bottle. 230
 Pinaud's Dentifrice, bottle. 390
 Murray & Lanman's Florida Water, bottle 590
 Genuine green Castile Soap, 3 pound bar for 250
 Genuine White Castile Soap, 3 pound bar for 420
 MAIN AISLE.

Kid Gloves Clearing Sale Prices

For this sale only—we will offer 100 dozen pairs of very fine quality real Kid Gloves, 4 button—and better value than you'll obtain in any other store for \$1.00. Take your choice of any in the lot that suit you; pair 690
 MAIN AISLE.

We Deliver All Goods Free, No Matter Where.

JONAS LONG'S SONS

We Give Special and Careful Attention to All Orders by Mail.