

ANNIVERSARY DAY. ANNIVERSARY SALE. ANNIVERSARY JUBILEE. JONAS LONG'S SONS. ANNIVERSARY JUBILEE. ANNIVERSARY SALE. ANNIVERSARY DAY.

The Story Of the Store

Looking backward over three hundred and sixty-five days of business in Scranton. Historically important—not as an anniversary, solely—but as a triumph of diligent effort.

The city was young—is yet. Its people thrifty, ambitious, energetic. Natural advantages, above and below ground, to stimulate trade.

A Year Of Ploughing

For a year now we've been tilling the soil. The monthly milestones have all marked progress. Measuring the steps of advance by what the store was one year ago, we have made long strides ahead—but the end is not yet.

We opened the store on a basis, broad and liberal. We gave the right of liberty to young and old—to come, see and enjoy—make yourself at home. We demanded courtesy from employes; civility and polite attention to everyone.

The Triumph of a Year of Honest Effort

Noble achievements, like the valiant deeds of war heroes, always merit recognition. One year ago tonight this Great Store opened its doors to the public.

Grand Anniversary and Jubilee Sale of Scranton's Greatest Store.

The Opening was an Event. The Anniversary is a Triumph. We crown it with all the glory and enthusiasm in our power, exhausting every resource for your pleasure and your profit.

Tonight Is "Jubilee Night."

The store will close at 5 o'clock. But it will re-open at seven for your entertainment, don its holiday dress and entertain you with a Grand Concert by the Famous

SCHUBERT QUARTETTE Conducted by John T. Watkins, Together with . . . BAUER'S FULL BAND And Concert Solo Artists, Led by Prof. R. J. Bauer

We are promised one of the Finest Musical Events ever heard in the state—and all free to you.

The Anniversary Sale Begins at 7 O'Clock.

We confront you with solid facts by way of figures as to what you may expect. Go by months of careful preparation, thorough search of markets for "Honest Bargains" and Tremendous Values in Holiday Goods and regular merchandise are any criterion to go by—you may be sure this will eclipse any sale ever conducted in this city and state

Miles and Miles of Silks and Dress Goods Are Here. We don't believe that under any other roof in the whole state, outside of Philadelphia, are there harbored so many Dress Goods and Silks as there are here—yet the selling is constant and



abundant. New lots pile in day after day—there's always something to interest you. There'll be less after this sale, for these prices were made to attract you and cause you to buy.

- Lot 1—Large assortment of double-width plain and novelty dress goods; value \$250. Anniversary Sale 5c
Lot 2—Large variety of Fancy Plaids and other novelty effects; value \$250. Anniversary Sale 10c
Lot 3—1,200 yards of 36-inch satin bar plaid and mixed Wool Cheviots; value \$250. Anniversary Sale 15c
Lot 4—1,500 yards of assorted dress material, including plain and deep-toned granite effects; all wool; value \$250. Anniversary Sale 25c
Lot 5—In this lot we offer 54-inch, all wool Suitings, in all shades; also 46-inch Homespun; value \$350. Anniversary Sale 35c
Lot 6—24-inch, all-wool, extra fine Imperial Serge, extra silk finish; Anniversary Sale 48c
Lot 7—The cream of dress fabrics—Plain Poplins, Faginas, Cravottes and Coverts; regular price, \$125 to \$150. Anniversary Sale 97c
Lot 8—1,400 yards of black Jacquard Sicilotta and figured Ribbes; value \$250. Anniversary Sale 19c
Lot 9—15 pieces of 46-inch all pure wool English Imperial Serge, in black only; value, \$80. Anniversary Sale 39c
Lot 10—15 pieces of 50-inch extra fine double-warp India Twill Serge; value, \$80. Anniversary Sale 49c
Lot 11—600 yards of very fine dress goods in black, including Platin, Crepons, Storm Serges and other weaves at present in style; value \$150. Anniversary Sale 95c
Lot 12—2,000 yards of Silk and Satin, including Black Satin, Taffetas, Black and Colored Ground Novelties, all new and stylish designs; value \$50 to \$100. Anniversary Sale 49c
Lot 13—2,500 yards of High Grade Novelty Silks in Black and Colored ground, including every possible weave; also Black Silks in every weave; value \$125 to \$140. Anniversary Sale 75c
Lot 14—All the best Silks in new novelties—the cream of this season's choice. The styles are our newest and best, nothing reserved; values, \$1.50 to \$2.25. Anniversary Sale 98c
Regular 49c Corsets To Go at 29c
Some Novelties in Fancy Garters.
Edge Garters, with German silver buckles, ornamented with silk bows; put up in glass covered boxes. Anniversary Sale 21c
Pure Silk Garters made of silk frilled superfine quality Elastic; pretty assortment of buckles, with low ornaments; put up in glass covered boxes. Anniversary Sale 45c

Holiday Handkerchiefs As a souvenir of the Anniversary in our Handkerchief Department, we offer a handsome box containing three Pure Linen Women's Handkerchiefs, with embroidered and scalloped edges, that are positively worth 20c each. Anniversary Sale 35c

Women's pure linen, handsomely embroidered initial in the stylish finish; Anniversary Sale 25c
Women's handsome embroidered and scalloped edges, in large variety of patterns, the cheapest in the lot is worth double what we ask; Anniversary Sale 21c
Women's embroidered and lace edged—also variety of patterns; value \$1.00 to \$1.50. Anniversary Sale 12 1/2
Women's printed borders, embroidered edges, lace edge, lace corners and embroidered corners; Anniversary Sale 5c
Men's silk initial, handsomely embroidered; Anniversary Sale \$2.50
Men's silk handkerchiefs, extra fine quality, full assortment of letters; worth \$25. Anniversary Sale 1.25
Men's and women's fancy printed borders, fast colors; worth \$90. Anniversary Sale 5c
Colored silk Mittens—all handsome new designs; extra large and heavy quality of silk; worth \$1.00 up to \$2.00. Anniversary Sale 98c

Sterling Silver to enumerate Novelties. An advertisement would be to catalogue a list that has no equal in this part



of the state. From the many here, we choose these for the Anniversary Sale:
Sterling silver comb and Brush Set, including 50 pieces, set in white silk-lined box; value \$2.75. Anniversary Sale \$1.98
Sterling Silver Manicure and Toilet Articles, two and three-quarter inches long, sterling handles of entirely new design. There are Nail Files, Shoe Buttons, Shoe Lints, Tooth Brushes, Nail Brushes, Blotters, Cutlery, Letter Openers, etc. Value \$50. Anniversary Sale 49c
Other Holiday Novelties.
Glove and Handkerchief Boxes, made in the Old Country—novel in design. Have been \$1.50 sets. Anniversary Sale 98c
Japanese Pin and Manicure Trays, hair and gift sets; Anniversary Sale 25c
Heavy embossed and silver plated Brush and Comb sets; price has been \$60. Anniversary Sale 69c
Hand painted porcelain back (Dresden effect) Comb, Brush and Mirror, silver plated handles; were \$25 a set. Anniversary Sale \$1.50
Dolls and Toys Four items are mentioned here to attract you to the Toy Store. It will do your heart good to see the children enjoy the Show.
Dolls that are 28 in. long, dressed with fancy chemise, patent leather shoes, flowing hair, etc. Anniversary Sale 35c
Dolls that are 13 in. long—of Disenchanting costume, even to the latest in millinery. Were \$60. Anniversary Sale 39c
30 Wash Seta, consisting of Tub and Washboard. Anniversary Sale 10c
Dolls Go-Carts; were 20c. Anniversary Sale 19c

Shoes and Slippers A good judge of present giving says that one-tenth of all gifts consist of Shoes and Slippers. If that is so (and we have no reason to doubt it.) you ought to find something interesting in the list here appended:
Women's \$200 Box Chief Lace, made in the U.S.A. Anniversary Sale \$2.20
Women's Vici Kid Lace Shoes with light patent leather tips; flexible and heavy soles, perfect fitting; value \$2.50. Anniversary Sale \$1.69
Women's Douglas Button and Lace Shoes in six styles, heel and spring heel, solid soles; value \$3.00 and \$1.25. Anniversary Sale 97c
Men's Cheville Embroidered Slippers, the \$1.00 variety; Anniversary Sale 74c
Men's Velvet Silk Embroidered Slippers; value \$90. Anniversary Sale 69c
Men's Pebble Goat Slippers; regular price \$50. Anniversary Sale 49c
Men's Tan and Black Kid Roman Slippers, hand turned soles; Anniversary Sale \$2.00. Anniversary Sale \$1.45
Men's Vici Kid Open and Eyelet Slippers, lined with white horse hair; Anniversary Sale \$1.45
Women's Jersey Leggings, \$1.25. Anniversary Sale 98c
Boy's \$200 Tan Goat Fauterney Leggings, Anniversary Sale \$1.23
Boy's \$1.00 Satin Chief Lace Shoes; solid leather. Anniversary Sale 99c
Children's Rubber Boots, the Pure Rubber, lined with white horse hair; Anniversary Sale \$1.25
Women's Blue, Red and Black Satin Slippers, with heels; the \$2.00 quality. Anniversary Sale \$1.48
Women's Blue, Red and Black Satin Slippers, with heels; the \$2.00 quality. Anniversary Sale \$1.23

Domestic Linens Mid-winter prices on Blankets and Blankets. Men's and women's extra fine quality, full assortment of letters; worth \$25. Anniversary Sale 1.25
Men's and women's fancy printed borders, fast colors; worth \$90. Anniversary Sale 5c
Colored silk Mittens—all handsome new designs; extra large and heavy quality of silk; worth \$1.00 up to \$2.00. Anniversary Sale 98c
Women's Blue, Red and Black Satin Slippers, with heels; the \$2.00 quality. Anniversary Sale \$1.48
Women's Blue, Red and Black Satin Slippers, with heels; the \$2.00 quality. Anniversary Sale \$1.23

brella flounce with seven rows of cord; regularly \$6.98. Anniversary Sale 4.49
Very pretty Flannellette Shirts with deep cuffs edged with Torchon Lace. Anniversary Sale 39c
Handsome quilted Sateen Shirts. Anniversary Sale 89c
Men's Percale Shirts in new stripes and neat patterns made by the best shirt makers; perfect in fit, with cuffs to match. You'll not find their equal for less than \$1.33. Anniversary Sale 89c
Men's Flannel-Lined Underwear, cut full size and trimmed with pearl buttons. You've had 50 cents and had no better value. Anniversary Sale 45c
Men's Unlined White Shirts, with pure linen bosoms; bodies made of New York Mills and Wamsutta Muslin; all sleeve lengths; long and short bosoms—equal to any unlaundersed shirt sold at \$1.00. Anniversary Sale 25c
Fancy Cushions Hand-Painted Cushions 7 inches square, with pretty silk ruffles; were 60c. Anniversary Sale 49c
Large size hand-painted Cushions, with silk and lace ruffles; many pretty designs; were \$80. Anniversary Sale 79c

Lowest Prices Ever Known for Books of Every Description. "Your Books are the lowest priced in town," say everybody. That statement naturally calls for no further reduction in prices—yet the Anniversary Sale means cut, cut, cut. So here goes for one week—and not a store in America can match these prices.
Oliver Optics Famous Books—
Blue and Grey (6 vol.)... \$3.75
All Over the World (4 vol.)... \$4.50
Army and Navy (6 vol.)... \$5.50
Boat Builders (6 vol.)... \$6.50
Starry Flag (6 vol.)... \$7.50
Yacht Club (6 vol.)... \$8.50
Sophie May's Books for Girls—
Dottie Dimple (6 vol.)... \$4.50
Lottie Plaid (6 vol.)... \$5.50
Phixie Prizelle (6 vol.)... \$6.50
Lottie Playway (6 vol.)... \$7.50
Pansy Books for Girls—
The Handsome Edition, including all of the "Copyright" stories; published at 1.50. Anniversary Sale 88c
Augusta Evans' Works—
(The Only Edition Published.)
Sterns... \$1.75; now \$1.25
Inferno... \$1.75; now \$1.25
Vashli... \$1.75; now \$1.25
Berulsh... \$1.75; now \$1.25
Fiberius... \$1.75; now \$1.25
Elsie Books for Girls—
By Martha Finley—handsomely bound. A new one, "The Hudson," just issued. Published at \$1.25. Anniversary Sale 74c
Alger Series for Boys—
In this series are books by Heratzo Alger, Edward S. Ellis, Harry Prentice, Frank Converse and James H. H. Pugh. Published at \$1.00. Anniversary Sale 57c

Women's Skirts A hand-some line of Petticoats, of Petticoats in pretty shaded effects, of good quality satin; deep um-



Single-Breasted Overcoats in blue or grey, all-wool beaver, made with velvet collars and well-lined. A bargain at \$20. Anniversary Sale \$4.98
Single-Breasted Overcoats, in blue, black or brown, full length; velvet collars, and lined throughout with best double warp Italian cloth. A bargain at two dollars. Anniversary Sale 5.98
Double-Breasted Storm Coats, regular style with deep collars, storm lab and slanting pockets on chest. A bargain at \$18. Anniversary Sale 7.18
Men's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 23c
Women's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 39c
Women's Seamless Natural Wool Hose. Anniversary Sale 10c
Men's Seamless Past Black Hose with double toe and heel; worth 15c. Anniversary Sale 8c
Children's Double Knee Seamless fine ribbed hose; regular 15c. Anniversary Sale 9c
Men's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 23c
Women's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 39c
Women's Seamless Natural Wool Hose. Anniversary Sale 15c

A Lot of Good Things to Interest You in the Basement. Sets. They're moulded from American Porcelain, decorated in two colors—pearl and brown. There's a wash bowl and pitcher, covered chamber, soap dish and rug; ordinarily you'd pay \$2.25 for this set. During the Anniversary Sale \$1.19

Open stock Dinner Ware, made of the best English Porcelain, decorated in brown:
Cups and Saucers, 10c. each.
Plates from 10c. to 25c.
Sugar Dishes, 5c.
Pitchers, 10c. to 25c.
Covered Chamber, 25c.
Sugar Bowls, 45c.
Gravy Boats, 25c.

The New Rochester Lamp—a Christmas gift to make artificial sunshine. Nickel plated, with 10-inch decorated shade. Ordinarily sold at \$2.75. Anniversary Sale \$1.69

A lot of China Novelties consisting of Cups and Saucers, Pin Trays, Bowls, Ash Trays, Silver Boxes, Match Boxes, Vases, Cream Pitchers, etc. Were \$10. Anniversary Sale 10c

A New Suit He'll appreciate For the Boy. The sled and the drum and the other things—but best of all, the new suit. How he'll strut around in it all Christmas Day. Choosing here is easy where assortment is always at the best.

Well-dressed men will like these overcoats of ours, because of their style and finish—equal to the best tailor-made—and prices take a drop for this Sale.
Single-Breasted Overcoats in blue or grey, all-wool beaver, made with velvet collars and well-lined. A bargain at \$20. Anniversary Sale \$4.98
Single-Breasted Overcoats, in blue, black or brown, full length; velvet collars, and lined throughout with best double warp Italian cloth. A bargain at two dollars. Anniversary Sale 5.98
Double-Breasted Storm Coats, regular style with deep collars, storm lab and slanting pockets on chest. A bargain at \$18. Anniversary Sale 7.18
Men's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 23c
Women's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 39c
Women's Seamless Natural Wool Hose. Anniversary Sale 10c
Men's Seamless Past Black Hose with double toe and heel; worth 15c. Anniversary Sale 8c
Children's Double Knee Seamless fine ribbed hose; regular 15c. Anniversary Sale 9c
Men's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 23c
Women's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 39c
Women's Seamless Natural Wool Hose. Anniversary Sale 15c

Women's and Men's Hosiery. Bargains here that should crowd the department during the run of the sale. When you come to know our Hosiery better—you'll appreciate the extra effort we make to give you unprecedented value for your money.



Men's Seamless Natural Wool Hose. Anniversary Sale 10c
Men's Seamless Past Black Hose with double toe and heel; worth 15c. Anniversary Sale 8c
Children's Double Knee Seamless fine ribbed hose; regular 15c. Anniversary Sale 9c
Men's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 23c
Women's Heavy Home-made Wool Socks; worth 25c. Anniversary Sale 39c
Women's Seamless Natural Wool Hose. Anniversary Sale 15c

Bargains in Silverware. Never anything better for a gift than something for the table, in silver. The assortment here is at its best—many little things to be picked up, at prices that will surprise you—besides these:

1847 Rogers Bros. 12-dwt. Knives and Forks; knives plated on finest crucible steel. Forks are 18 per cent. nickel silver; every set guaranteed; regular price \$2.00 set of 6. Anniversary Sale \$1.38
Children's Cups—Finest quadruple plate, satin finish, hand-painted; regular price, \$1.25. Anniversary Sale 89c
Children's Sets—Triple-plate Knife, Fork and Spoon, latest pattern, rolled from sterling silver patterns; each set in box; regular \$4.80. Anniversary Sale 4.80
A special lot of colored and plain Medallions; usual price, 25c. Anniversary Sale 18c
A special lot of round Medallions; usual price, 25c. Anniversary Sale 22c
A special lot of Pastele Face-Similes; also Proof Etchings, framed in 4-inch gilt, oak and white; 25c. Price \$1.75. Anniversary Sale 98c
Reproduction of choice subjects, water color, with gilt frame, matted and heavy gold burnished corners, size 10x20, and worth \$3.80. Anniversary Sale \$2.75
For this sale only, Crayon Portraits, size 10x20; heavy gilt frame and they furnish the best class of work fully guaranteed at much lower prices than similar work can be procured elsewhere. Anniversary Sale 4.00
We make a specialty of framing pictures; all the newest mouldings get here as soon as produced.

Honesty in Advertising. Correct Business Methods. Fair Treatment to All.

Jonas Long's Sons