THE SCRANTON TRIBUNE-FRIDAY, DECEMBER 9, 1898.

ANNIVERSARY DAY.

ANNIVERSARY JUBILEE. ANNIVERSARY SALE.

JONAS LONG'S SONS.

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ANNIVERSARY DAY.

The Story Of the Store

Looking backward over three hundred and sixtyfive days of business in Scranton.

Historically important -not as an anniversary, solely-but as a triumph of diligent effort.

The Great Store opened under auspicious circumstances. Time was ripe for it. The city and vicinage needed its like. Prophetic, yet true. Here was a trading community of two hundred thousand souls, with no general business befitting it.

The old Wyoming was the city's natural center; it was the hub around which all things revolved -the dial of the clock. How likely then that it be ' utilized for the pendelum of trade.

The city was youngis yet. Its people thrifty, ambitious, energetic. Natural advantages, above and below ground, to stimulate trade, Why, then, should not the Great Store be here-on this very corner?

You know (unless a new-comer) how the stately granite walls of the new replaced the landmark of the old, almost in a night. And you recall the opening-how it swayed your heart and ours with pride. The fathers and mothers thanked us for the store and bid it welcome. The little folks were dazed at its immensity. This, then, was a real store; to them there was none other like it—nor is there.

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. Further on we tell you of the success of the undertaking. Just now we want to impress you with the importance and vastness of our preparations for this first

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. Wat-kins, Together with . . . BAUER'S FULL BAND 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. If 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



abundant. New lots pile in day after day-there's always something to interest you. There'll be less after this sale, for these

one roof in the whole state, out- offer a handsome box containing Shoes and Slippers If that is so priced in town," say everybody. side of Philadelphia, are there three Pore Linen Women's (and we have no reason to doubt That statement naturally calls for harbored so many Dress Goods Handkerchiels, with embroidered it.) you ought to find something no further reduction in pricesand Silks as there are here-yet and scalloped edges, that are interesting in the list here ap- vet the Anniversary Sale means There's a wash bowl and pitthe selling is constant and positively worth 20c each. An- pended:

niversary Sale — the 35c Women's pure lines, handsomely hand-embroidered initi is-the styl-ish splitch hem-a full assortment of letters. Anniversary Sale. 25c each t_g-dogen Box at \$1.25.

¹g-dozen Box at \$1.25. Women's handsome embroidered and hose edges on sheer llnen-sc large variety of patterns, the cheapest in the lot is worth dot-ble what we ask. Audivers **21c** women's enbroidered and lace edges-a choice variety of pat-terns; values up to 25c. An **121/2** hiversary Sac, each ¹/2-blocen, 65c.

¹2-hozen, 65c,
 Women's printed Lorders, embroid-cred edges, have edge, have cor-ners and embroidered corners; worth loc. Anniversary 5c
 Sale
 Men's silk initial, handsomely em-broidered; worth Tic, each, Anni-versary Sole, one-half \$2,50

5c

an advertise-

Women's \$100 Box Calf Lice, made in all the new styles of the widths B to B. Anniver- \$2.20 sary Sale when savy Sale Women's Viel Kid Lace Shoes with straight parent bather tips, flexible and heavy soles, perfect fitting; value \$2.50, Anniversary \$1.69

Men's Volvet Silk Embroidered Slip-pers, value 990, Anniversary 69c Men's Pobble Goat Slippers; regu-lar price Se. Anniversary 49c Pansy Books for Girls-Sale 49C Meals Tan and Black Viet Kid Romeo Slippers, hand torned soles: sold everywhere at \$2.00, \$1.45 Anniversary Sale 49C

Miles and Miles of Silks and Dress Goods Are Here. We don't Handkercheit Department, we known for Books of Handkercheit Sets. They're moulded from the run of the sale. When you American Porcelain, decorated in

two colors-pearl and brown. cut. cut. cut. So here goes for cher, covered chamber, soap one week-and not a store in dish and mug; ordinarily you'd one week—and not a store in dish and mug; ordinarily you'd America can match these prices. pay \$2.25 for this set. During the Anniversary \$1.19

Open stock Dinner Ware, made of the best English Porcelain, decorated in brown:

Cups and Saucers, 19c, each, Plates from 5c, to 2. Platters from 15c, to 49c, Sauce Dishes, 5c, Pitchers, 1ac, to 35c, Covered Dishes, 75c, Sugar Bowls, 45c, Gravy Boats, 25c,

 Were
 Now

 Dottle
 Dim ple (6 vol.)
 \$1.5
 \$2,69

 Lattle
 Priady (6 vol.)
 \$4.5
 2.69

 Flaxie
 Frizzle (6 vol.)
 \$4.5
 2.69

 Lattle
 Prizzle (6 vol.)
 \$4.5
 2.69

 Lattle
 Frizzle (6 vol.)
 \$4.5
 2.69
 The handsomest edition, including all of the "Copyright" stories; pub-lished at 1.50. Anniversary 88c Sale

The New Rochester Lamp-a Christ-mas gift to make artificial sun-shine. Nickel plated, with 10-theh decorated shade. Ordinarily sold st \$2.75. Anniversary \$1.69

crowd the department during



come to know our Hesiery better-you'll appreciate the extra effort we make to give you unprecedented value for your

A lot of China Novelties consisting of Cups and Saucers, Pin Trays, Hose Analyersary Sale

Worth double.



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. Our policy has been to satisfy you on what you've bought, or else your money back-and cheerfully.

How far we have succeeded is best attested by our growth. The figures will interest you.

Four hundred employees come and go daily-to say nothing of the additional influx of holiday help.

Fourteen delivery wagons cover the city and objective points for miles around, bringing Elmhurst and Moscow as close to general commerce as Pittston and Forest City.

An average of twenty-eight tons of freight reaches The Great Store daily, and no less than one ton a day is shipped to out-of-town customers-to whom we prepay freight.

These are details-and facts. Comforting to us, you may be sure.

Reading between the lines, you will observe our thanks as due to you. Carefully prepared plans have matured to our benefit, and inured to yours. The success of the undertaking lay in your hands. The response has been noble and abundant.

We thank you.

Of the year to come-more anon. Our best efforts of the past must be the commonplace movements of the future. No ideal in merchandising can be too lofty or perfect. And dominant over all must reign three distinct purposes:

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

prices were made to attract you 10251 and cause you to buy.

and cause you to buy.
Lot 1--Large assoriment of double-width plain and novelty dress goods; value 12%. Anni- 5c
Lot 2--Large variety of Fancy Plaids and other novelty effects 9/2c
Lot 2--Large variety of Fancy Plaids and other novelty effects 9/2c
Lot 2--L29 yards of 36-inch satin bar plaid and mixed Wool Cheviols; waffle and caracule effects; value 25e, to 35e. Anniver: 15c Nen's Jacon tte, fancy borders; looks like slik and wears like slik; 10c worth 25c Auniversary Sale Men's and Youths' failey printed for ders, fast colors, worth De. 50 Anniversary Sale Colored Silk Muffers-old handsome new patterns; extra large size and heavy quality of sils, worth 98c up to \$250. Arniversary Sale Sterling Silver To enumer-Novelties. ate them in ment would be to catalogue a wool Suitings, in all shades; also 46-inch Homespun; value 35c 59c, to 59c, Anniversary Sale 35c list that has no equal in this part

Lot 6-50-inch all-wool, extra fine Imperial Serge; extra silk 48c innish. Anniversary Sale ... 48c Lot 7-The cream of dress fabrics-Plain Poplins, Paguins, Craven-ottes and Coverts; regular price, \$1,25 to \$1.50. Anniversary 97c

drab or white, all sizes, and are

versary Sale at..... 29c

Edge Garters, with German sil-

ver buckles, ornamented with

silk bows; put up in glass cov-

mmmm

Silk

Frilled

Some Novelties in Taffeta

yours during the Anni-

Fancy Garters.

of the state. From the many double-warp India Twili Serge; value, 75c. Auniversary 49c here, we choose these for the Anniversary Sale:

Sterling silver Comb and Brush Set, guaranteed \$25-1000 fine, put up in white silkoline lined box; were \$2.75. Anniversary \$1.98 Lot 11-670 yards of very fine dress goods in black, including Paquin, Cropons, Storm Serges and other weaves at present in style; 95c value, \$1.50, Anniversary Sale Sterling Silver Manicure and Toilet Lot 1-2,009 yards of Silk and Satin, including Black Satin, Taffetas, Black and Colored Ground Novel-Articles, two and three-quarter inches long; sterling handles of en-tirely new design. There are Nail Files, Shoe Buttoners, Shoe Lifts, Tooth Brushes, Nail Brushes, Biotters, Cuttele, Letter Openers, etc. Were Tec. Anniver- 49c ties; all new and stylish designs; value 75c, to \$1.00. Anniver- 49c sary Sale

Other Holiday Novelties. Glove and Handkerchief Boxes, made in the Old Country-novel in design. Have been \$1.55 set. Anni- 98c versary Sale

Japanese Pin and Manicure Trays, blue and gilt decorations; 25c not 35c, but Heavy embossed and silver plated Brush and Comb sets; price has has been 38c. Anniversary 69c values, \$1.78 to \$2.25. Anni- 98c Regular 49c A little enough Corsets To Go at 29c Price for a GOOD Corset, we think you'll say Bale Oyc Hand painted porcelain back (Dres-den ceffet) Comb, Brush and Mir-ror, silver plated bandles; were \$2.35 a set. Anniversary \$1.50 Sale -and it is. They come in either

Dolls and Toys Four items at Little Prices. are men-tioned 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. An- 35c

Dolls that are 13 in, long-of Bisque-nicely costumed, even to the latest in millinery. Were Sc. An. 39c ered boxes. Anniver-versary Sale..... 21c Pure Silk Garters made of silk frilled 300 Wash Sets, consisting of Tub and Washboard, Anniver- 16c and the same of same of same frided superfine quality Elastic: pretty assortment of buckles, satin how ornaments; put up in glass cov-ered boxes. Anniversary 45c Dolls Go-Carts; were 2c. An- 19c

den's finest Vicl Kid Opern and Ev-erett Slippers, fined with white home, cheap at \$2.90. An- \$1.45 Women's Jersey Leggins, \$1.5 98c quality, Anniversary Sale Boy's \$2.00 Tan Goat Fauntle-roy Leggins, Anniversary \$1.23 Sale Boy's \$1.50 Satin Calf Lace Shoes; solid leather. Anniversary 99C Children's Rubber Boots, "the Pure Gum," considered tchenp \$1.25 at \$1.59. Auniversary Sale, \$1.25

Women's like, Red and Black Satin Romeo Slippers, with heers, the \$2.00 quality. Auniversary \$1.48 Sat Women's finest Felt Romeo Slipper

and \$2.00. Aniversary \$1.23 and Petticoats. some line of Petti-Domestics, Linens Mid-win- coats in pretty shaded effects, of

and Blankets. on Blankets confront you at this Anniversary Sale-and along with them some extraordinarily little prices on Fine Table Linens. If you've a thought of the table-

beautiful, don't miss this chance. ¹⁵ pieces very fine quality Bleached Double Damask, two yards wide-all new designs; worth from \$1.85 to \$2.85 yard. Anniversary \$1.49

Sate Hemstitched Linen Sets, 2½ yards Homstitched Damask Cloth and a dozen Napkins to match; worth \$7.00 set. Anniversary 5.98 Sale 200 Bed Comforts that were \$2.25, \$2.50, \$2.75 and \$2.09. They are system and silkoline lined and filled with best cotton. \$1.98 Furnishings Puffs, Tecks, Bows and Imu pairs White Wool Blankets, 11-1 size, and heavy quality; worth \$2:5 pair. Auniversary 2.48

Sale Sale Auniversary 2.48 of any 50c neckwear. 25c plak or blue borders; worth \$2,75 pair. Anniversary 2.95 50 pairs Extra Heavy Quality 11-4 White Wool Blankets, California finish; well worth \$4.50 pair, Anniversary Sale... 3.75 25 pairs 11-4 White All Wool Blank-ets, every pair well worth \$5.00. Anniversary Sale... 4.25

50 pairs Grey and White Wool Blankwe have the wind white wood blank-ets. These are manufacturers samples and are slightly solied. We have marked them very cheap to close. Prices range 4.50 from \$1.75 to One case Indigo Blue Calicoca 4c -the best; the yard 4c 1,000 rolls splendid quality Cot-ton Batts, Anniversary Sale, 4c

Anniversary Sale, FOUR 25c FOR 200 Brown and Bleached Ready Hemmed Sheets, full width 29c and length, Anniversary Sale Ten dozen Hemstitched Pillow Cases, weil worth Ec. Anniver- 121/2c sary Sale

Elsie Books for Girls-

For the Boy. the sied and the drum and the By Martha Finley - handsomely bound. A new one, "On the Hud-son," just issued. Published at \$1.25. Anniversary Sale., 74c other things-but best of all, the new suit. How he'll strut around Alger Series for Boysin it all Christmas Day. Choos-

In this series are books by Horatia Alger, Edward & Ellis, Harry Prentice, Frank Converse and James Otis, Published at **57c** ing here is easy where assortment is always at the best. Navy Woolen Knee Pauts, all sizes 4 to 15, well made of a good strong wearing material; regular 21c price, 59c. Anniversary Sale 21c

Women's Skirts A hand-

ter prices good quality satin; deep um-

Overcoats for Well-

Men at Half Price. dressed men will

like these overcoats of ours, because of their style and finishequal to the best tailor-madeand prices take a drop for this

Single-Breasted Overcoats in blue or grey, all-wool beaver, made with velvet collars and well-lined. A bargain at \$5.5, Anniver- **54.98** Single-Breasted Overcoats, in blue, black or brown, full length, velvet collars, and lined throughout with best double warp Italian cloth. A bargain at twelve dolars, **5.98**

Double-Breasted Storm Coats, regu-lar ulster style with deep collars, storm tak and slanting pockets on chest. A bargain at \$10, 7.18 7.18

Women's and Cold weather Men's Percale Shirts in new stripes and neat patterns made by the best shirt makers; perfect in fit, with their equal for less than 55c. 33c Anniversary Salo Children's comfort at lit-

versary Sale things are mentioned here: Children's Ribbed Fleece Lined 10c

> Women's Heavy Fleece Lined Vests; regular 25c. quality, Anni-versary Sale Women's Natural Wool Underwear; regular fee. quality. Anni- 35c

A New Suit He'll appreciate

Men's Seemless Fast Black Hose with double toes and heel; worth life, a pair, Anniversary 8c Children's Double Knce Scamless fine ribbed hose; regular 15c. 9C Men's Heavy Home-made Socks: worth 20c, Arriver- 23c

Women's Fancy Hose in Liste Thread -fancy drop stitch platts 39c and stripes. Anniversary Sale 39c

Women's Black Scandess Wool 15c

284 Boys' Woolen Caps; most of them have bands to pull over the ears; regular 59c, kind. Anniver- 18c up, at prices that will surprise you-besides these:

1847 Rogers Bros. 12 dwt. Knives and Forks; knives plated on finest cru-cible steel, forks are 18 per cent, nickel silver; every sel guaranteed; regular price \$2.00 set of 6. \$1.38 Anniversary Sale

Child's Cups-Finest quadruple-piate, satin finish hand-engraved; gold-lined; regular price, \$1.25, 89c

Children's Sets-Triple-plate Knife, Fork and Speen, latest pattern, co-pled from starling silver patterns; each set in box: regular price, 75c, Anniversary Sale., **48c**

A Picture There are Picto Brighten tures here dethe Wall. room in the house and at all prices. But during this sale you'll be interested most of all in these :

special lot of colored and plain Medallions; usual price, 25c. 18c

A special lot of round Medallions; usual price 20c. Anniversary 22c

A special lot of Pastels Fac-Simile; also Proof Etchings, framed in 4-inch gilt, eak and white, 27x30; Price \$1.75. Anniversary 98c Sabe Sale

Reproduction of choice subjects, water color, with gilt frame, matted and heavy gold bur-mished corners, size 1622, and worth \$1.95. Anniversary \$2.75

We make a specialty of framing ple-tures; all the newest mouldings get here as soon as produced.

Bows and Impe-

7 inches

Sale 49c



brella flounce with seven rows of cord ; regularly \$6.98. Anniversary Sale..... 4.49 Very pretty Flannelette Skirts, with deep ruffle edged with Tor-chon Lace, Anniversary Sale 39c Handsome gulited Sateen 89c Skirts, Anniversary Sale.....

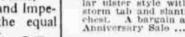
for Men rials-the equal

with pure linen bosoms; bodles made of New York Mills and Wam-sutta Muslin; all sleeve lengths; long and short bosoms-equal to any unlaurdered shirt sold 25c at 75c. Anniversary Sale

Fancy Cushions Hand-Paint-Bleached Pillow Cases-regular size, Anniversary Sale, FOUR 25c at Little Prices. ed Cushions 7 in ches

Jonas Long's Sons

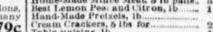
Sale.

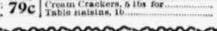




Vests. Anniversary Sale

Children's Combination Suits in all sizes. Anniversary 25c Sale





25e 10c

