

JONAS LONG'S SONS. JANUARY TRADE SALE. JONAS LONG'S SONS. THE GREAT STORE. JONAS LONG'S SONS. JANUARY TRADE SALE. JONAS LONG'S SONS.

Exhaustive Research

Extraordinary Merchandise

Unparalleled Prices

A combination of three mighty and powerful circumstances that makes of this the biggest event of the year. All the machinery of this great business; all the energy and efforts of our corps of buyers is centralized on this

Second Annual January Trade Sale Beginning Monday, Jan. 9 Coats and Suits Under Cost



THE BARE ANNOUNCEMENT of this Great Sale will be sufficient to crowd this Big Store to its very doors. Hardly has the echo died away of the sale of one year ago. This one shall outdistance it along every line. There is no competition in city or country but who will stand aghast in amazement at the prices we name on goods. Of the qualities—you may be sure they're right, else they'd never enter this store. Satisfaction—or money back, every time.

On the Bargain Counters

- UNBLEACHED MUSLIN, full one yard wide, five bales to go at, yard... 2 3/4c
UNBLEACHED MUSLIN, fine quality, full 40 inches wide, to go at, yard... 6c
FLANNELETTES, for wrappers and dresses, fleece back, to go at, yard... 5c
SKIRT PATTERNS, of flannelette, embroidered edges, full width... 22c
GREY BLANKETS, full 10-4 size, extra heavy quality, pair... 39c
STRAW TICKING, extra good grade, strong fibre, to go at, yard... 6 1/4c

- UNBLEACHED SHEETING, 2 and 2 1/4 yards wide, worth 12 1/2c and 15c, to go at... 9 1/2c
LIGHT SHIRTING CALICOES, very pretty patterns, to go at, yard... 2 1/2c
COTTON BATTS, good clean picked, 1,000 rolls to go at... 4c
UNBLEACHED SHEETS, ready hemmed and full size, to go at... 29c
PILLOW CASES, 45x36 in., hemmed ready for use, to go at... 5c
INDIGO BLUE CALICOES, strong dye, very pretty patterns, to go at, yard... 3 1/2c

House Furnishings

- Coffee and Tea Pots, 2, 3 and 4 quart; your choice... 14c
Rice and Oat Meal Cookers, 2 quart size... 19c
Maryland Roasters... 19c
10 and 12 Quart Tin Bread Raisers... 19c
Agate Frying Pans, each... 10c
Your choice of finest Claret, Champagne and Whiskey Glasses; finest glass; never sold under \$1.95 doz; this sale... \$1.10
Toilet Sets of Six Pieces; good patterns... \$1.10
Mrs. Potts' Sad-Irons, set with standard... 69c
Wood Chopping Bowls, large size... 4c
Clothes Line Rope, yard... 1c
12-Quart Galvanized Pails... 10c
All Pieces of Fancy China, former prices on which were 75c, 98c and \$1.25. Now... 48c
Good Scrubbing Brushes... 3c

Domestics and Blankets

- Calicoes in Dark and Medium Styles, yard... 3 1/2c
Drapery and Furniture Prints, yard... 5c
Extra Heavy, Yard-Wide, Unbleached Muslin, yard... 5 1/2c
Apron Ginghams, very best quality, yard... 4 1/2c
Pillow Cases, 45x36, Best Utica Muslin, each... 10c
White Shaker Flannel, yd... 3 1/2c
Grey Wool Blankets in 10-4 and 11-4 that were \$2.50 pair. To go at... \$1.89
Fancy Flannelette Skirt Patterns; were 49c. Now... 29c
Brown Pillow Case Muslin, 45 inches wide, yard... 7 1/2c
White Cambric Muslin, full yard wide, yard... 4 1/2c
Fine Dress Ginghams, all new styles, yard... 5c
Sheets, 2x2 1/2 yards, full Bleached; Hemmed... 33c
White Blankets, Extra Heavy, Wool Finished; pair... 98c
Extra Heavy, White Shaker Flannel, yard... 6c

Curtains and Draperies

- Two to five pairs of a kind and the biggest bargains of the New Year.
Nottingham Lace Curtains, full 36 inches wide, 3 yards long; were 75c pair. Now... 45c
Ruffled Swiss Curtains, 3 yards long, Plain Swiss Ruffle, were 98c pair. Now... 79c
Irish Point Lace Curtains 3 1/2 yds long, 54 inches wide, on 18 Point Net with 12-inch Borders; were \$5.00 pair. Now... \$3.48
Silkoline in very pretty Patterns. To go at, yard... 4 1/2c
Figured Art Denims, 36 in. wide; 15c, and 18c, kind, yd... 11c
Silk Drapery Fringe, yd... 8c
Nottingham Lace Curtains, full width; 3 1/2 yards long; were \$1.35 pair. Now... 98c
Saxony Lace Curtains, in very beautiful and novel designs; were \$3.00 pair. Now... \$1.98
Tapestry Portieres, full 50 inches wide, 3 yards long; very heavy quality; were \$2.75 and \$2.98 pair. Now... \$1.98
Curtain Swiss, in Two Patterns; 10c kind. To go at, yd... 6c
Curtain Etamine, with Handsome Colored Stripes, yard... 8c
Brass Rod, per foot... 3c

Footwear for Everybody

- You'd know that the Clearing Sale had struck the Shoe Store for sure—by these prices.
Women's Cloth Top Button and Lace Shoes; Roxbury and Brookline Toes; Patent Tips; were \$3.00. Now... \$2.20
Women's Dongola Kid Button and Lace Shoes; Heel and Spring Heel; were \$1.75. Now... \$1.29
Men's Harvard Calf, Vici Kid and Box Calf Lace Shoes; Double Soles; Hand Welt; were \$4.00. Now... \$3.00
Boys' Satin Calf, Lace Shoes, New Toe Shapes; Solid Leather; were \$1.50. Now... 97c
Women's Vici Kid Button and Lace Shoes; all styles of toe; B to E; Cloth and Kid Tops; were \$2.75. Now... \$1.98
Women's Kid Button and Lace Shoes; Solid Leather; were \$1.50. Now... 97c
Men's Winter Russet and Box Calf Lace Shoes; Excellent Wearing Qualities; were \$3.00. Now... \$2.23
Men's S. Calf Lace and Congress Shoes; Solid Out-Soles; were \$1.25. Now... 89c

Leather

- Women's Fine Seal Grain Combination Pocket Books, to go at... 21c
Women's Fine Alligator, Seal and Morocco Pocket Books, mounted and unmounted; were \$1.00. Now... 81c
Chatelaine Bags with Double Pockets; in this lot are some for children... 21c
Blacking Sets in Leather Cases with Clasp... 43c
Very Heavy Black and White Leather Belts, all at... 37c
Fancy Silk Roman Striped Crushed Belts, with Fancy Buckles. All at... 43c
Fancy Patterns in Satin Belts with Buckles... 17c
Six Piece Traveling Sets in Leather Case... 69c

Toilet

- Wood Backed, Strong Sewed Hair Brushes, were 98c... 59c
All Sizes in Rubber Dressing Combs to go at... 12 1/2c
Pears' Unscented Toilet Soap, per cake... 9c
Harrison's Talcum Powder... 9c
Dr. Lyon's Tooth Powder... 15c

Notions

- Coats Crochet Cotton in White and Colors, 200 yards... 3c
Good Pins; 12 papers for... 9c
Curling Irons, all sizes Shears, Hard Steel, Strongly Tempered; all sizes... 19c
Jet Mourning Pins, oz... 4c
Canfield Dress Shields; No. 1, 15c; No. 2, 20c; No. 3... 25c
Japanned Hooks and Eyes, 12 doz... 5c
Silk Stitched Whale Bone Casing; 9 yds, for... 7c
Horn Bone, all sizes; dozen... 7c
Feather Stitch Braid; 6 yards... 4c
Machine Oil, Filtered and Stainless; bottle... 3c
Bias Velvetten Skirt Binding; 5 yards... 12 1/2c

Groceries

- New Buckwheat Flour, sack... 65c
Sugar Cured Hams, lb... 81c
Pure Leaf Lard, lb... 7 1/2c
Rolled Oats, 9 lbs for... 25c
Laundry Starch, 7 lbs, for... 25c
Solid Packed Tomatoes, doz, cans... 90c
Fancy N. Y. State Corn, doz... 90c
Baltimore Peaches, can 12c
Mexican Coffee (Fine) pound... 23c
Choice Mixed Teas, lb... 25c

Men's Wear

- Men's Unlaundered White Shirts, reinforced over shoulders and down sides; cut full size, all size necks... 25c
Heavy Cheviot Working Shirts, cut full size, yoke backs, neckband, collars and double cuffs, were 50c. Now... 29c
Hygienic Wool Fleece Underwear; positively worth 75c. To go at... 45c
Fine Wool and Cashmere Outing Shirts; Some in the lot worth \$1.50, and none less than \$1.00. All to go at... 75c

Books

- 1,350 Volumes, 300 Titles, Bound in Linen Cloth, Silk Corded Cloth with Gilt Tops; some in Half Leather; bran New since Xmas. Published at 40c, 50c, 75c. Your choice... 15c
2,100 Handy Volumes, 123 Titles; Printed from Large Type on Good Paper; Elaborate Bindings—3 styles—some with Dresden Covers; Published at 40c and 60c. Choice... 19c

This sale shall mark the exit of every Coat, Wrap and Suit in the store. If we could lay the garments before your eyes in place of these absurdly low prices, you'd come in a rush, and be convinced that the bargains are beyond the usual.

- Women's Jackets—beaver, kersey, cheviot and English melton—all the leading colors; were \$17.50 to \$20. Now... 10.97
Women's Jackets in tans, modes and black. Some half-faced; others lined throughout. Dart sleeve and dove back; were \$12.75. Now... 6.97
Women's Jackets in black beaver and black cheviot. Some half-silk faced. Formerly \$7.75. Very special, to close, at... 1.39
Misses' Jackets of fancy mixed boucle in red, green, blue and brown. Lined throughout. Sizes 12, 14, 16. Were \$7.95. To close at... 4.77

- Women's Tailor-Made Suits in plain and fancy mixtures; jackets silk lined; skirts are new bell shape, lined in extra quality percaline; were \$15.00 to \$17.00. Now... 10.97
Women's Tailor-Made Suits of best English covert and fancy mixtures. Positively worth and sold for \$20.00. To go at... 12.47
Cashmere Waists, body and sleeves lined. Pointed yoke, plaited back; detachable stock collar; brown, green or black; were \$2.37. Now... 1.67
Plush Capes, 24 inches long, extra full sweep, beautifully braided and jetted; edged with thibet fur; were \$9.98. Now... 6.47

Embroideries

- 5,000 yards of Cambric Embroidered Edges, finely worked and pretty patterns; was 5c. yd—to go now at... 3c
4,800 yds. of Embroideries, 1 to 6 in. wide—100 patterns; was 10c. yd—to go at... 7c
3,950 yds. of Cambric and Nainsook Trimmings—exquisite patterns for dresses and under garments—was 23c. yd.—to go at... 15c

Carpets

- Best Double Extra Super All-Wool Ingrains; was 65c. yd.—to go at... 45c and 50c
Granite Ingrains, warranted fast colors—were 35c.—now... 25c
Wilton Velvets, with borders to match—made, laid and lined; was \$1.15 yd.—now... 90c
Smyrna Rugs—30 inch... \$1.35
26 inch... 1.15
21 inch... .85

Handkerchiefs

- Women's Unlaundered Initial, handsomely embroidered; also plain and printed borders; were 10c.—now... 4c
Women's Lace and Embroidered Edges; big variety of patterns; were 22c.—now... 10c
Men's Printed Border Handkerchiefs, nicely made and fast colors. Never sold under 15c.—to go at... 7c

Dress Goods--Silks Hosiery--Underwear

- Double width Fancy Plaids in many designs, yd... 5c
Double width Novelty and Fancy Plaids; also armure effects, yd... 8c
Choice Cashmeres and Fancy Plaids, yd... 10c
37-inch black Jacquards; also 38-inch Boucle, yd... 19c
Novelty Waist Silks—pure silk—yd... 39c
Assorted lot of best Novelty Silk, worth \$1.25 to \$2.00.—now... 98c

- Boys' heavy fleeced-lined Underwear; all sizes, at... 22c
Men's black and tan seamless Hose, pair... 5c
Women's drop-stitch and plain black Hose; also black with Maco feet, pr... 12 1/2c
Women's velvet fleeced-lined seamless black Hose, pair... 12 1/2c
Men's seamless wool Hose—cashmere, English Merino and heavy wool; your choice... 15c
Women's seamless fast black Hose, plain and fancy ribbed, pair... 7c
Men's black and tan seamless Hose, double soles and high spliced heels, pair... 8c
Children's ribbed fast black seamless cotton hose, pair... 5c
Men's heavy blue wool Shaker Socks, pair... 17c
Children's seamless double-knee fast black Hose, pair... 11c

Muslin Underwear

- No trash, but dependable garments nicely made—and at prices lower than elsewhere.
Drawers, good cotton, nicely made with tucks—to go at... 12 1/2c
Corset Covers, made from good cotton—to go at... 7c
Corset Covers, nicely trimmed with embroidery—to go at... 12 1/2c

Laces

- 5,000 yards of machine made Torchons—that will wash and wear—big variety of edges and insertions; was 10c. yd.—now... 5c
Net top Oriental Laces, Applique Laces and Venice Bands in cream and white; Chantilly Laces in black and cream. Worth up to 40c. yd.—now... 11c

Linens and Towels

- 24c yard for your choice of bleached and unbleached or Tur- key red table damask; worth 35c yard... 24c
All Linen Brown Crash, yd... 5 1/2c
Checked Glass Toweline, yd... 3c
Best All Linen Crash, yd... 9c
All Linen Bleached Damask, great value at, yd... 39c
Hemmed and Fringed Towels, worth 12 1/2c.—to go at... 10c
Large sized Bed Spreads... 69c

Millinery

- Felt Hats that were 98c and 75c, go at... 15c
French Felt Hats that were \$2.25 and \$1.75, go at... 39c
Trimmed Hats that were \$3.00 and \$2.49, go at... 98c
Trimmed Hats that were \$3.75 and \$3.50, to go at... \$1.25
Trimmed Hats that were \$6.00, \$5.50 and \$4.98 are all to go at... \$2.45

Fine Table Silverware

- Each for very choice and fancy patterns in Butter Knives and Sugar Shells... 30c
Dessert Spoons, set of 6... \$1.23
Table Spoons, set of 6... 1.38
1847 Rogers Knives, 6... 1.38
Medium Forks, set of 6... 1.38
Dessert Forks, set of 6... 1.23
Coffee Spoons, set of 6... .79
Ice Cream Spoons, set of 6... .89
Orange Spoons, set of 6... 1.65
Oyster Forks, set of 6... 1.05
Fruit Knives, set of 6... .95

Furniture

- 7 pound Feather Pillows in fancy ticks... 98c
Two piece Mattresses with cotton tops... \$1.98
Jardiniere Stands, were \$1.60 to \$2.00—all to go at... 98c
8-ft. Extension Tables, bolted legs, rub finish—to go at... \$3.50
3-piece Bed-room Suits of finished antique oak; bevel mirror 22x28; was \$16.50—now... \$11.50
4-Drawer Chiffonieres, of solid oak—to go at... \$4.50
5-piece Parlor Suits, upholstered in figured tapestry—to close at... \$20.00

Gloves

- 750 pairs of Women's Fine Kid Gloves, absolutely worth \$1.25 pair—to go at... 59c
Women's fine Mocha Gloves in tan, grey and black. Were \$1.00—now... 89c

Corsets

- Your choice of any of our famous dollar makes of Corsets, including the Kabo, R and G, Sonnet and Warner, during this great trade sale at... 89c

The Attraction of Our Store is the Low Prices. Jonas Long's Sons.

Other Houses Giving Credit Cannot Compete with Us.