

JONAS LONG'S SONS' SCRANTON DEPARTMENT STORE.

The Greatest Good to the Greatest Number

The general policy of the Jonas Long's Sons' Department store business is to do the greatest good to the greatest number at all times. When we have goods of merit to offer, we herald them far and wide. We would like to have the whole universe share in the tremendous distributions of Merchandise that so often take place here. Yet, while we cannot bring the world to Scranton, we can bring the populace for many miles around, and so now we have inaugurated this phenomenal

JULY CLEARING SALE

That promises to break all records, from whichever point you may look at it. It is in every honest sense an after-inventory clearance of all desirable and wanted lines of goods. Every article you buy will be accompanied by the same assurance of goodness that is always a characteristic feature of the Jonas Long's Sons' merchandise.

July Clearing Sale of Sheet Music

4,000 sheets of the choicest music by the most popular writers. A varied collection of both vocal and instrumental, including popular and classical. Hardly a sheet in the lot published at less than 50c. Clearing sale price..... 1c



July Clearing Sale of Umbrellas

Worth 75c. A splendid lot of men's and women's Umbrellas in 26 inch and 28 inch. Covered in silk serge and mercerized cloth, which we guarantee fast black. Iron frames with attractive handles. Clearing sale price..... 49c

July Clearing Sale of Domestic, Linings

Whipcords in stripes, dresses and fancy figures; rich colorings and finest quality. Clearing sale price..... 7 1/2c
Fibre Chamois, for linings, largely used. Clearing sale price, yard..... 1c
Percales and Silesias, the 12 1/2c and 15c kind. Clearing sale price..... 9 1/2c
Cotton Challies, all new patterns, the 6c kind, clearing sale price..... 3 1/2c
Organdies, full 32 inches wide in assorted styles, clearing sale price..... 5c
Printed Corduroy, something new; warranted fast colors, clearing sale price... 9c

Zephyr Ginghams, full 32 in. wide, the 20c kind, clearing sale price..... 10c
Westminster Cloth, a new wash fabric; light and dark grounds; just like silk, worth 10c; clearing sale price... 12 1/2c
Wexford Dimities in great variety of light and dark grounds, the regular 10c kind, clearing sale price... 6 1/2c
Alabama Chevionts in stripes, plaids and checks; clearing sale price..... 6c
Apron Ginghams in great variety of patterns, clearing sale price..... 2 7-8c
Kid Cambrics for linings, best quality; clearing sale price..... 3 1/2c

Shrunk Cotton for skirt facing, the 15c kind; clearing sale price..... 12 1/2c
French Fladras in checks and stripes; full 36 in. wide and guaranteed fast colors; clearing sale price..... 12c
Juno Percales in light colors for summer wrappers; clearing sale price..... 6c
Shirtings, finest Merriman, splendid qualities; clearing sale price..... 4 1/2c
Hill Muslin, clearing sale price..... 7c
Cotton Batts, a big lot of them to go at..... 5c

July Clearing Sale of Coats, Suits, Jackets

Children's Reefers, 15 of them to go at..... .69
18 of them to go at..... 1.98
12 of them to go at..... 2.98
Misses' Jackets, 12 to 16 years, 10 of them to go at..... 1.98
14 of them to go at..... 3.75
8 of them, box coats, to go at... 5.00
Ladies' Jackets, 20 of tan covert to go at..... 1.98
14 of tan covert to go at..... 3.48
11 of tan covert to go at..... 3.98
15 of black cheviont to go at... 4.98
12 of black broadcloth to go at... 5.98
6 of pebble cloth to go at..... 10.00
2 of taffeta silk to go at..... 10.00
Tailor made suits, 10 of black and blue cheviont at... 4.95
14 of fine homespun to go at... 6.95
22 of finest Venetian to go at... 9.95
8 of covert Venetian to go at... 11.75
11 of finest Venetians to go at... 14.95
6 of checked suitings, silk lined... 19.95
Silk Waists, Of black taffeta and china silk... 2.98
46 of fancy colored taffeta..... 3.98
Wrappers, Of finest lawn, well made, to go at... .39
Of fine lawn, with yoke, pretty... .75

July Clearing Sale of Dress Goods, Silks

Brocade Suitings in solid shades with bright mohair finish, 34 inches wide; also 34 inch mercerized suitings in checks, stripes and mixtures, worth 25c yard; clearing sale price..... 12 1/2c
Black Satin, all silk and fine quality, 19 inches wide; clearing sale price..... 49c
Black Brocades, mohair finish and guaranteed fast dye, full 40 inches in width. Clearing sale price..... 15c
Black Dress Coats, including 45 inch all wool Storm Serge, shrunk and sponged, 45 inch Crosie Serge, fine quality, 42 inch Poplins and 45 inch Henriettas of fine twill and good weight, worth 90c a yard. Clearing sale price..... 59c

Black Brilliantine, bright luster and fine quality, 40 inch. Clearing sale..... 35c
Black Serge, 40 inch all wool Imperial, guaranteed wear and keep its color. Clearing sale price..... 39c
De Beige Mixtures in tans, greys and browns, an elegant fabric for summer wear, also 36 inch Henriettas in an endless number of shades. Clearing sale..... 19c
Homespun, all wool, 54 in. wide, in greys and tans. Clearing sale price..... 59c
China Silks, solid colors, full 21 inches wide. Clearing sale price..... 29c
Wash Silks, 20 inches wide, in neat stripes, checks and plaids, strictly all silk and fast colors. Clearing sale... 29c

Serge, all wool clay, good weight, full 30 inches wide, splendid quality and a big bargain. Clearing sale price 39c
Foulards, all silk and in full range of exquisite colorings and patterns, all new styles. Clearing sale price..... 59c
Printed Foulards, all silk, 23 inches wide, all this season's styles, in rose, heliotrope, light grey, castor and navy shades. Clearing sale price..... 45c
Striped Taffetas, 20 inch, fine quality in rose, pink, reseda heliotrope, sky, navy and Yale blue, garnet, cardinal and castor, also some waist lengths of fine corded taffetas, worth up to \$1.10 and \$1.25 yard. Clearing sale price..... 69c

July Clearing Sale of Ladies' Underwear

Vests, fancy trimmed, all sizes; good quality; clearing sale price..... 7c
Ecu Ribbed Vests, made of best yarn and nicely trimmed; clearing sale price 10c
Vests of lisle and fine cotton; some with wing sleeves all lace trimmed, clearing sale price..... 19c
Vests of finest silk and lisle in all styles of neck and sleeves, our regular dollar vests; clearing sale price... 60c
Vests of finest cotton, ribbed, white tape and lace trimmed; clearing sale price 12 1/2c
Vests of handsome qualities and styles; trimmed with exquisite lace; handsomely finished; clearing sale price 35c

July Clearing Sale of Millinery, Flowers

Assortment of roses and other flowers, worth 69; clearing sale price..... 25c
Fruit and berries—a large assortment, worth up to 1.40; clearing sale price... 49c
Poppies—A large variety, worth up to 75c, clearing sale price..... 39c
Chiffon in all the leading shades, worth 85c yard; clearing sale price..... ---
Furline in all new shades, greatly used for trimming, clearing sale price..... 15c
Trimmed Hats with large mull rosettes and bands of black velvet, worth up to 5.00, clearing sale price... 2.98
Ladysmith Hats, trimmed with felt, very stylish, clearing sale price..... 25c
Quills—A big lot of them to go at..... 1c

July Clearing Sale of Laces and All-Overs

Vals and torchons in an endless variety of pretty patterns from 1/2 to 4 inches wide, clearing sale price... 3c
Torchon Laces in exquisite patterns for trimming undergarments, nearly every width, clearing sale price... c
Oriental Laces in the newest and richest effects, some of them very wide, all new goods, clearing sale price... 8c
All-Overs in patterns that are very handsome, no two alike, worth up to 1.25 the yard, clearing sale price... 49c
Mohair and silk braids for dress trimmings, all colors, worth up to 50c the yard, clearing sale price..... 12c
Black Fish Net, full 48 in. wide, also dotted net in black, for dresses worth up to 2.25 yard, clearing sale... 95c

July Clearing Sale of Handkerchiefs, Aprons

Children's Handkerchiefs, with solid colored borders; clearing sale price..... 1c
Men's fancy colored borders; in new styles; clearing sale price..... 2c
Women's fancy embroidered and lace edge in new styles; clearing sale price... 10c
Women's all linen, hand-embroidered initials, worth 25c; clearing sale price... 12 1/2c
Fancy Aprons in many styles, slightly soiled; beautifully trimmed with fine embroidery and plaits; not one worth less than 75c; clearing sale price..... 35c

JULY CLEARING SALE OF Linens, White Goods

Towels, finest cotton, very soft, nicely figured and some with fancy red borders, clearing sale price..... 2 1/2c
Table Linen, good quality and unbleached, clearing sale price, yard..... 19c
Turkey Red table linen, good quality and finish, clearing sale price..... 29c
Bleached Linen in latest patterns, 72 in. wide, clearing sale price..... 49c

Crash Toweling, bleached, unbleached and checked, clearing sale price..... 3 1-2c
White Broken Striped Goods in dimities, lawns and nainsooks, also fine plaid patterns, clearing sale price..... 6 1-2c
Bed Spreads, marseilles patterns, full size, clearing sale price..... 59c

July Clearing Sale of Toilet Articles

Batley's Talcum Powder, per box..... 7c
Vaseline, pure, per bottle..... 3c
Copco Soap, fine for baths, per cake..... 4c
Snowberry Soap, per cake..... 4c
Hair Brushes, genuine bristles..... 17c
Tooth Brushes, all sizes..... 5c
Tar Soap, per cake..... 3c

Ammonia, perfumed, bottle..... 10c
Witch Hazel, large bottle..... 10c
Savon Brushes, fine bristles..... 5c
Florida Water, large bottles..... 15c
Violet Water, very fine, bottle..... 15c
Glycerine Soap Rose Beauty, bar..... 7c
Pears' Unscented Soap, per cake..... 9c
Tooth Paste, Sheffield's, fine..... 15c
Century Perfumes, by the ounce..... 19c

July Clearing Sale of Corsets and Waists

H. & S. Corsets, in large sizes only, worth \$1.00, clearing sale price..... 50c
J. B. Corsets, none better at any price, clearing sale price..... 79c
Her Majesty's Corsets, during the clearing sale you buy them at 10 per cent off. Waists for children, strongly made and splendid wearing, clearing sale price... 10c

July Clearing Sale of Notions, Etc.

Bone Casing..... 3c
Dress Stays, assorted sizes, stays..... 5c
Dress Shields, stockinet, pair..... 5c
Velveteen Binding, 4 1-2 yard piece..... 14c
Seam Binding, all colors, piece..... 9c
Finishing Braid, piece..... 3c
Dress Bands, ever ready..... 5c
Sewing Silk, 50 yard spools..... 2c

July Clearing Sale of Pretty Ribbons

No. 2 Satin and Gros Grain Ribbons, in all colors and black and white, to yard piece 28c, per yard, clearing sale..... 3c
Narrow Hair Ribbons, in an endless variety of fancies, clearing sale price.... 8c
Satin Ribbons in solid colors, every shade, up to 4 inches wide, clearing sale... 10c
Taffetas, in plain and fancies of the newest effects, also the new metallic finish, 3 1-2 to 4 inches wide and worth 25c yd, clearing sale price... 15c

July Clearing Sale of Art and Fancy Goods

Belding's Silk, for embroidering, all colors, clearing sale price, skeins..... 3c
Sofa Pillow Cord, silk finished, plain and fancy, all colors, clearing sale..... 5c
German Knitting Yarn, in every shade and color, clearing sale price..... 17c
Germantown Zephyrs, in all colors and shades, clearing sale price..... 9c
Pillow Tops, all stamped and colored ready to work, many designs, bottom in solid colors to match, worth up to 85c, clearing sale price..... 39c
Stamped Boyles, also embroidered in many styles, clearing sale price..... 10c
Bureau Scarfs and Stand Scarfs in many styles, clearing sale price..... 25c

July Clearing Sale of Silver Tableware

Knives and Forks, Rogers Bros. 1847 triple plate, worth \$4.00 dozen, clearing sale price one-half dozen... \$1.39
Butter Knife and Sugar Spoon, in set in fancy box, clearing sale..... 35c
Coffee Spoons, best triple plate, one-half dozen in box, clearing sale price..... 29c
Napkin Rings, sterling silver, chased and lined, clearing sale price..... 56c
Table Spoons, best triple plate, nice size, clearing sale price half dozen..... \$1.65
Children's Mugs, best triple plate, gold lined, some handsome, clearing sale price... 75c
Water Pitchers, best triple silver plate, richly chased and worth double, clearing sale price..... \$4.48

JULY CLEARING SALE OF Men's Furnishings

Balbriggan Shirts and drawers, in all sizes, fine weight, clearing sale price... 19c
Night shirts of finest muslin, with fancy fronts, clearing sale price..... 39c
Colored bosom shirts, of finest pique and lawns, finished with pearl buttons, clearing sale price..... 59c
Overalls, fancy striped, in all sizes, clearing sale price... 39c
Colored shirts, including negligee with separate cuffs, white shirts with colored bosoms, also colored laundry shirts, all sizes, but not in any one style, worth up to \$1.50, clearing sale... 50c

July Clearing Sale of Fancy Novelties

Empire Combs, clearing sale 10c
Side Combs, worth 10c, sale price..... 10
Braid pins, worth up to 49c, price..... 10c
Shirt Waist Sets, clearing sale..... 10c
Purses, big lot, clearing sale price..... 5c
Fans of black silk gauze, formerly \$1, clearing sale price..... 50c
Belts, all leather, in both black and tan, clearing sale price..... 19c
Belts, dog collar effects, also plain with pointed backs, clearing sale..... 39c
Pocketbooks, all leather purses and books, for men, women and children, some with gilt and silver corners, big variety, sale price..... 19c

July Clearing Sale of Bicycle Hose and Golf Stockings

Bicycle Hose and golf stockings, in very rich styles, clearing sale price..... 25c
Egyptian yarn balbriggan shirts and drawers, clearing sale price..... 33c
String ties, washable, pretty colorings, clearing sale price, 3 for..... 10c
Silk string ties, in an endless variety of polka dots, clearing sale price, 3 for... 25c
Madras suspenders, finely made, very strong, just the thing to wear with outing shirts, clearing sale price... 12 1-2c
Men's Hose, of finest cotton yarn with maco feet, greatest value ever offered, clearing sale price..... 15c

GRAND EXCURSIONS TO THE BIG STORE ON ALL RAILROADS

Wednesday, July 11th, Via the D. & H. R. R.
Good to return on any train. Your ticket includes coupon for your dinner here.

STATION	TRAIN LEAVES	FARE
HONEDALE	7:34	\$1.15
PROMPTON	7:50	1.09
WAYMART	7:58	.95
CARBONDALE	9:01	.60
MAYFIELD	9:05	.53
JERMYN	9:08	.50
ARCHBOLD	9:12	.45
PECKVILLE	9:17	.40

Friday, July 13th, Via the N. Y., O. & W. R. R.
TICKETS INCLUDE COUPON FOR YOUR DINNER HERE.

Station	Train Leaves	Fare
SIDNEY	7:10	\$1.50
SO. UNADILLA	7:16	1.50
YOUNGS	7:19	1.50
MAYWOOD	7:27	1.50
FRANKLIN	7:35	1.50
NORTHFIELD	7:42	1.50
DELHI	7:50	1.50
DELANCY	7:55	1.50
HAMDEN	7:59	1.50
COALCHESTER	7:52	1.50

Station	Train Leaves	Fare
WALTON	8:02	\$1.50
BEERSTON	8:10	1.50
ROCK RIFT	8:15	1.50
APEX	8:22	1.50
CADOSIA	8:40	1.00
HANCOCK	8:48	1.00
STABLEIGHT	8:58	1.00
PRESTON	9:05	1.00
WINWOOD	9:12	1.00
POYNTELL	9:20	1.00

Thursday, July 12th, Via the E. & W. V. R. R.
Come and go on any train. Ticket includes coupon for your dinner here.

STATION	TRAIN LEAVES	FARE
HAWLEY	6:55 1:43	\$1.00
ROADLEY	7:10 1:58	.85
GEORGETOWN	7:24 2:12	.75
ARIEL	7:35 2:19	.75
MAPLEWOOD	7:45 2:30	.65
WIMMERS	7:52 2:38	.65
ELMHURST	8:01 2:49	.45

Your Railroad Ticket Includes Coupon entitling you to Dinner here. You can shop as you please, and in addition have plenty of time to visit SCRANTON'S famous industries, its beautiful Nay Aug Falls and its Parks

JONAS LONG'S SONS.