



**Anniversary Bargain**  
**Umbrellas**  
Ladies' full 26-inch size, covered in superior quality of all silk taffeta that will give splendid wearing service. Big assortment of handles in horn with silver trimmings, fancy crooks and pretty knobs. Worth 2.25. One day anniversary sale price..... **1.50**


**Anniversary Bargain**  
**Dolls**  
Big assortment of full jointed kid body and dressed jointed Dolls of extra large size and extremely pretty faces. Moving or set eyes; light or dark hair. Shoes and stockings. Elegantly costumed. Worth from 1.15 up to 1.35. One day anniversary sale price..... **75c**

**Anniversary Bargain**  
**Jackets**  
A great bargain. 27-inch Box Jackets in black, Oxford, castors, tan, blue and brown, made with semi-fitted back, high storm collar and trimmed with pearl buttons. Lined all through with fine quality satin. Positively the newest and most wanted of this season's styles and not to be had in any other store for less than 12-50. One day anniversary sale price..... **7.50**

**Anniversary Bargain**  
**Silks**  
A marvelous sale of 38 pieces of plain colored Taffetas, excellent quality, in black, white, cream, pink, old rose, navy, cardinal, tan, Nile and other shades; also an exquisite line of fancy waist silks. Many in the lot are exclusive French novelties in waist lengths that are worth from 1.00 to 1.75 the yard. A bargain at 75c yd. One day anniversary sale price..... **50c**

**Anniversary Bargain**  
**Rockers**  
Finely built of oak or mahogany finish, made with heavy sweep panel backs and roll seats of 3-ply laminated stock. Patent bolt sides and arms. An ornament to any room in the home, and never sold for less than 3.00. One day anniversary sale price..... **2.09**

**Anniversary Bargain**  
**Carpets**  
One of the day's greatest bargains consisting of a large lot of very good quality Tapestry Brussels Carpets, all of this season's patterns and suited to the furnishing of parlor, sitting-room, hall, library or bedroom. Worth 55c yd. One day anniversary sale price..... **38c**



**Anniversary Bargain**  
**Calendars**  
An interesting collection of Calendars for 1901, including a great variety of subjects and designs. Some in floral, others animal studies and still others of a religious nature. Made to hang and worth up to 50c. One day anniversary sale price..... **18c**

**Anniversary Bargain**  
**Books**  
Two thousand volumes of very handsome editions, bound in red cloth, stamped in black and gilt. A representative collection of more than two hundred titles of the best works of fiction, poetry and prose; printed from new large type on clear paper. One day anniversary sale price..... **19c**

**Anniversary Bargain**  
**Pictures**  
Facsimile Water Colors, so rich in design as to render them perfect copies. Handsomely matted and surrounded by gold frame 16x20 inches, with gilt ornament corners. A dainty and exquisite Christmas gift, well worth 1.25. One day anniversary sale price..... **59c**

**Anniversary Bargain**  
**Handkerchiefs**  
More than six hundred dozens of ladies' very handsome embroidered and lace edge Handkerchiefs; some in cut-out drawn work; others with very dainty and richly worked lace corners. Would be big value at 19c. One day anniversary sale price..... **9c**

**Anniversary Bargain**  
**Dress Goods**  
An unusual opportunity in colored Dress Goods including 10 pieces of 46-inch pure wool Armure Suitings in all the newest shades. Also several dress patterns of French Poplins, Satin Venetians and Whip-Cords. The color range is broken but the patterns are thoroughly desirable. All new fabrics and most wanted kinds. Every yard worth from 75c to \$1. One day anniversary sale price..... **58c**

**Anniversary Bargain**  
**Dress Goods**  
Want a black Dress? Here's your chance at 46-inch pure wool imported Pierola, English Whipcords and Satin Soliel; 50-inch English Zebeline and 52-inch French Cravenette and Cheviot, shrunk and sponged. This lot represents the choicest and most fashionable fabrics in black goods and are absolutely guaranteed values at from 1.00 to 1.25 the yard. One day anniversary sale price..... **85c**

**Anniversary Bargain**  
**Shoes**  
Ladies' fine Vici Kid and Box Calf Shoes in button and lace. Hand sewed welts and turns and flexible. McKay sewed. All this season's goods and the products of the leading manufacturers. Stock is the finest and work the best. One day anniversary sale price..... **1.66**

**Anniversary Bargain**  
**Silk Skirts**  
One of the biggest bargains of the day. Ladies' fancy colored all pure silk skirts in all the new and pretty shades, finished with heavily corded ruffle. Some in the lot are worth 11.00; none worth less than 7.50. One day anniversary sale price..... **3.98**

**Anniversary Bargain**  
**Laces**  
More than four thousand yards of woven torchon laces in both edgings and insertions, in a great variety of new and very pretty patterns, and in widths up to five (5) inches. Would be cheap at 8c the yard. One day anniversary sale price..... **3c**

**Anniversary Bargain**  
**Curtains**  
Nottingham Lace Curtains in Renaissance, Brussels and Point d'Esprit patterns; 3 1/2 yards long, 1 1/2 yards wide; overlapped stitched edge. White corrugated pole, brass or white trim. Pair of loops. Worth from 2.50 to 3.00. One day anniversary sale price..... **1.59**

**Anniversary Bargain**  
**Pocketbooks**  
Great scrambling there will be for these. Ladies' fine seal grain, morocco and imitation leather books, with sterling silver ornaments and fancy corners. Many styles. We also have Men's Bill Books. Worth up to 1.00. One day anniversary sale price..... **50c**

**Anniversary Bargain**  
**Wall Paper**  
This year's newest and prettiest patterns. Enough to paper a room 12x14—consisting of four rolls of side; three rolls ceiling and 18 yards of border—your choice of a great variety of styles and colors. One day anniversary sale price..... **60c**

**Anniversary Bargain**  
**Hats**  
The season's opportunity in Millinery—made by our artists. Ladies' draped velvet Toques with fancy crown handsomely trimmed with flowers, foliage and breasts. Hats that are well worth 6.00. One day anniversary sale price..... **4.50**

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**Anniversary Bargain**  
**Lamps**  
There are eight sizes in this lot of Parlor and Banquet Lamps, all made with large founts, handsomely decorated, and with 9 to 11 inch globes to match. Center draft burners. All worth from 3.25 to 4.50. One day anniversary sale price..... **2.98**

**Anniversary Bargain**  
**Boys' Suits**  
A great bargain in Boys' Double Breasted Suits of wool cheviot in blue and brown; also fancy mixed cassimeres. Extra well made, superbly tailored, just like men's garments. Actual value 2.50. One day anniversary sale price..... **1.79**

**Anniversary Bargain**  
**Neckwear**  
Butterfly Ties for men, the very newest thing in string bows, made of pure silk, mostly solid grounds with dainty dot effects. Great variety of colors and stylish novelty patterns. One day anniversary sale price..... **21c**

**Anniversary Bargain**  
**Handkerchiefs**  
For men. These are manufactured from the best quality of Japonet, very closely resembling silk in texture and finish. They have large silk embroidered initials and very pretty. One day anniversary sale price..... **5c**

**Anniversary Bargain**  
**Skirts**  
Or Skirt Patterns as they are called. The noblest lot we ever got hold of, the designs, mostly light, being rich in color and harmony. Fancy crochet edge in colors. Worth 25c. One day anniversary sale price..... **12c**

**Anniversary Bargain**  
**Hosiery**  
Here is a big and uncommonly good lot of black Hose for ladies. Every pair warranted fast black, stainless and will not crock. Made elastic and equal to any Hose sold in Scranton at 12c. One day anniversary sale price..... **6c**

**Anniversary Bargain**  
**Underwear**  
Ladies' fine quality of cotton fleeced Vests and Pants, manufactured in one of the best American factories. Nicely trimmed garments that fit comfortably and of the proper weight for fall wear. One day anniversary sale price..... **19c**

**Anniversary Bargain**  
**Plates**  
Three thousand strictly first quality of white porcelain Plates in 5 and 6 inch sizes. All perfect goods. One day anniversary sale price..... **3c**

**Anniversary Bargain**  
**Soap**  
A full one-half pound cake of first quality Castile Soap and a large Turkish Wash Cloth. The two for one day. Anniversary sale price..... **5c**

**Anniversary Bargain**  
**Perfume**  
Large half ounce bottle of Bradley's finest extract of Perfumes in all the most popular odors—each in box. One day anniversary sale price..... **7c**

**Anniversary Bargain**  
**Gloves**  
A genuine bargain in ladies' splendid quality of real Kid Gloves—in all shades of tan, mode, red, brown and grey; also in black and white. Two clasp, finely finished and of good wearing qualities. One day anniversary sale price..... **58c**

**Anniversary Bargain**  
**Stools**  
Grecian Stools they are called. Of very rich mahogany finish; bent seats upholstered in assorted patterns of fine Belgian velours with gilt bead trimmings. A novel and desirable holiday gift. One day anniversary sale price..... **75c**

**Anniversary Bargain**  
**Dinner Sets**  
One hundred piece Dinner Sets of finest English porcelain, exquisitely decorated in dark blue and peacock. Price them in any store the world over and you'll find them at \$10.00. One day anniversary sale price..... **6.50**

**Anniversary Bargain**  
**Music**  
Your choice of all the newest and best of Sheet Music in both vocal and instrumental, including popular songs and ditties, cake walks, medleys, waltzes, two-steps, etc., sold all over at from 35c to 50c. One day anniversary sale price..... **15c**

**Anniversary Bargain**  
**Art Work**  
A fine lot of Bureau Scarfs, Pillow Shams and Table Covers in exquisite patterns of spachtel work. Others of the same kinds in stamped effects ready to work. (You can get the yarns and other materials right here.) One day anniversary sale price..... **23c**

**Anniversary Bargain**  
**Stationery**  
Hurlbut's finest Papertries, put in very pretty boxes containing 24 sheets of paper and 24 envelopes. All the very newest styles and tints in both smooth and rough lines, including the novel Rookwood. Worth 35c box. One day anniversary sale price..... **20c**

**Anniversary Bargain**  
**Laundry Soap**  
The best and the purest—Made in a well known factory in Buffalo. Pure and good 14 big cakes, one day anniversary price..... **25c**

**Anniversary Bargain**  
**Sideboards**  
Not only useful but equally ornamental. Built of genuine oak with two top drawers, china compartment and a very large linen drawer. Bevel plate glass 24-14 inches. Neatly ornamented. Worth 12.50. One day anniversary sale price..... **7.85**

**Anniversary Bargain**  
**Gowns**  
Ladies' finest quality of muslin and cambric Night Gowns that are very elaborately trimmed with rich and delicate laces and embroideries. In both V and high neck. Many styles and all sizes. Worth up to 1.50. One day anniversary sale price..... **79c**

**Anniversary Bargain**  
**Underwear**  
Men's heavy weight and finely fleeced Shirts and Drawers. Shirts have tape finish and pearl buttons. The Drawers are self finished with covered seams and gussets. All sizes in the lot and great big 55c value. One day anniversary sale price..... **38c**

**Anniversary Bargain**  
**Book Cases**  
A first-class Christmas gift. Folding Book Cases that are 48 inches high, 26 inches wide and 10 inches deep. The shelves and sides can be readily folded into a three-inch space. Choice of mahogany or oak finish. One day anniversary sale price..... **2.23**

**Anniversary Bargain**  
**Hill Muslin**  
Two solid cases of this standard and famous make of muslin. Full bleached and the proper weight. One day anniversary sale price..... **64c**

**Anniversary Bargain**  
**Doll Hammock**  
and Doll Beds, made by Indians. Very pretty basket work. Strong and durable. Cheap at 50c. One day anniversary sale price..... **19c**

**Anniversary Bargain**  
**Infants' Cloaks**  
Of best quality Eiderdown in both red and cream, trimmed with fine Angora. Worth 1.75. One day anniversary price.... **1.12**

**Anniversary Bargain**  
**Fancy Neckwear**  
Ladies' hand-made Scarfs of pure silk; flowing ends all trimmed with Battenburg lace. One day anniversary price.... **40c**

**Anniversary Bargain**  
**Go Carts**  
Made of fine bamboo with solid wood frames and steel wheels. Never sold for less than 1.50. One day anniversary price..... **89c**

**Anniversary Bargain**  
**Reefers**  
Dress the little fellow warm. Reefers of very heavy and good wearing materials, perfectly tailored and well lined. Will keep the cold out and the warmth in. All sizes from 3 to 9 years—positively worth 1.98. One day anniversary sale price..... **99c**

**Anniversary Bargain**  
**Canned Goods**  
Very best new 1900 pack of Tomatoes, Corn and Peas—our finest goods. Just for the one day anniversary price three cans for..... **23c**

**Anniversary Bargain**  
**Sewing Silk**  
Superior quality of black Sewing Silk in full count one hundred-yard spools—cheap at 3c the spool. One day anniversary price..... **12c**

**Anniversary Bargain**  
**Men's Shoes**  
Of genuine Veal Calf; full double sole and tap. Solid leather throughout. All sizes; cheap at 1.25. One day anniversary price..... **98c**

**Anniversary Bargain**  
**Teachers' Bibles**  
Divinity circuit, large type, containing 600 illustrations on Biblical subjects. Sold at \$3. One day anniversary price.... **1.15**

**Anniversary Bargain**  
**Laundry Soap**  
The best and the purest—Made in a well known factory in Buffalo. Pure and good 14 big cakes, one day anniversary price..... **25c**

**Anniversary Bargain**  
**Over Gaiters**  
Ladies' fine Cloth Overgaiters, full seven-button length, carefully made and finished. One day anniversary price.... **13c**

**Anniversary Bargain**  
**Corsets**  
Fifty dozen of ladies' fine Corsets of superior grade sateen with fancy interwoven figure. Four-hook French style. They come in both black and cream and are elaborately trimmed with lace. One day anniversary sale price..... **45c**

**Anniversary Bargain**  
**Ribbons**  
A big lot of satin gros grain Ribbons in all the newest effects. Most every color and shade found in the assortment. Unusually good quality in No. 7 and No. 9 widths, and worth 15c yard. One day anniversary sale price..... **6c**

**Three Years Old Growing Bigger and Better**

On Monday, December the tenth, the store of Jonas Long's Sons enters upon its fourth year in Scranton. With three years of success back of it, the foundation is substantially laid.

As each new birthday comes into view, we think of the first one in 1897 that gave to Scranton this magnificent mercantile establishment. We think of that memorable night when the doors first swung back and revealed to so many thousands the real conditions of an up-to-date department store.

It was as much of a novelty then as it is a necessity now. Everything in connection with it presaged success. The city of Scranton, with its hundred thousand souls, had room for it; it wanted it; it welcomed it. The passing throng of faces, many familiar and some strange, give daily evidence of the need of the store and its position in public esteem and confidence. As the store thrives and grows and we record these anniversary periods, so important to us and you, all we can do is to bundle our gratitude into an earnest and honest "THANK YOU."

**Just for One Day. Monday, December 10.**

# THIRD ANNIVERSARY SALE

The celebration of a birthday naturally calls for a demonstration of some kind or other. This year we digress from our usual custom, and give our public a sale of merchandise for one day, that we are quite sure will be found very acceptable to the great mass of people who are anxious to save money.

**NEVER BEFORE HAVE WE GIVEN SO MUCH FOR SO LITTLE.**

There are represented in this advertisement sixty-one distinct lots of merchandise, all bought for this anniversary occasion and marked at considerable less than even their actual values. We have chosen the most seasonable articles so as to conform to your present requirements, and promise the greatest day of value-giving in the Big Store's history.

## Jonas Long's Sons

**Hill Muslin**  
Two solid cases of this standard and famous make of muslin. Full bleached and the proper weight. One day anniversary sale price..... **64c**

**Doll Hammock**  
and Doll Beds, made by Indians. Very pretty basket work. Strong and durable. Cheap at 50c. One day anniversary sale price..... **19c**

**Infants' Cloaks**  
Of best quality Eiderdown in both red and cream, trimmed with fine Angora. Worth 1.75. One day anniversary price.... **1.12**

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Ladies' hand-made Scarfs of pure silk; flowing ends all trimmed with Battenburg lace. One day anniversary price.... **40c**

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Very best new 1900 pack of Tomatoes, Corn and Peas—our finest goods. Just for the one day anniversary price three cans for..... **23c**

**Sewing Silk**  
Superior quality of black Sewing Silk in full count one hundred-yard spools—cheap at 3c the spool. One day anniversary price..... **12c**

**Men's Shoes**  
Of genuine Veal Calf; full double sole and tap. Solid leather throughout. All sizes; cheap at 1.25. One day anniversary price..... **98c**

**Teachers' Bibles**  
Divinity circuit, large type, containing 600 illustrations on Biblical subjects. Sold at \$3. One day anniversary price.... **1.15**

**Laundry Soap**  
The best and the purest—Made in a well known factory in Buffalo. Pure and good 14 big cakes, one day anniversary price..... **25c**

**Fancy China**  
Big assortment of novelties in fancy China, just the thing for Christmas gifts. Worth double. One day anniversary price.... **19c**

**Steel Shears**  
And Scissors, made of best Manchester steel. All sizes in the lot; sharp and ready for use. Worth 35c. Anniversary sale price..... **19c**

**Over Gaiters**  
Ladies' fine Cloth Overgaiters, full seven-button length, carefully made and finished. One day anniversary price.... **13c**

**Corsets**  
Fifty dozen of ladies' fine Corsets of superior grade sateen with fancy interwoven figure. Four-hook French style. They come in both black and cream and are elaborately trimmed with lace. One day anniversary sale price..... **45c**

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A big lot of satin gros grain Ribbons in all the newest effects. Most every color and shade found in the assortment. Unusually good quality in No. 7 and No. 9 widths, and worth 15c yard. One day anniversary sale price..... **6c**

