

Jonas Long's Sons

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ANNIVERSARY

TUESDAY DECEMBER TENTH.



Anniversary Day Offerings for Tuesday Only



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Today the Store Will Be Four Years Old

This fact of itself is important enough to interest you as it does us—for just four years ago on December 10th, 1897, This New Kind of Store First Opened Its Doors to Scranton's Public,

And began exploiting in its masterful way unmatched merchandise movements, which have met with such marvelous favor and given people such remarkable opportunities for economy, that these four years of progress, without pause, have made important history, not only for Jonas Long's Sons, but also for the mercantile enterprise of Scranton. Therefore we think it fitting and proper to *Celebrate Our Fourth Anniversary* in Scranton, and with the wish to illustrate the vast retail activity that centers here in this greatest and largest store of the city, *We offer these Tremendous Money-Saving Items for Tuesday Only---THE DAY WE CELEBRATE.*

Ladies' Pocket Books, 15c

An anniversary offering that should interest hundreds of people. They are handsome new pocket-books, combination style, plain and trimmed corners; also finger purses, regular 25c. kind.

SILK RIBBONS 9c a Yard

Fine Taffeta Silk Ribbons, soft finish, five inches wide and in all the most desirable and wanted colors and shades; regular worth 20c. a yard.

Men's Underwear, 37½c

Fine Yeager Colored Velvet Fleece Lined Underwear; always sold for 50c. a garment; all sizes, shirts and drawers.

Men's Fine Suspenders, 20c

These are brand new Suspenders, fancy and solid colored webbings, with best ends and catches.

Men's Laundered White Shirts, Anniversary Sale Price 40c

Excellent White Shirts of good quality muslin; all sizes 14½ to 17½.

Men's Night Shirts, 40c

Outing Flannel or fine White Muslin, with plain and fancy fronts; all sizes.

MEN'S OVERALLS 50c King 39c.

Blue Denim Overalls, filled seams, with back stay; styles, bib or without.

Boys' \$2 Reefers at \$1.25

All Wool Blue Chinchilla Reefers, well lined throughout and with deep Velvet collars; sizes 3 to 9 years. Second floor.

Boys' 50c Knee Pants, 39c

Fine All Wool Pants, plain colors and fancy patterns; best waist bands, taped seams and well sewed throughout; sizes 3 to 16 years. Second floor.

Choice Books, 19c a Copy

These are the famous Vandemecum series, comprising the most popular works of standard authors. They have full cloth binding, ivory finish, with side letter, and come one book in a box. Very desirable for Christmas gifts.

Ladies' Handkerchiefs, 12½c

These are fine Lace, trimmed and fancy, and embroidered hemmed Handkerchiefs of excellent quality. Special for Anniversary Day.

Buttermilk Soap, 5c a Cake

Ladies' Kid Gloves, 49c

New two-lap Kid Gloves, with embroidered backs; all the newest shades and black; regular selling price, 75c. and upward. All sizes and plenty gloves for all; but only for today at this price.

Bobbinet and Lace Curtains Anniversary Price \$1.39 complete

Handsome Bobbinet Curtains, with full ruffle edge, lace-trimmed and fine Nottingham Lace Curtains, with figured and plain centers and fancy borders. With each pair goes a corrugated White Curtain Pole, complete, and pair of loops. Buy them Third Floor. You save more than half.

Children's Sleeping Garment Anniversary Day 19c

These are fleece ribbed, button up the front, and have feet protectors. Sizes 2 to 6. Also in this offering are Misses' Fleece Ribbed Vests and Pants, all sizes. The vests have Silk Crochet finished fronts. (Lackawanna avenue entrance.)

Ladies' 95c Underwear, 65c

These are the famous "FITWELL" Jersey Ribbed Underwear. They are 99 per cent. wool, and all sizes, vests and pants.

Women's \$1.75 Shoes 1.39

Fine Dongola Kid Skin Shoes, with flexible soles, military heels and medium opera toe. Sizes 2½ to 8; widths, D, E, and EE. Styles, button and lace.

GROCERIES

At Anniversary Prices.

Five pounds of Granulated Sugar free to every purchaser of 4 pounds of our special blend 25c. coffee. Fancy Maine packed corn a can. 8c; Prunes, 4½c. a pound; Salt, a sack, 3½c.

Ladies' Fancy Garters 21c

There are one pair in a box, with glass lid, are fancy frilled elastic, with fancy buckles and ribbon bows.

Newport Side Combs and Backcombs, 6c

Choice Jardiniers, 21c

These are fine underglaze Mazarine Blue Jardiniers, stand 9 inches high and 7½-inch size; regular worth is 49c. Basement.

Fine Banquet Lamps, \$1.25

Decorated Bowl and Shade, with lit and oil fount and brass trimmings complete, with globe; regular worth, \$2.00. Basement.

LADIES' DESKS

Oak or Imitation Mahogany, with stationary drawer and undershelf for books, \$3.20.

Sheet Music, 2c a Copy

Ladies' Flannelette Skirts Worth 25c and 29c, Tuesday 15c

Handsome full size Skirts in newest colorings; have crochet finish around bottom.

Guaranteed Black Silks Tuesday, \$1.00 a Yard

Pure Dye Black Taffeta Silk, 27 inches wide and Peau de Sole Black Silk, 24 inches wide. A fine gift for a Christmas present. Regular worth is \$1.25 to \$1.50 a yard.

BLACK CHEVIOTS at 50c Worth 75c a Yard

All Wool, 48 inches wide and extra heavy. A special offering for Anniversary Day.

FINE DRESS GOODS Anniversary Price, a Yard 25c

This offering comprises Satin Figured Bourbon in colors tan, cardinal, blue, old rose, cadet and castor; Extra Heavy Serge in all the wanted colorings, and the new Figured Spartan Cloth, in the latest mixed effects; regular worth is 50c. a yard.

75c Taffeta Silks, 40c

Excellent quality Taffeta Silks in colors cream, white, black, grey, cadet, red, royal, brown, receda, light blue, old rose and castor.

20c Stockings at 13c

Women's Fast Black Stockings of cotton, with heavy fleecing, ribbed tops.

Men's, Women's and Children's Stockings 10c pair

Men's Camel's Hair, Oxford Grey and Tan Merino Hosiery; men's Mottled Hosiery, with solid color heel and toes; Children's Fleece Ribbed Hosiery, with double toes and heel; Ladies' Black Cotton Hosiery, all black or with Mico foot; worth 15c to 19c. a pair.

HOLIDAY GIFTS for 19c

Find these in the Toy Store Basement. Kid body Dolls, jointed body and dressed Dolls, sets of Toy Dishes, Go-Carts, Children's Chairs and sets of Doll Furniture; regular worth a half more than Tuesday's price.

PLAITED SATIN BELTS Anniversary Price 45c

These are the new V shaped Satin Fold Belts, with fancy buckles; regular price, 59c.

DRESSED PAPER DOLLS Anniversary Day Price 9c

These are the famous Cut Out Series, a complete outfit goes with each Doll; all are nicely boxed.

LADIES' BROOCHES 5c each

Choose from a special lot of fine Brooches, worth 15 to 25c. each.

Best Blue Prints, Best Grey Prints, Anniversary Sale Price, 4½c a Yard.

Fine White Aprons, 19c

Made up to our special order to be the best 25c. aprons ever sold in Scranton; they have deep lace rimmed hems and embroidery and tucked hems, some with and without bib.

Torchon Laces 3c Yard

4,000 yards of these excellent wearing Laces in widths 2½ to 4 inches. A grand Anniversary offering.

MIXED CANDY, 7c pound

2,000 pounds of choice mixed candy at the low price for Anniversary Day only.

BIGELOW-LOWELL BODY BRUSSELS CARPETS Tuesday \$1.00 a Yard

Beautiful Carpets, the best wearing Carpets made and all brand new patterns. This is an opportunity of a lifetime.

Damask Table Linen, 39c

72-inch wide Cream Table Damask in most desirable designs; regular price, 50c. a yard.

FINE BED SPREADS, 89c

Marseilles pattern Bed Spreads, full size; regular worth \$1.25. 100 on sale at 89c. each Anniversary Day.

DRESS LINING Offerings

Best 12½c quality Fast Black Percale; also staple shades; Tuesday, price, a yard, 8½c. Canvas Dress Facing, regular 12½c. kind, for, a yard, 7½c.

Prints and Flannels 3¾c

This Anniversary offering comprises White Shaker Flannel, regular 6c. quality; Dark Outing Flannels, new patterns, regular 7c. quality, and best Standard Shirting Prints.

Fine Unbleached Muslin Anniversary Sale Price a Yard 5½c

This is the famous Black Stock brand, the finest Unbleached Muslin made.

French Flannels 11½c yd

These are double fold, full yard wide; handsome patterns.

54c BED SHEETS 39c

Fine quality Muslin, size 81x90, hemmed, laundered and ironed ready for use.

\$1.00 Blankets at 79c

Full 11-4 size, extra heavy grey, tan and white blankets. For Anniversary Sale only at this price a pair.

\$4.50 Blankets at \$3.00

Fine White Woolen Blankets, 11-4 size; an excellent Blanket for a Christmas gift.

FINE PICTURES, 69c each

These are fac similes of water colors, all sizes, 18x29 inches, with 1½-inch wide gilt frame, with brass corners, mat and glass cover; worth \$1.00. On Third Floor.

PHOTO FRAMES for 15c

Cabinet size, with gilt corners and cased back; worth 25c. Second Floor.

Ladies' and Misses Kersey Jackets—Black, tan, Castor, blue or ox blood, extra well tailored, \$6.75. Ladies' Corduroy Waists, plaited front and back, blue, brown, grey, tan, black, \$2.50.

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