

Both
'Phones

Jonas Long's Sons

Daylight
Store

Millinery

News

Our Grand Millinery Opening

Continues Today.

THE SPRING-LIKE TEMPERATURE which we are now enjoying gently reminds you of the change of seasons, when new life is noticed everywhere. Earth takes on its mantle of green and the buds peep from under their long winter cover and regale themselves in the gentle rays of spring sunshine.

Scranton's Big Store has taken up the inspiration of this Easter tide and has put on its new dress—every nook and corner bids you welcome, but the scene that will enrapture you most is the Spring Millinery exhibit on the 2nd Floor.

A cosmopolitan exhibit. Paris, London, New York and this city are shown together, and each is content in the association of the others, for nothing but the very best is here.

Such as we show now has never been equaled in Scranton before. They have character, dash, brilliancy; every line of their make-up is a line of beauty. Every effect is an effect to attract and favorably impress.

It is impossible to portray their airy gracefulness with the hard positive lines of a pen. Come to our Second Floor to see them; you will be well repaid. Your Easter wants in Hats can be easily selected from this immense stock.

All the Latest Trimmed Millinery, all the latest effects in the Rolling Rim Sailor. Just a glimpse at a few: One is called the DU BARRY. This chick Sailor is trimmed with foliage and berries. Then there is the SAN TOY; just the hat for a miss to wear for it has an air of smartness. Ready-to-Wear Hats. Untrimmed dress shapes in Fancy Straw and Tuscan. Then the Fancy Hats which are trimmed with flowers and ribbons.

A complete line of Trimmings includes pearls, cabashons, braids. This handsome Millinery Parlor is yours to roam in at will.

Busy Days at the Big Store

Easter week and our Grand Millinery Opening Today and Tomorrow is in perfect harmony with

OUR GREAT

FRIDAY AFTERNOON SALES

Where you will find on every sale table during the three hour sales merchandise at prices that will help you to save money. Our Friday Hour Sales are household words, made so by prompt service and good goods at full value every time.

In Basement



Sale No. 1

Begins Promptly at 2 O'clock.

- Sale of Moth Balls—This is the season you can use this moth preventive in packing away winter clothing. Friday, one hour, per pound 3c
- Sale of Toothpicks—Made from white maple, unequalled in quality and finish. Price, per box 3c
- Per dozen boxes 40c
- Sale of Fine Semi-Porcelain Sauce Dishes—At a small fraction of a dollar. Friday, for 1 hour, each 2c
- Sale of Pastry Boards—Firmly cleated at both ends. Every pantry needs a pastry board, worth 19c, Friday, 11c
- Sale of Wash Boards—This kind on sale today is made firm, has protector top, single surface. An every wash day necessity. Value 23c. For this hour buy them at 12c
- Sale of Table Tumblers—Cheap enough today. Should you buy 10 they would cost but 25c. Friday, each 2c
- Sale of Meat Platters—Measures 11 1/2 inches. Come in white, extraordinary value. Placed on sale this Friday for one hour at 7c
- Sale of Dinner Sets—A 100-piece Dinner Set. A special purchase on our part enables us to sell today this fine Dinner Set, made from semi-porcelain, figured in pretty and neat pink sprays. Worth \$9.50 per set. Friday buy them at \$5.98

Groceries---In Grocery Department

- Sale of Beans—Choice hand picked, called by the Trade mediums, almost as large as marrows. For 1 hour buy them, per quart 6c
- Sale of Tapioca Pear—All cooks know the value of Tapioca for puddings. Sold in 1 lb. packages at 10c. Buy it loose today for 1 hour, per pound, at 4c
- Sale of Coffee—A good cup of Coffee is in itself a sort of consolation for weariness. This Guaranti Coffee is put up in one pound air tight packages. Value is 35c per pound. Friday Hour buy it at 27c
- Sale of Prunes—Choice Californias, nice and bright. For one hour buy them at, per pound 4c
- Sale of Rice—Selected Carolina, always sold by us at 9c. Today we sell it for one hour at 6c



Sale No. 2

Begins Promptly at 3 O'clock.

- Sale of Clothes Trees or Costumers—Suitable for office, hall, dining room or bed room, golden oak finish, firmly constructed. A rare opportunity to secure this handy article this Friday on the 4th floor; valued at 65c, this hour 43c
- Sale of Swiss Ruffled Curtains on the Third Floor—Comes in neat stripe, 2 1/2 yards long, with 5-inch ruffle, double row of stitching. At any other time a third more than the price asked today, for one hour, a pair 43c
- Sale of Shoes—Just for sixty minutes. An opportunity that many would wish was longer, if they could but see the kind for this hour sale. In this lot you will find Women's Button and Lace Shoes, Oxford Ties, Colonial Slippers. Shoes are genuine Dongola kid, flexible soles, heel and toe are the latest. Slippers have large buckles; value from \$1.50 to \$1.69. This hour \$1.19
- Sale of Tray Covers—All linen, size 18x28 inches, plain hem and two rows of fancy hemstitching. You can't fail to buy them at today's price. Regular price 25c to 29c. This hour, each 19c
- Sale of Men's Black Hose—All regular made goods, just the weight for summer wear, on sale today with this restriction; no more or less than six pair to a customer, for 25c
- Sale of Fancy Percale Colors; this season's designs are in small figures. A fabric that will give the best wear and usually sells for 10c. Buy what you want of it this Friday hour, and you won't regret it, for 6c

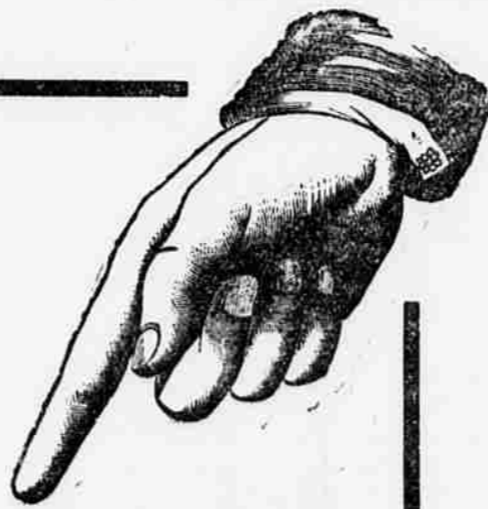


Sale No. 3

Begins Promptly at 4 O'clock.

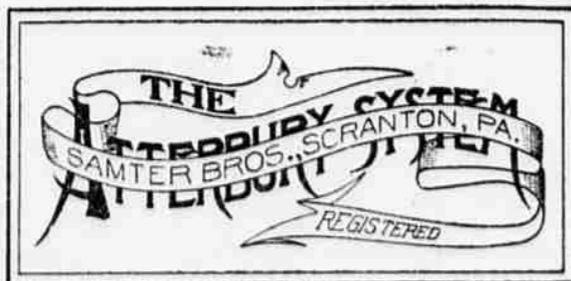
- Sale of Laces—You will be wise in investing at this lace sale. Point de Paris Laces and Insertions to match, 4 to 8 inches wide, value 15c yard. For this hour, per yard 8c
- Sale of Lawns—Never sold at this price before, and we doubt if there will be any left after this hour to sell at any price. Come and be satisfied; all new goods, all new styles; regular price 10c. Friday, per yard 7c
- Sale of Wall Paper on Third Floor—A Spring satisfaction, an opportunity that is timely, and Wall Paper at less than cost 3,000 rolls, all over patterns, a choice of twenty patterns; value up to 15c, a roll. Friday, a roll 3c
- Sale of Muslin Night Shirts—Full 50 inches long, seams double stitched, finished with braid and pearl buttons; all sizes; buy today and you get bargains. Sale near Wyoming avenue entrance. Value 50c; one hour, 39c
- Sale of Kid Gloves—In this lot on sale today are White, Pearl, Canary, with self and black stitching on back, also a few Tans, Browns and Green shades. If your size is among this lot offered on sale Friday you will find a bargain; worth \$1.50 a pair. For sixty minutes, a pair 85c
- Sale of White Lawn—40 inches wide, an extraordinary value for this time of year, when it's known that White Lawn is as good as sugar—always in demand; the value is 12c a yard. For Friday buy what you want for sixty minutes at 9c

"WORKS OF ART" Studied from Life.



"Hanan" Shoe For Men

Fifty years of study has been put into this famous Shoe for men. We are satisfied it's the most perfect Shoe made. Those who have worn it know that the name, "Hanan" stands for perfection in the art of Shoe making. The new last and styles for this season are now displayed in our Shoe Department. The "Colonial" Oxford is the latest. You can see it in our corner show case.



This "Atterbury System" of Ready-to-Wear Clothes has been studied by us for many years. Its perfection only came by persistent energy and co-operation of tailors and designers who have proved their ability in the custom tailor shop. We have always had in mind the requirements of the most exacting men. Those who are particular about the fit and style of clothes they wear. The "Atterbury" System has pleased the particular man. We believe it will please you. Spring Fashions now ready in Suits or Overcoats.

(See Our Windows.)

"Sorosis" Shoe For Women

We studied every good Shoe on the market before we decided on the "Sorosis." We talked with the managers of the Sorosis stores in the large cities—found they were successful. We talked with ladies who were wearing "Sorosis"—found out that they wouldn't wear any other. We decided it was the best Ladies' Shoe made, even when compared with other makes as at \$5. The price of "Sorosis" is always the same, \$3.50 a pair

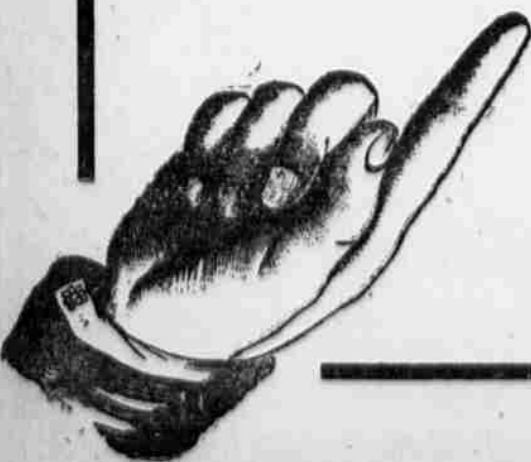
The Atterbury Suit For Young Men

We were asked many times last season for a Youths' Suit made by the "Atterbury System." We decided it could be done, and this spring we show the same styles and patterns as are used in our famous Atterbury System for men.

The Peter Thompson Boys' Suit

Many new novelties have arrived here from this famous manufacturer. Peter Thompson is a noted designer of Sailor Suits. We are showing all his latest productions, and the prices for such qualities will surprise you.

Samter Bros., Complete Outfitters.



Advertisers of Facts Only

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