

TUESDAY, MARCH 20, 1913 THE WILKES-BARRE RECORD THURSDAY, MARCH 20, 1913

THE ISAAC LONG STORE THE ISAAC LONG STORE THE ISAAC LONG STORE THE ISAAC LONG STORE THE ISAAC LONG STORE THE ISAAC LONG STORE

## More New Easter Things Ready this Bright Spring Morning

### A Thursday Sale of \$1.50 and \$2.00

#### House Dresses for 98c

—And here's housewarming time right at hand. It's an unusual occasion for values are better and styles are prettier than were ever offered you before. Yes, even at this time.

—Surely long waiting, fast color Manchester percales, plain and fancy chambrays and ginghams, neatly and painstakingly finished with contrasting colors.

—The most expert seamstresses would be proud of the workmanship and general trimness of these beautiful little work dresses—but she'd be quick to acknowledge them to be less expensive than she could possibly make them.

—That's why there's going to be a demonstration and excitement in this store's Easter sale. Disappointment, too, for late comers. Size 34 to 44.

#### Young Girls' Hats at Small Prices

—For all that, styles are prettier and more springlike than ever. The Petticoats are very good indeed, but there are so many kinds of straw and such brave trimmings of blossoms and ribbons that one can't tell all about them here.

—Even the cute little silk bonnets are trimmed with prettier flowers and better grades of ribbon straps.

—From \$1.00 to \$1.50.

#### \$4 Princess Slips for \$3.29

—Better early to wear one without waste and foundation. Rather lucky, too, that this shipment got here in time for Easter—also that such very good princess slips can be had at an actual saving of 7½¢.

—Lightly soft, minimum. Neck, arms and skirts have trimmings of dainty embroideries, German Val, and French Crepe lines. For the sheer frocks that everyone is to wear this season, these are styles with ribbon shoulder ties. All five of the other styles are such as any woman will cherish and be proud of.

#### How Are You Fixed With Neckwear?

—Something new and of unusual beauty is featured in Easter Neckwear, and it's a new kind of thing that's been offered you before. It's a new kind of thing that's been offered you before. It's a new kind of thing that's been offered you before.

#### Let a Wonderful Florida Be Your Next and Best Corset

—Giving price and distinction to the figure that is without comparison from the viewpoint of style. Yet they are inexpensive, as dresses of women who are having them fitted for their Easter clothes will testify.

#### Miss Murray, Expert New York Corsetiere

It is with this week by special arrangement to give you scientific advice on all matters pertaining to figure culture. Miss Murray will fit Florida or any of the other good corsets which we sell, without charge.

—Through her suggestions many women who were painfully conscious of the discomfort and grotesque carriage which imperfectly made and ill-fitting, new lace and pleated in their styles, natural figure.

—Instead of keeping poor, Florida corsets! Prices \$1.50 to \$1.60.

—J. B. corsets, \$1.50 to \$2.00. Other good makes at low prices.

#### Everyone Will Have Need For GLOVES

—Kaiser's silk gloves in all the new shades at these prices:—Neckties, styles, 50c to \$1.00; 12 and 18-button styles, 75c to \$1.50.

—Washable chambray and lustrous gloves, white, champagne, tan, gray, 50c and 10-button lengths, \$1 pair.

—French kid gloves for women—self-colored stitchings, all washed colors, at \$1.00 the pair.

—At \$1.00 and \$1.50, women's and misses' double gloves in the new shades—on-clap style.

—Women's and misses' single stitched gloves in tan, gray, white and black. Women's 4-button French kid gloves with Paris point stitching; white on black; black on white; colors.

—French glove and French lambkin gloves, 12, 16 and 20-button styles, \$1.50 to \$1.75.

#### Easter Novelties

In the Infant's Wear Store that you'll want for giving the new people on your Easter gift list. This pretty costume is growing year by year.

—Bianche Real Chickens Fancy Eggs Pretty Bunnies Cuddly Novelties Size 70 to 75c

#### New Spring Underwear

—Among other dainty bits of underwear in a shipment just received from the famous Italian mills, there were some fine lustrous combinations that will appeal to every woman who needs the same snugly with neat finish, the combination for neck with perfect top and the soft fine materials. All sizes at \$1.75 and \$1.95.

—These weight vests bearing the famous Kaiser label, are also ready in blue, cream and pink—50c to \$1.50.

#### Easter Ribbons

The largest and most varied stocks in town.

—Devine and Trullian novelties to make those extremely smart stickups for your last. Bulgarian weaves in rare and vivid colorings for sashes and the cute little vests, on waists and dresses. Plaids for hair ribbons, and hundreds of yards of stable weaves. Prices.....

25c to \$2.98 Yard

#### Silk Petticoats \$1.95 to \$12.98

—New fangled ideas—really the choicest novelties we've ever displayed, and the color range is such a wide one, it's certain that you can match any gown or suit, providing, of course, that it's a new one. Taffetas, Italian silks, crepes de chine, and nonettes. Particularly will you be delighted with the large varieties at \$4.98 having the celebrated Elford waistband.

#### Here's a Blouse of Old Blue and Gold Crepe de Chine

—Supplemented by shades of green, a la Bulgarian here and there. The hand embroidery of crepe de chine, velvet and shawls are generally like the Russian model from which it was copied. So are the little pink-ched tailored bow at neck and the rhinestone buttons that flash down the front. Yet it is less than one-third the cost of its more charming original.

—Waists all the way from \$1.98 to \$3.50.

#### Children's Rompers well worth Their Small Prices

—Sizes from the crawling age up to 6 years.

—Crepe, gingham and chambray printed in those fast colors which mothers can send to the laundry without misgivings.

—Petties of course and if anything generally improved over last year's attractive ones—50c, 75c, 98c, \$1.00.

#### Silk Hose for the Low Shoes You'll Soon Be Wearing

—For those who wear Easter bonnets thought without a pair of dainty silk hose in a favorite color. It's worth the telling, though, that there are lots of comestibles being peddled off under the name of silk—and it's a good advice to see that you buy only such reliable grades as we sell.

—For 50 cents you may have pure silk foot style hose with good lace tops.

—At \$1.00 there are footless colors to choose from besides black and white.

—At \$1.95 to \$2.98 there are heavier and better grade.

—Infants' silk hose at 25c.

## Isaac Long Easter Sale March 20, 1913

Clipped By:



kat00769

Fri, Feb 22, 2019