

A DOZEN YEARS IN BUSINESS IN KANSAS GITY, MO.

September 9th, 1895—Twelve years ago today—a small mercantile craft was launched on the troubled sea of commerce at Sixth and Main Sts., this city. This infant industry had little capital and small credit, but a mountain of pluck and determination. It believed that there was a field for the exercise of its efforts. It believed in the law of service, the real foundation of all true religion and real happiness in this world. It believed that if it gave conscientious and honest service and threw around every transaction, its sacred promise of protection, that it would justify its existence.

Those who have been in the thick of the fight from the small beginning at 6th and Main Streets, to the magnificent store at 12th and Main and now reaching across to Walnut and to 13th Street; those who have given their life's blood, almost, to rear here an institution that would be worthy of this Queen City of the west and worthy of the support of this generous people; those who have been with this institution through the struggles of the early years and who once saw the work of a life-time swept away in a few minutes by the devouring flames of the fire god; those men know what it has cost to rear this great commercial edifice which the unthinking look on to-day and wonder at the LUCK of those who did it.

Yes, more has been accomplished in twelve years than is usually accomplished in a lifetime in similar undertakings. We claim no credit for this, but the credit is due rather to you, the loyal patrons of this store, and to the principles of justice and conscientious service which we have endeavored to weave into the warp and woof of this business.

The store is yours and ours. You and we can get mutual good results out of it. When it ceases to serve your interest, it will cease to exist. On the platform of merit only, does it expect to justify your support.

JONES DRY GOODS CO.

GRAND MARCH TO JONES'.

By DAISY ALLEN

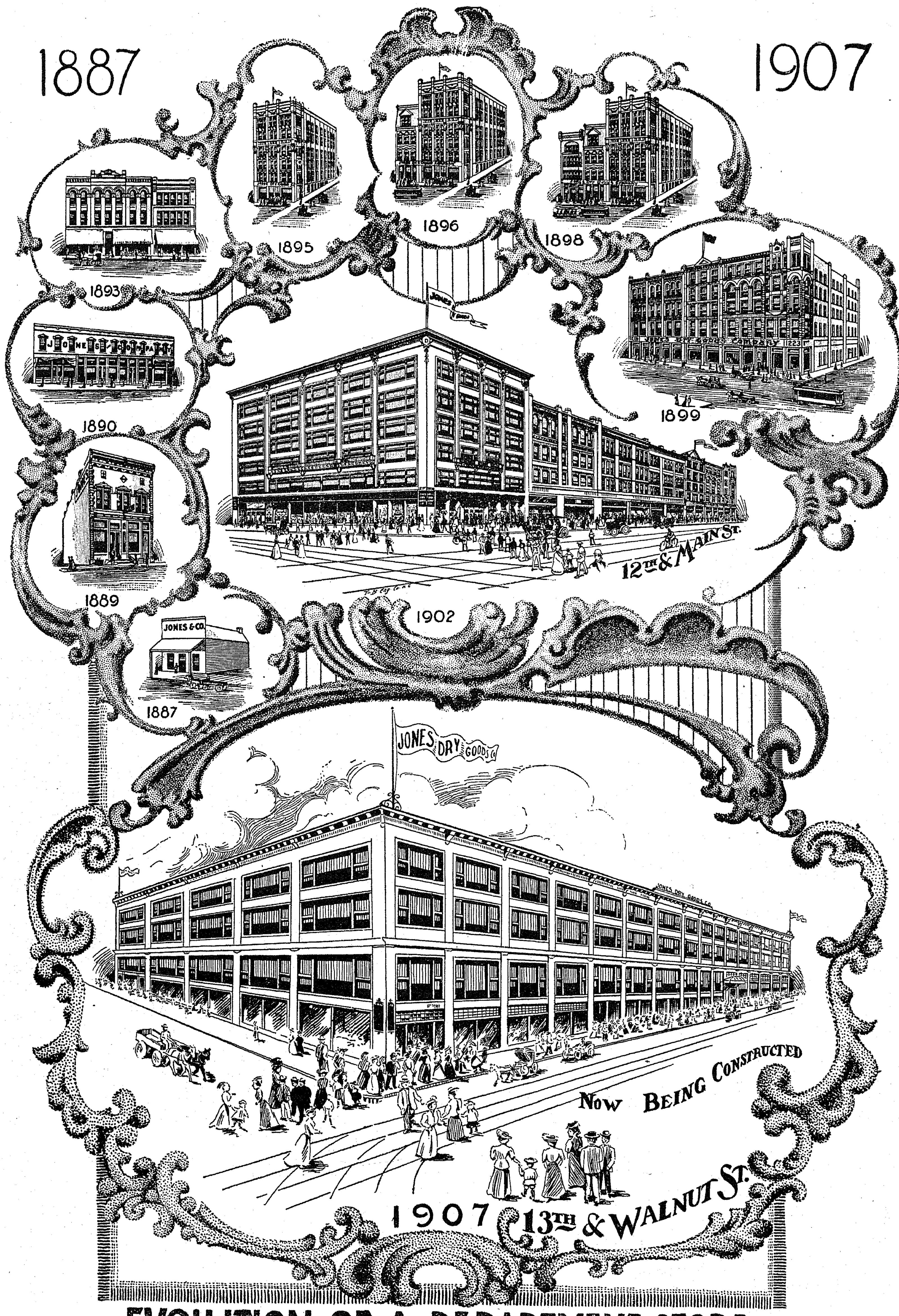
DEDICATED TO THE PATRONS OF THE BIG WHITE STORE.



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EVOLUTION OF A DEPARTMENT STORE