

HATS TRIMMED FREE. HATS TRIMMED FREE.

Gerson's Gerson's

MILLINERY,

421 LACKAWANNA AVENUE

The Store is Crowded Every Day. Intelligent, Economical, People Are Taking Advantage of Our Remarkable Low Offerings.



Would it interest you to know that we are doing the largest Millinery business ever done in Scranton? It would interest you to know that our prices are less than one-half of what you've been used to paying.

A Hat For Little Money

may be as pretty and becoming to the wearer as though dollars were spent upon it. Pretty bows and dainty flowers skillfully arranged make the hat, but the way it is trimmed that counts.

Taste and experience rule the store. Taste makes pretty hats—experience makes low prices.

THE GREAT HALF PRICE SALE OF

Trimmed Hats, Untrimmed Hats, Ribbons, Flowers, Feathers, &c.

with a style and dash to them that is only seen in a Gerson Hat. Short back Sallors, Large Flaring Hats, Large Dressing Hats in new summer braids and trimmed as only we can trim them. Prices, \$4.50, \$2.50, and \$1.50.

Would be cheap at double the money.

Trimmed Leghorn Hats.

Fine Leghorn Hats, trimmed with chiffon, Mousseline de Soie, flowers and what, worth \$10, \$12, and \$15, at \$5, \$6, and \$8.

Trimmed Sailor Hats.

50 dozen of fine quality Mixed Straw Sailors fully trimmed, with leather sweat, worth \$15 to \$20 each.

At \$9, and \$10, each Fine Bennett Brail Sallors, Knox Shape, perfect in every respect, worth \$10, \$12, and \$15, at \$5, \$6, and \$8.

At \$10, and \$12, each Fine Milan Sallors, worth \$15, \$18, and \$20, at \$7, \$8, and \$10.

A GREAT RIBBON SALE

We're having just now that's bringing people from far and near to secure some of the wonderful bargains we are offering.

Think of all Silk Satin Ribbons, No. 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, worth \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.25, \$5.50, \$5.75, \$6.00, \$6.25, \$6.50, \$6.75, \$7.00, \$7.25, \$7.50, \$7.75, \$8.00, \$8.25, \$8.50, \$8.75, \$9.00, \$9.25, \$9.50, \$9.75, \$10.00, \$10.25, \$10.50, \$10.75, \$11.00, \$11.25, \$11.50, \$11.75, \$12.00, \$12.25, \$12.50, \$12.75, \$13.00, \$13.25, \$13.50, \$13.75, \$14.00, \$14.25, \$14.50, \$14.75, \$15.00, \$15.25, \$15.50, \$15.75, \$16.00, \$16.25, \$16.50, \$16.75, \$17.00, \$17.25, \$17.50, \$17.75, \$18.00, \$18.25, \$18.50, \$18.75, \$19.00, \$19.25, \$19.50, \$19.75, \$20.00, \$20.25, \$20.50, \$20.75, \$21.00, \$21.25, \$21.50, \$21.75, \$22.00, \$22.25, \$22.50, \$22.75, \$23.00, \$23.25, \$23.50, 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