

# THE POWER OF CASH

Appeals to us as a nation, it appeals to us as individuals. What a factor it is in the mercantile world! it is the oil that lubricates the great engines of commerce.

## Scranton's Great Department Store

IS A CASH STORE, made so by the unlimited influence of spot cash, on the manufacturer, the merchant and the customer. We save money by purchasing for cash. All the discounts, rebates and cut list prices known to the trade are ours, because of our cash dealings. If we save money for this reason, it follows that you can do the same.

### Here's an Illustration

Today we offer our patrons bargains that will clinch our reputation for low price selling. Bargains that will startle the city. Come early for them. They are yours at a price for cash, and the price is low enough to pack every department with customers. We'll prove it to you in a sale of

## Men's English Walking Gloves.

These Gloves came to us unexpectedly—were shipped here by a big glove maker, who needed money and quick. We made him an offer—the gloves are here. That's the story in a nutshell. They are in English Red and Dark Tan shades. Many of them are silk lined. They come in quarter sizes from 7 to 9, have one clasp, and are worth by all fair standards 98 cents.

We have just ONE THOUSAND PAIRS of them, which will be sold today at

# 48 Cents Per Pair.

On sale at 9 o'clock this morning. Only one pair to a customer.

### Furniture

Here are two items in Furniture, which speak volumes for a stock that is complete in every detail—sensible gifts every time:

#### Oak Stands

200 Quartered Oak Stands, solid tops, 24 inches square, beaded trimming around edge. Under shelf 16 in. square. Carved legs, built very solid and highly polished. You'd pay \$2.00 for these stands in some stores.

Here Today at **89 Cents.**

#### Rockers

150 Rocking Chairs, solid oak or mahogany finish, back inlaid in white holly. Seats upholstered in silk tapestry, with tempered steel springs. Would be cheap at \$5.

Here Today at **\$2.49.**

Fourth Floor.

### Handkerchiefs

Our Handkerchief Department is one of the most complete in the store. Special lots are put up in boxes, half dozen of a kind, expressly for holiday Gifts. Here are just three items picked at random from the stock:

**Ladies' Pure Linen**, hemstitched and lace insertion borders; others with fancy printed borders and embroidered scalloped edges.

At 5 Cents Each.

**Men's Pure Linen**, or Japanese Silk Initial, with hemstitched borders,

\$1.25 Per Box of 1/2 Dozen.

At 25 Cents Each.

**Men's Pure Silk**, wide hemstitched borders, extra large embroidered initials. Very handsome and worth \$6.00 per dozen.

At 45 Cents Each,

Or \$2.50 Per 1/2 Dozen.

Main Floor.

Regular Dinner in the  
Restaurant. 11.30 to 2.30..... **40c.**

Store Open Evenings Until  
Christmas.

# JONAS LONG'S SONS

## Mammoth Department Store.