ON THE WAY TO THE KLONDIKE REGION
Eatior Lapiment Tells of His First Northen Experinace. Nertherv most ranlwas pont From Edmonton in Aiborna, Canadn,
 Docuin Min Eomemace or the of Traveting Over Them.



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## The Onward March of Progress

Continues here with steady stream. There are no new trade adjectives to use in exploiting this business. The honest ad-
vertiser is always discounted by the humbug. To tell the whole truth with regard to our goods and prices, puts our lan-
guage in the usual category. We must trust the public of Scranton and vicinage to place the true value on the words we
use. We have no time or inclination to talk shams or prejudices. Crowds are coming this way daily. Thus the store be-
comes its own best advertisement.
PRICES ARE VITAL. At that point we must have your confidence. Reckless competition would impress you
with bad notions-if they could. But they do not. We spend money freely on everything that will better your shopping
interests, whether people to work for you, decorations to please you, fixtures for goods or appliances for comfort. All

Buying Largest, We Buy Cheapest.
We can afford to make prices least and WE DO. We never offer baits. Nor do we make losses on some goods to create extortion on others. When we offer 'Bargains," we supply them. It would be easy to offer them without.
Such methods are common. There's only one extravagance we never indulge in-HIGH PRICES. Always remember that.


Scranton's Great Department Store.

## BATH ROBES

 AND HOUSE COATS
## CUT PRICES TO COST.

WE ARE OVERLOADED WITH THE ABOVE, AND THE SHORTEST AND STRAIGHTEST ROAD TO GET RID OF THEM IS BY THE "CUT PRICE PATH." THERE'S NO LONG STORY ABOUT IT. THEY ARE ALL MARKED IN PLAIN FIGURES, WE'VE NO TIME TO MARK THEM DOWN INDIVIDUALLY, SO WE WILL CHARGE YOU AS FOLLOWS FOR BATH ROBES
$\$ 1.98$ FOR BATH ROBES MARKED \$3.00.
2.23 " " " " 350
2.49
3.50.
4.00 .
2.73
4.50.
3.48
5.00.
3.73
6.00
3.98
6.50.

HOUSECOATS ARE ONE-FIFTH OFF THE PRICE MARKED IN PLAIN FIGURES.

