THE WIFE
BY JANE PHELPS, AUTHOR OF "MARGARET GARRETT'S HUSBAND," AND OTHER NOTABLE STORIES.

## It's What YOU Say That Counts!


est specialty shop in - well, anywhere. That's the customary thing in advertising. It's the easiest thing to say-and almost everybody does say it, about merchandise, prices, service. The surest way ing about how good you are

## We Want This Store to be Known

 As a GOOD store-as the preferred store; but we want you to say it-and we don't expect you to say it unless we really make it so. If we
俍 do that, we won't need to brag about it. Our idea of "BEST" in a store may be stated about like this:
1.-Having Merchandise that can be trusted as to quality; being sure about it.
I.--Marking it at prices that are fair to our customers as well as to ouvselves. $11 .-$ Serving, conscientiously, the ladies who come here, that is, seeing that IIM.- Seroing, conscient, instead of trying to make them want what we have.
IV.-If you they wake a mistake in deciding what you want-in other words, if
One Whole Floor of New FUR COATS!
Hudson Seal Coats-Plain, in ten distinct models, all sizes, at
....................................... $\$ 225.00$ and up Also a big variety of Hudson Seal Coats, trimmed wit
4 aska Sable, Mink, Squirrel, Lynne, in taupe,black and natura ring-tail opossum, wolf, also with Australian opossum.

## $\theta$


I. I. BIMROWS Mover Carting, Teaming Storage 1 Piano Hois ing Machine
$\qquad$ Street
Phone 365 Phone 365
Residence- 236 West
Phone 638

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D. L. \& W. Scranton Coal

OFFICES 52 ERIE AVE. 154 CLARENCE ST,

## PRINTING:

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MacBride Press 20 King streat ${ }^{2}$ Phone sin

Broadbent Tailor too the well-dretied
Man or Wont for Jaeger's Puro wool Agent for Jaeger', Pure Wool Agent for Ely's Neckwear
Agent for Aevtex Undereat
"Borealino" and other High


Ohlldren Cry
RESTAURANT

T. HOBDAY, Prop.


Gentleman's Valet Cleaning, Pressing, Re G. H. W. BECK Bell 560. 132 Market' St

DETDEYAN'S FLWALE PLISR?
PHOSPHONOL SOR MEN Rectore vim



323 Colborne Street BELL 90


