 HIGH AVERAGE






## Creat Sale of Jewelry

Commences April 12th and continues for two weeks. We have made special arrangements with the manufacturers to have on exhibition and sale an extensive line of Jewelry and the prices are on a "50 Cents on the Dollar" basis. We do this to introduce our permanent jewelry department and you can have no idea of the "Bargains" without seeing them. You'll do well to, at least, look,

## Remember the

## Special Prices Are Olly While the Sale Lasts.

The more you know of this sale the greater your appreciation. Having bought for less we sell for less than the usual retail prices. In fact, this is a great underselling event. It won't interfere with our usual great selling of dry goods, however.

## McConnell \& Co.,

The Satisfactory Store, 400-402 LACKAWANNA AVENUE.




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