SEALING OFF COAST
OF NEWFOUNDLAND
Pitiful Slaughter of 300,000 or More Pups Every Spring-At Their Best When Three Weeks Old.


## Connolly \& Wallace

## Scranton's Shopping Center, 123, 125, 127 and 129 Washington Ave.

## A New Store-An Enlarged Store.

## PROGRESS demands expansion-our new store is a result of it. We now occupy

1 28,000 square feet of floor space, devoted exclusively to the sale of Dry Goods. Our friends tell us wa have the finest store they know of-we believe we have the largest dry goods store in this section of our country

A store is much like a human being. It has its birth, its childhood, its period of preliminary schooling-it grows untit it establishes its place in the affections of the people. And then keeps on growing, if it's good.

No store ever yet jumped full grown into business. Some have tried, so have some men.
But the store that wins is the store that works up by degrees from nothing, just as the most successful men have been they who started as boys with their pockets empty, but their heads full

Those of our friends who knew the old place a little further up the street know how small our beginning was

That the store here is larger is due simply to the fact that we have tried to serve the people as they like to be served--fairly, courteously, comfortably. A store may start right and then go wrong. The foundation of a twenty story building may be secure, yet the superstructure may be so loosely built that it will tumble to the ground.

## It's the Way a Store Builds on Its Principles That Counts

If its prices are too high, having "one price" is perhaps worse than having many,
If it has abnormally low prices for some things (as baits) and makes up the loss by charging too much for others, it's as bad as having two prices.

If it puts so much red tape around its "exchange and money back" rule, people with sensitive natures will refuse to ask for a privilege so grudgingly given

While the Park Avenue Hotel in New York was on fire a guest rushed into the office and said to the clerk, "Man, this hotel is burning. Why dor't you do something ?"
"This hotel is fire-proof," he replied, and went on leisurely writing.
Some stores say a thing in their advertisements, and no one knows it isn't so until the test comes

Our store laid down a principle long ago that its advertisements must tell the exact truth: It does what it says, (unless a typographical error makes us say something not intended).

Trade has been uplifted in the past ten years
This store was founded with the desire not only to do more than other stores were doing, but to do it better.

Andrew Carnegie has written his own epitaph, and it is this, "Here lies a man who was clever enough to gather cleverer men around him.

It was only with the assistance of the loyal men and women who for ten years have lived under our roof that we have worked out even a part of our ambition.

We cannot personally meet all our customers, though we would gladly do so every day. The folks behind the counters must speak for us. It is no empty compliment, or cheap attempt to win loyalty, when we say that no store was ever better served by its employes.

This period of expansion in our career is a time for well-wishes all around. While receiving the congratulations of our friends, we bespeak for all stores that deserve it the same success that has come to us. We have never placed hinderances in the way of other stores, nor done anything to prevent their growth.

On the other hand we have seen them grow with pleasure, believing that what helps Scranton helps this store, that the more good stores there are the larger will be the business of this store.

This is a time for making new friendships as well as for renewing the old.
If there are any who have never been in the store, let them come now and see how different it is from other places of business.

If there are any who have been turned away from this store, for one reason or another, let them come back and see how easy it is to right a wrong.

Satisfactory service is the corner-stone of the expanded store.

## the enlarged store is now open-come.

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