

July Clearance Sale.

A Veritable Furore Has Been **Created by the Great Values** Offered at this Event.

Of course, we expected a crowd-but the vast throngs that surged through the store, even during the early hours, nearly overwhelmed us. Eager shoppers were everywhere-buying, buying, buying. Enthusiasm ran high, for values provided exceed, in many instances, the keenest bargain expectations,

This week will witness even greater interest in this stocklowering and price-reducing sale, for we have surpassed our best previous efforts in value giving.

Best to remember that discerning women do not overlook the best offerings-and to come early, escape the crush and obtain the pick of these unequalled values.

Sale Started Saturday, 9th,

And is the season's greatest stock reduction and price pruning event, Atttend.

The price-ax has dropped-leaving in its course a stupendous array of shattered, cut and chipped off costs on all lines of Summer Goods. Everything must go-it is clearance time throughout the store. Not a few bargains here and there but a big, comprehensive price reduction on our entire stocks, affecting all departments.

Freely and deeply we have pared the prices, spurred by our determination to completely clear the decks-disregarding cost and profit in the sole purpose of affecting a final clearance sale of all Summer Goods.

The Smart & Silberberg Co. OIL CITY, PA.

Oil City Trust Company, Oil City, Pa.

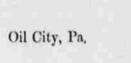


When the Word Values

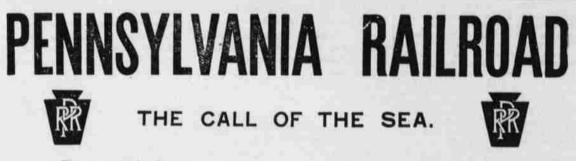
Enters into your consideration this store stands as the leading exponent of giving

A Dollar's Worth for a Dollar,

An established precedent with us that we shall never deviate from. Special values in Clothing, Hats and Furnishing Goods all this month.



Oil City, Pa.



"The water is fine; come in!"

From gay Atlantic City comes the call; from witching Wildwood; from Cape May in the flush of her rejuvenation; from Asbury Park and Long Branch where the rare beauty of the country with its sylvan shades meets the

> crests of the incoming billows; from all the wavewashed coast of New Jersey, comes the summer call of the sea.

the Pennsylvania Railroad is high-grade and convenient. To Atlantic City, Cape May, Wildwood, and Ocean City, direct connection is made via the

To Asbury Park, Long Branch, and

Will you come?



Important Announcement

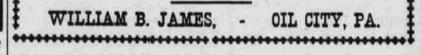
Concerning Rogers Silver Trading Coupons.

With each \$2 purchese we will allow \$3 worth of Rogers' Silver Trading Coupons. With each \$3 purchase we will allow \$5 worth of conpons.

The purpose of this unusual offer is to interest those who have not already started to save coupons and help those who are saving to quickly obtain the quantity necessary to secure the premium wanted.

We wish to make a perfectly frank and honest statement to our patrons concerning our introduction of the Rogers' Silver Trading Coupons:

It is simply a method of advertising. This store spends an-nually between \$2,000 and \$3,000 for advertising. From this advertising our patrons derive no slightest benefit further than the information advertisements contain concerning merchandise for sale here. We have had under consideration a number of plans whereby we might obtain the same advertising results and be at the same time of direct benefit to our patrons. We were most favorably impressed with this premium plan as the best. Come and see the premiums.





Students placed since Jan. 1, 1910, from our

Hoff and Salamanca Business Colleges.

Georgia Whitman, C. E. Metzger Co., Warren, Pa. Mary Daniel, Odell Clothing Co., Warren, Pa. John Thelin, B., R. & P. R. R.; W. Salamanca, N. Y. To all these delightful resorts, the service of No. No. No. Clare Lowe, Cook Oil & Gas Co., Mayburg, Pa. No. Clare Lowe, Cook Oil & Gas Co., Mayburg, Pa. Daisy M. Hain, Penna. Lumber Co., Sheffield, Pa. Roy A. Gage, New Orleans Great Northern R. R. Co., Buffalo, NY Elin Soarburg, American Hone Co., Tidioute, Pa. Earl Lawson, Mosser Tanning Co., DuB dis, Pa. Verena Huber, F. H. Grunninger, Warren, Pa. Frank W. Cass, Assistant Soc'y Y. M. C. A., North Platt, Neb. Ray Niver, Central Penn'a Lumber Company, Sheffield, Pa. Rhesa Neilly, Henry Insurance Company, Warren, Pa. Edna Hollander, Lawrance Office, Jamestown N: Y No. Ne. Delaware River Bridge without transfer across No. No. Philadelphia. No. Ne, 10 the Upper Coast resorts, good service is No. 11 No. 12 provided by through trains from Philadelphia. Edna Hollander, Iosurance Office, Jamestown Nº Y. No. 13 The call of the sea is on. It promises H. G. Bantley, Sheffield Bottle Works, Sheffield, Pa. No. 14 Ellentine Johnson, Spaulding Company, Buffalo, N. Y. Florence Stevens, Conewango Trust Company, Warren, Pa. No. 15 a regular dividend of pleasure, and an extra No. 16 grant of health and vigor to those who No. 17 Manley Lind, David Mintz Clothing Company, Marienville, Pa. Glen English, Florindin Company, Warren, Pa. No. 18 heed it. Margaret Donahue, Rogers Shear Company, Warren, Pa. Edna S. Wood, Warren Water Works, Warren, Pa. Allison Lewis, Washburn-Crosby Company, Warren, Pa. No. 19 No. 20 No. 21 No. 22 Jay Clark, Jacobson Manufacturing Comyany, Warren, Pa. Dalia Mack, C. E. Congdon, Attorney, Salamanca, N. Y. No. 23 Harry Brown, Pennsylvania Railroad Company Salamanca, N. Y. Fanny Roff, C. E. Congdon, Attorney, Salamanca, N. Y. No. 24 No. 25 No. 26 Fred Jonas, Warren Refining Company, Warren, Pa. No. 27 Iva M. Earl, Veneer Panel Mfg. Company, Salamanca, N. Y. No. 28 Robert Patterson, Pinder Low Office, Salamana, N. Y. Mary Van Vessen, Sterling Furniture Company, Salamanca, N. Y. Arthur Tyler, Elk Tanning Company, Ridgway, Pa. Helen Mulcay, Little Valley Catlery Co., Little Valley, N. Y. No. 29 No. 30 No. 31 Earl Noves, B , R & P. R R Co., West Stamanca, N. Y. Merlin Bennett, Erie Ruilroad Company, Salamanca, N. Y. No. 32 No. 33 Frank Johnson, Erie Ruilroad Company, Salamanca, N. Y. Gurth Ridout, Erie Ruilroad Company, Salamanca, N. Y. No. 34 No. 35 Floyd Lawson, Erie Railroad Company, Salamanca, N. Y. No. 36 Harry Griffin, Pennsylvania Railroad Company, Solamanca, N. Y. Floyd Bozard, B., R & P. R R Co., Salamanca, N. Y. Uriah Fluent, B., R & P. R. R. Co., Salamanca, N. Y. Guy Bradley, Gould Steel Works, Depew, N. Y. No. 37 No. 38 No. 39 No. 40 Hulda Peterson, Peterson's Furniture Factory, Warren, Pa. No. 41 No. 42 John Thompson, Warren Garage, Warren, Pa. No. 43 Henry Hunzinger, Florindin Company, Warren, Pa. Come to the old, reliable "HOFF" for your Business Training. We teach the incomparable 'GREGG" Shorthand, "TOUCH" Typewriting, SADLER ROWE Bookkeeping. Sand for particulars. I. J. Hoff and L. J. Holmes, Proprietors, Jacob Miller, Warren, Pa. Moore & Stevenson Stores Dealer in CLOTHING, Very Important News to Ladies of Tionesta and Forest SHOES County, Pa. We will sell all our Ladies' Tailor Made Suits at half price during July. Our stock contains none but the best and most exclusive popular styles made of all kinds, and for finest trade, reliable and true in every particular-best cloths and finest silk linings, guaranteed to give best satisfaction. Price range of these beau-tiful suits is \$16.50, \$18.50, \$20, \$25, \$30, \$35, \$40, \$45, \$50 to \$60. You will pay only half-price for any one or more you may select. There is a splendid assortment of colors and sizes to choose from. Every suit is this Gentlemen's year's latest style. When alterations have to be made, our expert ladies' Furnishings. tailor will do the work in the best manner possible, for which a moderate charge will be made. This sale will afford a rare opportunity to buy the GEO. W. BOYD, General Passenger Agent finest and best suits for only half their true value, two suits for the price of one. It is our purpose to make a clean sweep of our entire suit stock-A new and up-to date stock, alhence the extraordinary low prices. We advise an early call to secure good ways fresh from the city. assortments-come soon, delay is dangerous in this case. In connection with above we will include our whole stock of I Guarantee Satisfaction. LADIES' WHITE SHIRT WAISTS Made by The Royal Shirt Waist Co. The name and fame of this company is sufficient warrant of absolute satisfaction as to wear, style, quality and Give us a call and get our prices before purchasing. Executor's Notice. perfect fitting. These Waists will be sold at a very considerable reduction from regular low prices but NOT at half. Ludies' Suit and Waist Depart-Kellettville, Pa. ment second floor, accessible by elevator.

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DIAMOND BRAND PILLS,



