## The dmartare jillerberg Co

## When to Do the Spring Shopping

Is a question of vital interest now to every woman, Do you
realize the unusual advantages to be gained by a visit to this realize
store?

There's not a style idea that's attracting attention in the big fashion centres, but is well represented here.

There's not an article in the store, be it garment, fabric or
on, but is of as high quality as can be obtained anywhere notion, but is

- And if moderate prices are of interest to you, there's just


## Women's Suits

## in Spring Styles.

Yes! tor Spring! New arrivals about which we hasten to tall you before they are picked up-their smartness will not le em linger long.

We note among the various materials, the handsome Whip-cords-the fashionable Homespuns-the wide-wale Serges and
French Serges-the distinctive mixed suitings. Exquisite touches of trimming on these suits give them an air of individuality quite at variance with the modest prices
$\$ 10, \$ 12, \$ 15, \$ 20, \$ 25, \$ 35$.

The greatest nation of
individual efficieney is
France, and its efficieney
is due entirely to its sav-
ings. The people render
themvelves free from the
bread and butter prob-
lem and are free to indi-
vidually perfect their ef-
ficiency.

We Pay 4 Per Ct. on Your Savings Oil City Trust Company Oil City, Pa.

| SURE TO BREAK THIRD TIME | THE REASOI. |
| :---: | :---: |
| n Know What His Spectacles Would Do, So He Got Ahead of Fate. |  |
| A Jeweler in Brooklyn recently showed the humorous phase of super- |  |
| - A man came into my store with a |  |
| roken," he sahr |  |
|  |  |
| optcician with me. A price was |  |
| W |  |
|  |  |
| lucky with them; this was the Arat |  |
|  |  |
|  |  |
| they b |  |
|  |  |
| st," he told me, 'so they won't break agana.' |  |
|  |  |
| When he did and when they were given to him he asked if I had a glass |  |
| paperwelght or something the least bst |  |
| andy and I asked him if that would $\begin{aligned} & \text { bables out without any uhade for the } \\ & \text { enondering what he wanted them } \\ & \text { eyes. Even though it is not summer }\end{aligned}$ |  |
|  |  |
|  |  |
| mer |  |
|  |  |
|  |  |
|  |  |
| the pleces in his hand. Tve fixed that. $\begin{aligned} & \text { defeetive } \\ & \text { tions. which remain for life. }\end{aligned}$ |  |
| will you ktndig repatr them |  |
| Qgain? |  |
|  |  |
| Se had done this. <br> "'superstition,' he replied. 'T've al- | It is for a baby in a goca riage to be sublected to it. |
| ready broken them twice and there riage to be subjected to It. |  |
| brought that thrd time about no I |  |
|  |  |
| wouldn't have to lose more time than necessary. Now, if you will have | Mayor's Frience with Hearst's |
| them fixed I guess they'Il never break ngain!" |  |
|  |  |
|  |  |
| "If st. James' Bible was good |  |
| enough for St . Paul, it is good enough no |  |
| fest of a New England deacon against the Teadlag of the Pevised inutend of |  |
|  |  |
| the readling of the Revised instead of |  |
|  |  |



## The Wilful Murder of Public Confidence.

There are many dealers in merchandise who care as little for your future business as a well-fed black bass cares for a thunder shower, and disregard all thought except the possession of your dollar. These are the fellows who canvass your homes witton.
pack or engage a hotel room and set out the bait. You bito and get bitten. pack or engage a hotel room and set out the bait. You bito and get
We want to impress ivdelibly on your mind this unalterable fact: Our Business ise want to impress indelibly on your mind this unalterable fact: Our Busimess
Iour Euginess. This store enj, ys a wonderful business because you beis Your Businoss. This store enj,ys a wonderful business because you bepublic service principle at the nltar of don't oaro. to more firmly cement your confidence in us by striving to at all times give the best values obtainable in this country at any specified price.
P. S. - We hat a
Oil City, Pa. Sthe (3) Oillit City, Pa.


The Women of Tionesta
The New Tailored Suits, The New Silk Dresses, The New Wool Dresses, And The New Coats, Also the New Foulard Silks.

The Kinter Co. Oil City, Pa.


EaSTERN SEASHORE TRIP I5-DAY EXCURSION Atlantic City The YOUTH'S Cape May Wild wood, Ocean City,
Nea isle Cily,
Friday, A pril 5, 1912. $\$ 11.00$ from Tionesta

Pennsylvania R. R.

and Manufacturing Opticians.
Results-Definit.


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D.SWIFTQE

