

L. & C. Coat, Suit & Dress Company, Inc.
"The Women's Shop of Hornell"
102 Main St. Hornell, N. Y.

\$100,000 OF NEW FALL MERCHANDISE AT RADICAL REDUCTIONS

W. J. ... & Co.
"The Women's Shop of Hornell"
102 Main St. Hornell, N. Y.
This sale is what our customers have been waiting for. It will pay you to wait.
SALE OPENS FRIDAY OCT. 21st

The greatest sale ever attempted by the L. & C. since we opened our store. Many thousands of dollars of merchandise to be sold at no profit to us.

Great Purchase Sale

\$100,000 Worth of Fine Imported Coats, Suits, Dresses, Skirts, Waists, Underwear, Hosiery, Corsets, Furs, Millinery, etc. A purchase made by our buyers direct from the manufacturers. This merchandise will be sacrificed at the same concessions at which we secured them during this wonder value event at

ONE-THIRD TO ONE-HALF OFF

SALE OPENS FRIDAY, OCT. 21, AT 9 A. M., FOR 10 DAYS ONLY

<p>Great Basement Sale Bargains</p> <p>79c POLLY PRIM APRONS SALE PRICE 39c</p> <p>59c Brassieres SALE PRICE 39c</p> <p>\$1.25 Underwear SALE PRICE 69c</p> <p>\$5.95 All Wool Plaid Blankets SALE PRICE \$3.95</p> <p>\$3.95 All Silk Jersey Petticoats SALE PRICE \$1.95</p> <p>59c VOILE assorted patterns SALE PRICE 19c yd.</p> <p>\$1.25 SILK CAMISOLES SALE PRICE 69c</p> <p>\$1.95 SILK CAMISOLES SALE PRICE \$1.00</p>	<p>AT \$12.95</p> <p>These garments were spotted by water in our basement during the last heavy rain which flooded our basement. You could not tell them from perfect garments if we did not mention same.</p> <p>UP TO \$25 VALUES IN Coats, Suits and Dresses</p> <p>We have set a high standard for value-giving to-morrow. Garments in the height of style. \$12.95 never bought such high grade garments in years — come and convince yourself.</p> <p>Swagger, smart Coats, Suits and Dresses in chic snappy, tailored styles — and at the price, \$12.95, they are the most wonderful garment values we've yet offered this season.</p> <p>\$12.95</p> <p>On Sale in basement only. Get here early, only 110 garments.</p>	<p>High Class DRESSES</p> <p>A Brand New Lot of High Class Dresses for Misses and Women at \$16.95</p> <p>Manufacturers who sold us these garments didn't make any money on them, they sacrificed their profits and we are sacrificing a share of our profits to make this sale at \$16.95 possible. Taffeta Dresses, Canton Crepe Dresses, Messaline Dresses</p> <p>\$16.95</p> <p>Dress Department First Floor</p>	<p>At \$19.95</p> <p>Garments Made to Sell for Not Less than \$22.50, \$25 and \$37.50</p> <p>SUITS, COATS</p> <p>High grade garments for women and misses. New \$16.95 Tricotine Suits, tailored street and dress Coats, and some of fashionable fall style garments. See your choice at this very remarkably low price for highest class garments.</p> <p>You'll find a remarkably large and complete assortment at this popular price — many garments taken right from much higher priced lines featured at this price.</p> <p>\$19.95</p> <p>First Floor</p>	<p>Children's \$8.95</p> <p>COATS</p> <p>There are about 50 of these stylish Children's Coats, and they range in sizes from 2 to 6.</p> <p>\$5.95</p> <p>Second Floor</p> <p>Child's \$10.95 and \$12.95 NEW COATS, \$8.95</p> <p>Plenty of selections in the season's most captivating and successful styles in wanted colors. Sizes range from 8 to 14.</p> <p>\$8.95</p> <p>Second Floor</p> <p>Extra Special All Wool Jersey Bromley 2-Piece Suits</p> <p>Skirt pleated and braided Blouse All sizes — All colors</p> <p>SPECIAL SALE PRICE \$8.95</p>	<p>Great Basement Sale Bargains</p> <p>79c Children's Night Gowns SALE PRICE 2 for 1.00</p> <p>\$2.49 SCHOOL DRESSES SALE PRICE \$1.49</p> <p>\$1.95 KIMONOS SALE PRICE \$1.00</p> <p>\$1.95 WAISTS SALE PRICE \$1.00</p> <p>All Wool SERGE DRESSES SALE PRICE \$3.79</p> <p>39c CRETONNE SALE PRICE 15c yd.</p> <p>\$5.95 All Wool Pleated Skirts all sizes SALE PRICE \$2.95</p> <p>\$1.95 Women's Winter Union Suits SALE PRICE \$1.00</p>
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For Five Years We Have Pointed the Way to Lower Prices. These Offerings Are Remarkably Low

79c yd. TABLE CLOTHS SALE PRICE 49c yd.	\$1.95 LEATHER BAGS SALE PRICE \$1.00	79c WOMEN'S SILK HOSE SALE PRICE 49c pr.	\$1.50 ALARM CLOCKS SALE PRICE \$1.00	79c Embroidered PILLOW CASES SALE PRICE 49c	\$1.75 CHILDREN'S ROMPERS SALE PRICE 98c	\$1.95 MIDDIES and ROMPERS SALE PRICE \$1.00	25c CHILDREN'S HOSE SALE PRICE 11c pr.	\$1.95 CORSETS SALE PRICE \$1.00
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The Greatest Dress Sale Records
300 Dresses in This Lot at **\$19.95**

Canton Crepe Dresses; New Tricotine Dresses; Wool Velour Dresses; Poirer Twill Dresses; Crepe Back Dresses; New Satin Dresses

Made to Sell at \$29.50, \$32.50, \$35.00, \$37.50

Fine assortment of women's and misses' sizes.

Styles and Colors to Meet Your Approval

YOUR CHOICE OF ANY OF THESE DRESSES AT ONE PRICE — \$19.95

HIGH GRADE DRESSES

Every Dress sold for \$39.50, \$42.50, \$45, and up to \$59.50

YOUR CHOICE DURING THIS SALE

\$29.50

Only 29 Coats Left

Genuine Fur Coney
Cost Regular **\$69.50**

Colors brown & grey
All Sizes on Sale
While they last **\$39.50**

FUR TRIMMED SUITS

For Women and Misses — Values up to \$60

Highest grades of Duvet de Laine, Yalama Cloths, Swede Velour etc. Australian Opposum, Beaverette and Nutria Collars — also self collars, at \$29.75.

\$100,000.00 WORTH OF MERCHANDISE TO BE ON SALE FOR TEN DAYS ONLY

It's up to you if you wish to save dollars on your New Fall

Coats, Suits, Dresses
Get Here During Our Great Purchase Sale

Owing to space we cannot list all of our specials.

PLAIN TAILORED STITS

FOR Women and Misses — Values up to \$50

All wool Tricotine — silk lined. All sizes, 16 to 68 stout.

\$22.50

1250 Coats to Select From

The largest stock of Coats that all the stores put together would carry. We have them. Note the prices.

\$125.00 Coats, Sale Price	\$98.50
\$115.00 Coats, Sale Price	\$94.75
\$ 95.00 Coats, Sale Price	\$83.75
\$ 85.00 Coats, Sale Price	\$74.50
\$ 75.00 Coats, Sale Price	\$64.75
\$ 69.50 Coats, Sale Price	\$57.50
\$ 65.00 Coats, Sale Price	\$55.00
\$ 59.50 Coats, Sale Price	\$47.50
\$ 55.00 Coats, Sale Price	\$44.75
\$ 49.50 Coats, Sale Price	\$42.50
\$ 47.50 Coats, Sale Price	\$38.75
\$ 45.00 Coats, Sale Price	\$34.75
\$ 42.50 Coats, Sale Price	\$31.75
\$ 39.50 Coats, Sale Price	\$33.50
\$ 37.50 Coats, Sale Price	\$28.75
\$ 35.00 Coats, Sale Price	\$21.75

A SALE OF \$75 to \$125 SUITS
One of a kind, all sample Suits
YOUR CHOICE IN OUR STORE.
Formerly priced at \$39.50

Your Choice of any of these Floor Lamps Complete \$24.95

Formerly Priced \$39.50

A SALE OF \$75 TO \$125 SUITS
One of a kind All Sample Suits
YOUR CHOICE IN OUR STORE
\$47.50

FASHIONABLE \$6.95 and \$7.95 **DRESS HATS \$4.95**

Just one and two of a kind of Lyons and Pique Velvet and Novelty Combinations. A wonderful selection at a wonderful price. Turbans — draped effects and other attractive styles in black and in prevailing colors.

\$4.95
2nd Floor

BEAUTIFUL CHOKERS \$9.95

In Baum Marten and Natural Opposum, a wonderful value at **\$9.95**

300 HAND BAGS
All samples, reg. \$3.95
Special Sale Price — \$1.95

150 UMBRELLAS
While they last, your choice
Sale **\$1.00**
Formerly Priced \$2.50

The greatest waist sale of **\$5.95**

GEORGETTE WAISTS
All colors and sizes;
basement
Sale Price **\$2.49**

Five Years of Service

Sale Starts Friday, Oct. 21 We Brought You Lower Prices

Five years ago this month we opened this store, bought our building and remodeled same. It was a big undertaking, but this store is out-selling all competition. You know that before this store came in Hornell you paid high prices and you also know that since the L. & C. Store opened its doors you have been able to obtain values here that could not be duplicated by our competitors.

FRIDAY, OCTOBER 21st, FOR TEN DAYS ONLY

ANDOVER No 666
Meets 1st and 2nd of each month at 8 always welcome
H. D. SMITH, Bay
ANDOVER, GRA
A Most
Wednesday Evening
CLIFFORD T. BUI
MRS. AGNES ROY
HARRY
Visitors Always
WALTAR J. GRE
Will answer all
Office Hours
1-3 P. M.
Office Main
Andover
C. W. O'DONN
Physician and
Office and Resid
ANDOVER
E. J. LOUGHLIN
GENERAL PR
Office and Resid
Andover
B. B. HARM
CHIROP
McLaughlin
Andover
MARY L. RAY
The Bea
Toilet 1
C. DAVIE
VETERI
Wellvil
Telephone
HENRY STEPH
FIRE
INSURAN
LIFE
Office, No.
Andover
CRAYTON L. K
Attorney and
Money Loans
Estate
ALL LEGAL BUS
PROMPT
C. E. BROW
Undertaker
Finest Equipment
Calls Attended
Main Street,
FLOWERS
FOR ALL
OCCASIONS
WETTLIN,
Funeral Design
Both Phones
THE BEST
good. I
our Job Pri
passed any
order will co
NEWS PRI