WOMEN'S SHOP 102 Main Street Hornell, N. Y.

Both Under One Control

MEN'S SHOP Broadway at Main Hornell, N.Y.

EXTRAORDINARY!!

ONE DAY ONLY

L. & C. Storewide Wonder Day!

All of the Most Wanted Items ---

Surprise Specials Unusually Low

Priced for Saturday

Whats' the Price

Crowds will fill this store during The L. & C. WONDER DAY EVENT,

Saturday. With the GOODS and the COURAGE and the CONFIDENCE

of the people—we launch this great one-day PRICELESS SALE. We want

to surprise our customers and agreeably surprised you will be when you find

out the prices—in the store—of the many advertised surprise items. We

know that they are the lowest prices ever offered for equal qualities. Val-

ues from all departments that will set the communnity agog-with enthusi-

COME TO OUR STORE SATURDAY AND SEE FOR YOURSELF

THE LOW PRICES ON THESE ITEMS!

DAY SALE is a sale not to be missed—that some of this year's greatest

savings opportunities are offered—FOR ONE DAY ONLY. While we have

tried to provide enough for a whole day's selling, we cannot guarantee that

they will last until 9 p. m. ATTEND THE L. & C. WONDER DAY SALE.

YOU HAVE THE RIGHT TO COME WITH HIGH EXPECTATIONS for

MANY OTHER SEASONABLE ITEMS TOO NUMEROUS TO MEN-

TION ARE OFFERED AT DRASTICALLY REDUCED PRICES

DRESSES straight line effects in gay summer patterns. You'll • probably want two or three at this low price.

Better Silk

Dresses

Values

\$35.00

High class flat crepe

Prints - Georgettes

— Combinations, won-

derful styles and col-

or effects-all sizes.

Regular price \$1.95. A marvelous assortment of better House Frocks in a host of lovely styles. Broad-

ALL SMART SUMMER HATS

Values to \$12.50

of this store Saturday. For that

reason you can buy them at a sur-

prise price. A good assortment,

but we suggest that you come early

CHILDREN'S HOSE

Hose in Hornell at prices that will

tempt you to lay up a supply that

will last you for the balance of the

The largest stock of Children's

for a choice selection.

All summer Hats must go out

cloths, Rayons, Dimities, Ginghams and Voiles, slender

THIS STORE WOULD NOT (and could not) DISAPPOINT.

All Hornell and Vicinity will appreciate that THE L. & C. WONDER

LADIES' COATS

At Unusually Astonishing Prices Twill Coats, Novelty Silk Coats, furtrimmed and plain. All truly marvelous garments that sold for \$22.50 to

LADIES' COATS

Fur-trimmed and failored models in plaids, tweeds and mixtures. This is a group that you would very willingly -pay much more for. They sold for-\$29.75 to \$35.00.

LADIES' COATS

Silk Coats, Twill Coats, Sheen Coats, Black and White Effects. Every new style and desired color. Our values are always great but this group is truly exceptional. Easily worth \$37.50 to

PETTICOATS Worth \$2.95

We have decided to sell these at a great sacrifice and choose Wonder Day to move them. The price is unusually low and cifers a wonderful saving. Shade of flesh only. WHAT'S THE PRICE?

-Assorted Quality CORSETS \$3.50 Values

All Corseletts, Wraparounds, Girdles in front and side fastening styles are offered at wonderful reductions. Buy your Corset Saturday. WHAT'S THE PRICE?

Turkish BATH Towels 25c Values On account of the low price

at which we offer you these Towels we are forced to limit the quantity to three to a customer. If you want to see a real Wonder Day value, investigate this item. WHAT'S THE PRICE?

322 FELT HATS Three hundred and twentytwo higher priced Hats now reduced to a new low price. Large Hats, small Hats. Value beyond measure. Be sure to look at this item Saturday.

Hosiery for Boys and Girls

All kinds and all Positively values. the biggest children's Hosiery values we have ever offered. Make an early selec-

Ladies' Silk

Chiffon Hose

\$1.95 Values

silk from top to toe-

interlined with lisle.

These have been pric-

ed for quick selling.

We wonder if the as-

sortment will last

thruout the day.

Full fashioned and

VELVET JACKETS These Jackets sold for very much more than our Wonder Day price. You will be surprised and pleased may not last the day. with this big special.

\$1.19 Values

TUB FROCKS

\$4.95 Values

combinations, Zephry, Gingham and Print-

ed Muslin. Sizes 16 to 50. They are bar-

gains at \$3.95. You'll wonder how we can

WHAT'S THE PRICE?

GIRLS' DRESSES

\$2.95 Values

-line checks and plaid combinations. Sizes

the lowest price at which you could expect

to buy these Dresses. Saturday you can buy

WHAT'S THE PRICE?

them at a great deal less.

Rayon Bloomers and Vests

and Miss who loves beauty and

daintiness in undergarments. Fine

Rayon Bloomers and Vests-well re-

inforced. Soft pastel tints-flesh,

peach, nile and orchid. Wonderful

Here's value for every Woman

6 to 14 years. Quality considered, \$2.95 is

One and two piece models in solid colors

offer them at the Wonder Day price.

Fashicned of Dimity, Voile and Linen

WHAT'S THE PRICE?

this part of the State.

BROADWAY AT MAIN

Leghorns

MEN'S SUITS

That sold from \$32.50 to \$37.00 A large assortment in this populat price group.

Rochester

Summer Underwear

CHILDREN'S COATS The balance of our stock of Children's Coats are on sale on the third floor. These Coats are values up to \$15, and the close out price WHAT'S THE PRICE?

at close-out price.

MENS' SHOP

Stiff STRAW HATS

That sold from \$2.50 to

Panamas - Tayos

Sold from \$4 to \$6

MEN'S SUITS

Our regular stock that sold from \$22.50 to \$30.00

MEN'S SUITS

Our high grade group. Society Brand and Adler

Values \$40 to \$60

Sweaters

Bathing Suits Hosiery

Children's Wash S'ts Caps

In fact, all Summer Goods

West Greenwood

e week with his grandparents, at J. A. Krusen and son, Billy, of Po-I

Hornell. Tuesday afternoon.

Sunday at Wesley Osborne's.

Greenwood

Wednesday afternoon,

Erwin Holt in Jasper.

off, Sr., died SaturMiss Ada Mitchell has returned have time to mature before co

Andover.

Mr. and Mrs. Robert Caffery and and Reva were Sunday callers at Mr. and Mrs. Fred Brewster were

class had a picnic at Silver Lake, Mr. and Mrs. John Clarkson of Cangoodly number attended the Francis Radeliff is staying with carnival at Canisteo, Saturday even- his aunt, Eliza King at West Un-

Mr. and Mrs. Howard Scribner! Mr. and Mrs. Archie Kemp of and son of Wellsville called on Mr. Andover were Saturday visitors a and Mrs. A. L. Trowbridge, Sunday John Swarts. Mr. Milligan spent Thursday a Mr. and Mrs. John Rogers, Jr., Tom Murray's. and two daughters visited relatives Mr. and Mrs. Fred Brewster and Buffalo from Friday until Sun- family were Sunday visitors in Belr. and Mrs. George Stephens Ruth Erickson from Fredonia

left Sunday evening for Akron, spending some time visiting friends Mich., to visit their daughter, Mrs. here. Some of the young people from Archie Stephens and daughter this place attended the dance Wilyville, Friday night. were in Rochester. Saturday. Mr. and Mrs. O. D. Cornish and Nelson Brewster is staying two daughters of Canisteo visited | Camp Shenawanna for a few days. Several from here have been at-Mr. and Mrs. Ordo Williamson on tending the carnival at Canisteo,

Mrs. Blanche Rollins and two this week. Leon Woodworth of Alfred called sons of Hornell is visiting her on his uncle, John Swarts, Sunday. mother, Mrs. Jennie Williamson. Mr. and Mrs. Fred Brewster and If it is good printing you want, family were Sunday evening callers, try the News Print Shop.

THE WISE MOTORIST Carries FIVE KINDS of Automobile Indemnity 4

Fire Insurance indemnifies the owner for total or partial loss of his car by fire while in or out of the garage.

Theft Insurance theft; also for cost of recovery.

Collision Insurance indemnifies him for damage to his car in case of collision with a moving or stationary object; also covers road bed accidents.

Property Damage Insurannce indemnifies him for money loss incurred thru damaging property of another with his car.

Liability Insurance indemnifies him for loss incurred thru injuring another person with his car and defends him in damage 1.

20 Madison Street

Phone 449

Barney Milis

A Call to Youth

live, and stopped at the Mead school patient years, are the chosen in-Greenwood, Comes a story from the haze of our

Births

shame every chance when manhood Murphy of Wellsville, a daughter,

July 28 .- Miss Eleanor Metcalf August next, and that on such a of Rush ord and Gerald P. Crosby at 9 o'clock in the forenoon, said

____ Deaths

Mrs. W. K. Paul of Belmont

Dated this 1st day of August 1927. E. E. ORVIS, A. M. WOOD,

Builted House

FOR SALE FOR SALE--Good dairy cows. E

FOR SALE -- 1926 Oakland coach in good condition. Mrs. F. Raufen-

Notice of Completion FOR SALE-Seventy-three acre of Assessment Rol arm, one mile from Alfred College,

ALL LINEN

TOWELING

SUMMER HATS

FABLE OF SUMMER HATS AT \$1.00 114-118 Main Street Hornell, New York

13c Yard What Summer Has Chosen in Fabrics For Lovely Summer Frocks Now Reduced in Price

Silk and Cotton

Fabrics 58c 60 styles—lovely two end crepe de chines, cantons and novelties -former-

ly sold at 98c to \$1.25—Now on sale ax



Suramer Voiles Now 29c

Scores of Patterns in Printed Voiles and a big range of plain colored Voiles -40 inches wide-Formerly sold at 35c

Men's Shirts

Another Big Shipment For Saturday's Selling

Last Saturday we turned so many away because of the early rush for these splendid Shirts, that we wired for double our original order. Tomorrow we offer a big variety of collar attached and neckband Shirts in all sizes. Broadcloths, fine madras and up-to-date pdints. Plenty of beautiful white broadcloths that usually sell at



\$5.00 Bathing Suits—\$3.69

A manufacturer's close-out puts us in possession of a lot of the season's smartest Bathing Suits that were made to sell at \$5.00.

Misses and young women will be

DRESSES \$3.98

These lovely Summertime Frocks have not been in the store but a few weeks. However, Fall frocks are now coming in so out must go the Summer styles. Beautifully hand embroidered, they are splendid values at \$5.95. But Saturday you buy them

Checked Taffeta Frocks—S4.95

years of age. Frocks formerly sold at \$6.95

The Younger Set are Buying TOM BOY KNICKERS

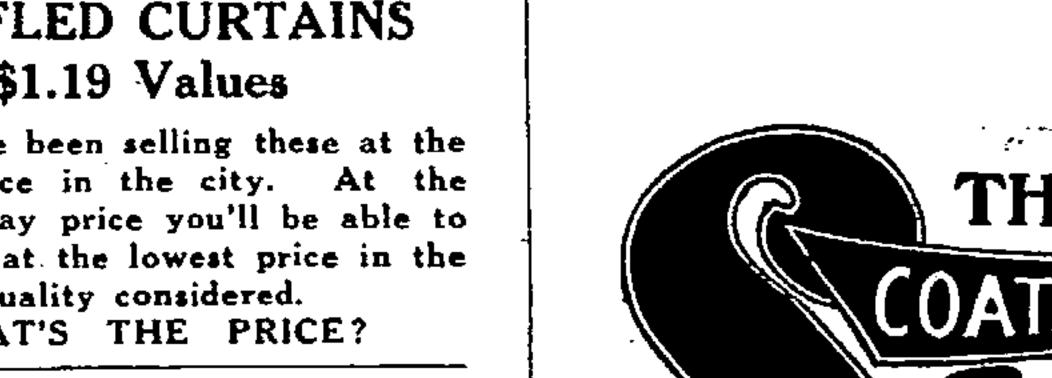
Instead of Rayon Bloomers Merrill at \$1.75



RUFFLED CURTAINS

We have been selling these at the lowest price in the city. At the Wonder Day price you'll be able to buy them at the lowest price in the country, quality considered.

Sizes up to: 48



RAYON DRESSES The tremendous bargains in Rayon Dresses we are giving our customers this summer is the talk of

SPORT SUITS sidered big values at that price. We cut the price for quick clearance. WHAT'S THE PRICE





is really a surprise.



