TWELVE YEARS of faithful service to our friends in Hornell and vicinity, and a CELEBRATION with EXPRESSION of APPRECIATION. YEAR after YEAR our BUSINESS has gone FORWARD. ... NEVER BACKWARD ... always providing GREATER SERVICES for OUR PATRONS . . . GREATER STRIDES in VALUE-GIVING and making more than THOUSANDS OF FRIENDS FOR OUR STORE.



So HAPPY and PROUD are we of our PAST SUCCESSES and SERVICES RENDERED that here shall be an event worthy of the GREAT OCCASION. Who shall be the RECIPIENT of these MERCHANDISE OFFERINGS? WHY! OUR PATRONS of Hornell and its vicinity who have helped make us one of Steuben county's LARGEST READY-TO-WEAR ESTABLISH-MENTS. To THEM we DEDICATE this series of SALES and INVITE ALL TO ATTEND.

> M.I. LANDMAN, President.

> > \$1.00 Flannel

Night

Gowns

2 for \$1,00

ioned Onyx

La Spirite

Corsets

100 Wonderful

Electric

Ask these who

\$1.50 Kayser's

\$1.69 Silk Rayon

**Bloomers** 

\$25 to \$65 Values

Newest Materials Newest Colors

JUNIOR SIZES

Coats with an abundance of rich fur trim-

\$35 to \$65 values

ψ **< --**. UU

Lyons Velvet and

Combinations,

Combinations

Turbans,

Vagabonds,

Helmets,

Large Headsizes,

Matrons' Hats,

Small Brims

\$1.95

Soliel Felts, Velour

Other Coats Specially Priced for "This Birthday Sale at— \$49.50 \$59.50 \$69.50 \$75.00

NEW-HATS

hundreds worth much more

Values to \$7.50

A Birthday Feature—Striking Values!

Fur Trimmed

Sizes 2 to 14

Colors, Blue, Tan and Green

Fine materials fully lined. All have fur

NEWEST

All Sizes

Newest Materials. Newest Colors

**\$15 to \$45 values** 

-Extra-Special-JUST 300 JERSEY DRESSES

Regular \$4.95 value. 12TH BIRTHDAY SALE



Muskrat Coats Beaverette. Squirrelette Coats, Etc.

Sizes for Women, Misses and

Latest Models Other Fur Coats

\$125 to \$250 Values

Raincoats WITH HAT 6 to 14 years Just the thing for rainy school days.

Blue, red, green. Children's Dresses **\$3.50** value \$1.95





# South Hill

Harry Buchholz is again the te and Mrs. Anthony Dougherty evening, Nov. 12.

King Winter arrived last Thurs- Rene Spicer of Whitesville has with a snow storm, snow- been spending a few days with his

the guest of her sister, Mrs. Lea

Dan Appier visited the McAndrew '

farm, Monday and Tuesday. on the hill last week, whereby Mike Casey sold his farm to a Mr. Moon of Whitesville, who is now

guests of Mr. and Mrs. Harry Hornell, Saturday.

every day since the storm.

-Ella and Bernice Conrad visited busy taking care of mumps.

ily spent last Sunday guests of Miss Louise Taylor spent Sunday sister, Eliza King at West Un- at Olive Clark's. Mrs. Grace Brewster is spending Smith also Olive Clarke spent Sat-

time visiting relatives at Hor- urday afternoon with Mrs. Gussie Arthur York of Greenwood road Mrs. Gussie O'Dell spent Satur-' was a business caller at Fred Con- day afternoon at Roy Woodworth's. Clarence Brutsman delivered

THE WISE MOTORIST

Carries FIVE KINDS of Automobile Indemnity

Fire Insurance

indemnifies the owner for total or partial loss of his 41. car by fire while in or out of the garage. Theft Insurance

indemnifies him for loss of his car or accessories thru 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. Liability Insurance indemnifies him for loss incurred thru injuring an-

other person with his car and defends him in damage ' Property Damage Insurannce

indemnifies him for money loss incurred thru damag. ing property of another with his car.

20 Madison Street Wellsville, N. Y.

# Rev. J. W. McGavern and wife, hereby given to all persons having

claims against the estate of Thomas Mrs. Gussie O'Dell was ill at her Riley, late of the Town of Andover, ome last week, with sore throat. | Allegany County, New York, de-

Fire fighters worked hard and saved day of March, 1928. Dated at Andover, N. Y., Septem. When they've some awkward task t Mr. and Mrs. Grant Fuller JOHN RILEY, Andover visited Mr. and Mrs. Geo.

Barney Mills

bert Edwards last Saturday.

past week as Mrs. Robison was

Elm Valley

on the Crayton Earley farm on Pi

Greenwood

W. G. Kellogg was a caller

weeks with a bad sore throat.

was taken Saturday to Hornell

Mr. and Mrs. Herman Wallace and

Dyke Dennis, who has been board-

ting at Erwin Holt's, working on the

state road, has returned to his home

Brockton, Mass.

Notice to Creditors

New York State, made by Hor

no for an answer may be greatly ad-

Attorney for Executor,

MOSTLY BOY

You're Just a Dear

Forever will inveigle you

WILLIAM H. TOMPKINS

FOR SALE

FOR SALE-Good coal stove, cheap. P. W. Richardson.

FOR SALE-Fine Capon piano Yet don't dare ask you straight and (not a player), in good condition. Will sell cheap. Inquire of Joseph "Oh Margy Jones, you're just a dear Eberle, Church and Center streets.

FOR SALE-Cheap. Wilton velyet carpet in fine condition. Geese

FOR RENT

FOR RENT-Six room flat, water in kitchen, plumbed for gas. Also get garage. Will rent cheap. Place for horse or cow. Geo. Hartrum, Bak-

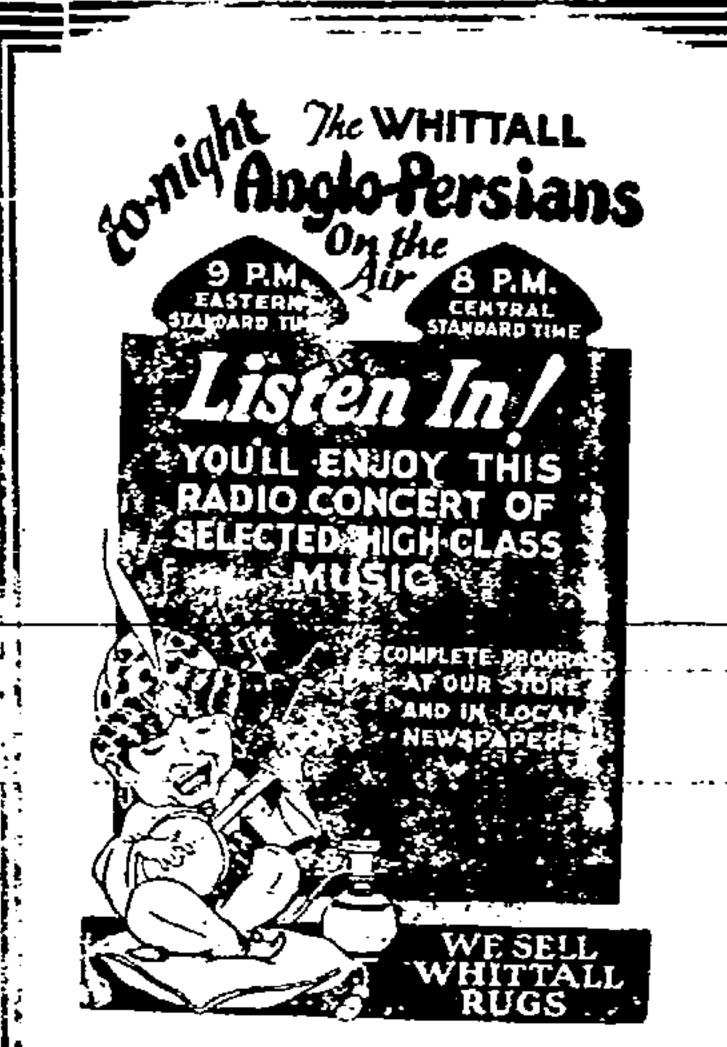
FOR RENT-Rooms on first floor a Center street, recently occupied by Dr. Wells. Ella McLoughlen. tf

FOR RENT-House on Pleasant FOR RENT-Nine room house on

WANTED-Will the ladies of

And think there's nothing like soft Davis. **MISCELLANEOUS** Anyone knowing where the chair is, P. W. Richardson would be

try the News Print Shop.



Join the Chrisimas

Make Things Club

Visit Our Art Needlework

Section for Ideas

ROYAL SOCIETY

Satin Back Crepes

\$18.50 - \$28.50 \$39.50

Clad in one of these charming frocks. the smart world goes confidently to tea, o the matinee, to bridge and even to the informal dinner. Their little notes I newness proclaim their recent arrival. Black is by all odds the most popular of all colors. Then there are the many found here is marked by side drapes, un even hem lines, smartness of trimming nteresting character, excellent quality

Velour Hats \$5 Felt Hats

begin to realize how cleverly it is designed. It fits perfectly and you may choose a color that will make a smar ensemble worn with your winter coat. A large table of hats from which to choose at \$5.00



Is quite likely foremost in your Winter Wardrobe planning -and how vitally important is the decision that is to have so much to do with the success of your Winter wardrobe and your enjoyment of the season. The new Winter Coat:— the only garment purchased throughout the year, perhaps, that is expected to serve a full season at least and often to be carefully laid away in anticipation of the requirements of a second or third winter. How essential it is then that its selection should be leisurely and unhurried, and that it should be of that smartly distinctively individuality best qualified to enhance the personal charm of the possessor. We offer the Winter Coat mode in itsuld be of that smartly distinctive

\$19.50-\$29.50-\$39.50-\$49.50 and \$65.00 \h

Every Saturday Night the Crowds .. Grow Larger About the Mystery Table..

When? Saturday at 7 P. M. Where? Babcock's Main Floor. Folks meet there before going shopping or to the theatre to see the bargain surprises when the table is uncovered—he here at 7 o'clock sharp to see.

