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Nos. 114 to 118 MAIN STREET, HORNELL, N. Y.

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# The Sale You Have Been Waiting For

## Semi-Annual Clearance Sale

### Commences Saturday, January 29th Ends Saturday Night February 5th, 1916

The Sale that reaches into every department—that appeals to every thrifty shopper and meets her every need with a decided economy.

The Sale that we plan for months in advance. Not a mere jumble of clearances but a carefully selected assortment of very desirable Winter Merchandise—offered now at the beginning of the real cold season and at prices that mean tremendous savings.

Examine the few prices quoted in this wonderful economy list—take into consideration the fact that prices on almost all lines of merchandise are going up by leaps and bounds—then, with purse in hand, come and secure the most remarkable, money saving bargains you have ever heard of.

**THESE PRICES FOR CASH ONLY**

**Only a Few of the Thousands of Tremendous Bargains Are Quoted Here**

**Every Department Offers Startling Reductions.**

READY-TO WEAR.	DOMESTICS	LINENS.
All \$12.00 and \$13.50 Ladies' Winter Coats Sale \$6.50	8c Unbleached Sheeting Noted Lockwood Sheeting—better than "Black Rock" Sale 6 3-4c	30c Mercerized Cotton Damask Sale 22c
All other Ladies' Coats, regardless of former prices Sale \$9.50	7c Bleached Muslin Sale 5 1-2c	All Linen Unbleached Damask—worth 65c Sale 49c
All Children's Coats, values \$5.00 to \$8.50 Sale \$2.95	8 1-2c Bleached Muslin Sale 7c	\$1.00 All Linen Bleached Damask Sale 88c
Just 15 Winter Suits left. Sale \$7.50	10c Fine Bleached Muslin Sale 8c	All Linen Napkins—worth \$1.75 per dozen Sale \$1.39
Ten dozen Black and Colored Mercerized Sateen Petticoats, regular 59c—limit two to a customer Sale 39c	45-inch Pillow Casings— Sale 9 1-2c	<b>TOWELS AND CRASHES.</b>
Dresses, Skirts, Waists and Furs all at clearance prices. Sale 39c	45-inch Pillow Cases—12 1-2c grade Sale 9 1-2c	6c Mercerized Twilled Crash Sale 4 3-4c
<b>FURNITURE.</b>	45-inch Pillow Cases—17c grade Sale 13c	All Linen Brown Crash—regular price 12 1-2c Sale 10 1-2c
\$7.00 Early English Library Table Sale \$5.25	Bleached Sheets—72 x 90—55c grade Sale 39c	10c Huck Towels Sale 6c
\$31.00 Genuine Spanish Leather Rocker Sale \$25.00	Bleached Sheets—72 x 90—65c grade Sale 53c	23c Turkish Towels—extra large and heavy Sale 19c
\$7.00 All Cotton Mattress Sale \$3.75	Lonsdale Cambric—nainsook finish—2 to 8 yard length—worth 15c yard Sale 9c	Wash Cloths—limit 10 to a customer. Sale 1c
Big reductions on all other Furniture.	Very Best Prints Sale 5c	<b>NOTIONS AT 1c AND 2c</b>
<b>CARPET DEPARTMENT.</b>	Good Apron Gingham Sale 5c	Hooks and Eyes per card of a dozen Sale 1c
9 x 12 Pro-Brussels Rugs—10 styles—regular \$10.50 Sale \$8.50	75c Blankets Sale 59c	Darning Cotton—both black and white Sale price per ball 1c
9 x 12 Axminster Rugs—10 styles—regular \$28.00 and \$30.00 Sale \$22.50	\$1.98 "Beacon" Blankets Sale \$1.67	Paper of 400 Pins Sale 2c
Five styles Armstrong's Printed Linoleum—regular 69c per yard Sale 46c	5 1-2c Unbleached Donet Flannel—27 inches wide Sale 4 1-2c	Safety Pins—12 on a card Sale 1c
	10c Outing Flannel Sale 8c	Small size per card Sale 1c
	Bed Spreads, Underwear, Hosiery and Basement prices about their lowest to the thrifty housewife.	Large size Sale 2c
		Big savings on Dress Goods, Cloakings and Silks.

**PLAN TO ATTEND THIS SALE SATURDAY**

**SLATE CREEK**

Frank Slocum visited at the home of Jefferson Fox Friday.

Mr. and Mrs. Vern Foote and son Archie visited at the home of Mr. and Mrs. Frank Slocum Saturday.

C. M. Stephens and John Crawford were in Canisteo on business Saturday.

Ed. Travis is better at this writing.

Vern Foote of Call Hill called on Jefferson Fox Saturday night.

Mr. and Mrs. Vern Foote and little son Archie of Call Hill visited at the home of Mr. and Mrs. Frank Slocum Thursday evening.

Cash Stephens and son John are on the sick list with grippe.

Ed Travis was sick at his home with grippe Thursday.

Vern King drew wood to the Slate Creek school house Thursday.

Herman Mullen was in Canisteo on business Friday.

Mary Mullen is sick at her home this week.

Mrs. William Doillin is very sick at this writing.

Frank Slocum visited at the home of David Mullen of Greenwood Hill Monday.

Frank Slocum was a business visitor in Canisteo Tuesday.

Johon Crawford was in Canisteo on business Tuesday.

Charlie Slocum was a business visitor on Bennetts Creek, and called on Daniel Stephens Wednesday.

Frank Slocum and son Charles were in Canisteo with hay Thursday.

Charles Slocum visited his parents, Mr. and Mrs. Frank Slocum, Sunday.

Mr. Orvis of Purdy Creek was through our vicinity Sunday.

Mr. and Mrs. Daniel Stephens of Bennetts Creek spent Saturday night and Sunday with Mr. Stephens' parents, Mr. and Mrs. C. M. Stephens.

Mrs. Maude Stephens and children visited at the home of Mrs. Lottie Mullen Sunday.

Mrs. Helen Stephens is on the sick list at this writing.

Jefferson Fox is very sick at this writing. Dr. G. L. Whiting was called to see him Sunday.

Mr. and Mrs. George Donaldson visited Mrs. Donaldson's father, Jefferson Fox, Sunday.

Don't let this particular period of the year pass without spending a little time in the stores—in search of new ideas, new information, new view-points, and new bargains.

**A WORD FOR WRITERS**

It is a grave mistake for mothers to neglect their aches and pains and suffer in silence—this only leads to chronic sickness and often shortens life.

If your work is tiring; if you are nervous and excitable; if you feel languid, weary or depressed, you should know that Scott's Emulsion overcomes just such conditions.

It possesses its concentrated essence—the very elements to invigorate the blood, strengthen the tissues, nourish the nerves and build strength.

Scott's is strengthening thousands of mothers—and will help you. No alcohol. Scott & Bowne, Brooklyn, N. Y.

**EVERY INTELLIGENT PERSON SHOULD LEARN HOW TO WRITE!**

More than a million people are employed in the publishing business in the United States, and all of them "had to begin." They are dropping out every day, and some one must take their place. There must be writers for

**The Newspapers  
Magazines  
Moving Pictures**

They pay more for the same class of service than most of the professions. With a table, a chair, paper and a typewriter you can begin now; and you do not need to give up your present occupation or employment. Even if you do not wish to take up journalism as a profession, there is no better mental training than learning to write.

The man or woman who writes is automatically thrown in touch with the big people who are shaping the destiny of the state and the nation, and with the big things that are taking place in the new development of the country.

The fundamentals are carefully and simply arranged in our Correspondence Course of Instruction. A Washington correspondent, who has written for every class of publications during the past twenty-five years, has arranged the work, and is in charge of the course. Money back if you are not satisfied.

Write to-day for information.  
**U. S. PRESS ASSOCIATION  
Bond Building,  
Washington, D. C.**

**\$1,000 AS A GUARANTEE**

The LeRoy National Bank, LeRoy, N. Y., has on deposit from the manufacturers \$1,000 to guarantee that they or any druggist will return the purchase price of a package of Raccoon Plasters if they fail to remove that aching corn of yours when used according to directions. There will be no risk on your part. Why not buy a 15 cent package to-day. 5

**"Safety First"**

"B. & M." Shoes afford real protection against winter storms, sleet, snow and ice. Remember, colds this time of the year are not only disagreeable, but dangerous, and its better to prevent them than to try to cure them.

Put on a pair of sturdy B. & M. Boots— you will be dry shod as well as stylishly shod.

Why not "slip on" a pair today and thus "slip out" of the chance of contracting a severe cold or pneumonia?

**Burdett & McNamara**  
121 Main St. . . . . HORNELL, N. Y.

**IF IT'S LIGHTS**  
WE'RE THE PEOPLE YOU WANT TO SEE  
We do Everything in  
Lighting and do it Right  
Get Your Supplies of us.  
We sell 'em for a very little.

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**SOUTH HILL**

Jan. 26.—Exceptionally fine January weather, but we expect to pay for it later on.

Contractor Griswold has the rocks in motion on a well for Deehan & Co.

Miss Rose McMahon is spending a few weeks at her home in Sugar Notch, Pa.

Mr. and Mrs. Ed. Horan and their daughter were guests of Mr. and Mrs. John Wahl of Elm Valley Tuesday.

Wm. Dean visited relatives in Wellsville from Friday until Sunday.

Ed. McAndrew and sister, Eva, were Wellsville visitors Tuesday.

Miss Monica Phoren of Wellsville was a week-end guest of her sister, Mrs. Ed. Horan.

Mrs. P. J. Dougherty of Pine Hill spent the first of the week with "Grandma" Dougherty.

John Conwell of Bradford was guest at the home of P. A. Dean Tuesday night and accompanied by Mr. Dean went to Wellsville Wednesday to visit his mother, R. E. Cotwell, who is seriously ill.

Dean Horan of Wellsville enjoyed the beautiful day Sunday on a trip on the hill, and a visit with his people.

John Dean was doing business in Wellsville Saturday.

Some potatoes are being drawn by those lucky ones who have them to Andover market.

Henry Horan spent a few days last week at the home of his daughter, Mrs. Lou Snyder, of East Valley.

**ALFRED STATION**

Mr. and Mrs. R. E. Conwell. A number of our young men were among the favored ones to receive invitations to the Leap Year Party given by Andover's young ladies last Thursday evening, and report a most enjoyable time.

Jan. 25.—Mr. and Mrs. C. M. Henry of Purdy Creek are visiting their daughter, Mrs. D. E. Ormsby.

Miss Teresa Cook of Hornell is visiting at Ed. Shaw's.

Mrs. W. C. Green went to Corry, Pa., for treatment Saturday morning.

Mrs. L. L. Spencer went to Andover Monday morning.

Dr. Walker was in town Thursday to see Mrs. C. N. Austin, who is very sick.

Archie Shaw is home from Meadville, Pa., for a few days.

A. A. Hall was in Hornell Friday.

**ELM VALLEY**

Mr. and Mrs. Foster-Stevenson of Buffalo spent several days with her sister, Mrs. Adelbert Hann.

Mr. and Mrs. Jerry Updyke were callers in the valley Tuesday.

Genevieve Wright spent several days in Scio taking Regents examination.

Lovina Osborn substituted for Miss Katherine Folsing, the teacher who was absent Tuesday in Wellsville.

**WELLSVILLE AND VICINITY**

A. D. Howe Jr. was a business visitor in Whitesville Monday and Tuesday.

Mr. and Mrs. Floyd Lewis and son were guests at the home of Mr. and Mrs. J. W. Jenkins Sunday evening.

M. C. Houghtling of Olean was home over Sunday with his family on Hanover St.

Mr. and Mrs. P. Stechmann are entertaining at their home as guests, Miss Kate Stechmann and Fred Hemmer, both of Jersey City.

Mrs. F. H. Ellsworth gave a luncheon to a party of friends, Friday afternoon.

Mr. and Mrs. J. W. Jenkins were business visitors in Wellsville Tuesday.

Rev. Adolph Kruger, who married Miss Katharine Finchs at her home in St. Louis, Mo., Wednesday, Jan. 19th, arrived in Wellsville Friday, where they will be guests of the bridegroom's parents, Mr. and Mrs. Henry Kruger Sr., for a few days, after which they will leave for Orchard Park where they will reside.

Mrs. William Thomas of Hornell is a guest of friends in town for a few days.

Game protector S. S. Scott of Fillmore was a business visitor in Wellsville Friday.

Mr. Schroeder of Dutch Hill was doing business in Wellsville Monday.

Mrs. Frank Barker, who has been the guest of her sister in

**TIP TOP**

Salamanca, has returned to her home in Wellsville.

Mr. and Mrs. N. M. Lanphear spent Thursday at T. C. Turner's of Alfred Station.

M. A. Greene and Mrs. E. V. Greene were Hornell visitors Thursday.

Mrs. A. C. Baker was in Friendship Wednesday to attend a meeting of the Grange lecturers.

Mrs. W. E. Baker spent Friday at N. M. Lanphear's.

Clifford Burdick returned home Friday after a three-week's visit in Webster and East Rochester.

B. S. Baker was a business caller in Hornell Saturday.

F. M. Lee was in Andover Sunday.

Lynn Langworthy was a business caller in Alfred Sunday.

Maxson and Eleanor Greene of Alfred Station are spending a few weeks with their grandparents, Mr. and Mrs. M. A. Greene.

W. C. Greene spent Saturday with his parents, Mr. and Mrs. M. A. Greene.

Mr. and Mrs. A. C. Baker were Alfred callers Tuesday.

Mr. and Mrs. A. C. Baker and Mr. and Mrs. T. G. Burdick attended Grange in Alfred Saturday evening.

Mr. and Mrs. T. G. Burdick spent Tuesday in Wellsville, the guests of Doctors Elwood and Clara Burdick.

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