

The Truth in Advertising

You've heard about the nation-wide movement against this representing goods for sale.

Here's our viewpoint: we're in business to increase our sales from year to year.

To do this requires the confidence of the people. And to get the confidence, truth is an essential.

We believe that every article we sell, whether it be a collar-button or a suit of clothes, is worth every cent we ask for it—sometimes more. We want you to feel the same way after you buy a thing.

If you should not feel that way, the greatest favor you can do yourself and us is to bring it back and give us your reasons. We're open to argument and want you to be, too.

Will you come in and pass judgment?

ONE THIRD OFF ON ALL STRAW HATS

Weather conditions are forcing us to make this concession in price at this early date when summer has just about begun. A Straw Hat is never carried over at this store from one season to another and this price concession at this early date will move them quickly. Remember KNOX Straws are worn by gentlemen everywhere because they are correct and comfortable.

\$5.00 Straw Hats	\$3.34	\$2.00 Straw Hats	\$1.34
\$4.00 Straw Hats	\$2.67	\$1.50 Straw Hats	\$1.00
\$3.00 Straw Hats	\$2.00		

The Panamas are also included at the same discount. No use waiting any longer if you want summer comfort in headwear. Boys' and Children's Straw Hats are also included.

117 Main St. **Schaul & Roosa** Hornell, N. Y.

Her Lesson In Loving

It Was a Severe One, but I Brought Her Happiness.

By LOUISE OLNEY.

After a "good night" so listless that her mother sighed at the change in her daughter Anne Morton went to her room and locked the door. Throwing aside her lace cloak, she turned on all the lights and, tall and graceful in her clinging yellow gown, studied herself in the mirror.

Richard Hunter had not asked for a single dance, but had devoted himself to Mollie Pierce. Anne began to realize that this had been the order of things for some time. Morris Trevor also had not come near and only a year ago, before she had broken her engagement with Richard, there had not been dances enough to satisfy her admirers. Surely at twenty-seven a woman has not lost the power to attract! Was she becoming a wallflower?

The mirror was reassuring. Her fine brown eyes were large and clear, her heavy dark hair perfectly arranged, her oval face and small head certainly distinguished. She smiled ruefully, and a dimple deepened in her cheek. But when her face fell to repose she noted critically that she looked bored, almost unhappy, the corners of her mouth drooped and two cross little lines showed between her eyes.

Anne began to take stock of herself. Tonight she had actually sat out three dances with the chaperons. She faced the fact that her friends were becoming fewer; that the men called less often, invited her less often to share their pleasures. "The girls" no longer dropped in to gossip of clothes and merry-making and beaux. Yes, even in the family things had changed. Her mother, always loving, was also patient. Harry, with the frankness of fourteen, remarked when she was irritated with him that she was becoming a cross old maid. Jean assumed condescending younger sister airs.

She was quite sure that it was Richard's place to make the first move toward reconciliation, even though she admitted to herself that the fault had been mostly hers. At last she went to bed and cried herself to sleep. But she awoke early so much earlier than usual that, as she lay thinking, it came to her that not for months had she really seen her father, not for months had she breakfasted with the family. Or impulse she rose, took a cold plunge and dressed for the street. She had nearly finished when the rising bell rang.

She stood nervously adjusting her collar at the mirror, a little sensitive about going down lest some member of the family might comment on her unwonted presence, when she noted that she looked positively cross. It made her seem old. She by an effort made herself smile, and the dimple again showed itself. Then she started for the door, just in time to encounter Harry, who was coming with an old gong to awaken her. Yesterday she would have complained to her mother; today she laughed as he scampered back to his room to finish dressing.

When she heard the breakfast bell she started slowly downstairs, and as she reached the lower hall she caught her own name spoken by her mother in an anxious tone. Involuntarily she paused. Her father replied:

"Don't worry, mother. Anne needs a lesson in loving. She will have to suffer till she finds out that no woman is loved and sought unless she is loving—lovable. She will not be her old attractive self till she stops being bored and sarcastic and is pleased and interested, and shows that she is. She is getting selfish, and nothing but thinking of others will do her any good."

"But, Fred," her mother's voice continued, "Richard never came near her last night nor Morris nor Henry Parker. Do you suppose they resent her treatment of Richard? And she is never about when our older friends call and never up in the morning. Has it occurred to you that Richard may have shown her he wanted to break with her and that she is unhappy about it? Last night he was so devoted to Mollie Pierce?"

"Nonsense! Richard simply had a real man's self respect. She dismissed him for nothing, and I don't blame him for not crawling back like a whipped puppy. Perhaps he is getting interested in Molly. A live young fellow is not going to let the caprice of one woman spoil life for him. He did care. He told me himself when it first happened that he was all cut up about it, but that she would have to call him back herself. She hasn't done so. Well, there is nobody like him. Yes, another cup, dear, please." Anne fled softly back to her room, her cheeks and eyes ablaze, fury in her heart.

How dared they? How dared they discuss her affairs and side with Richard? Then it came upon her that those two dear persons, the dearest in the world, loved her and had a right to say to each other what they thought about their own child.

And they were right. That was the worst of it. What should she do? After a moment's hesitation she went quietly down and took her place at the table, bidding them good morning as if nothing had occurred. Harry and Jean came charging each other down the hall to join the family, and then everybody seemed to begin talking and laughing. In spite of herself Anne became interested. She laughed, and at her new good nature Harry offered to play golf with her—supreme condescension on his part. She accepted.

Then, as her father left his seat, she followed another impulse—she offered to walk to the office with him for the exercise. His eyes widened a little with surprise, but they started off joyfully together, father and tall daughter, arm in arm, through the crisp autumn air the full mile downtown. It was a good mile, and the air stung a red stain into her cheek.

Leaving his father at his office, she started back, remembering her "date" on the links with her brother. She had an hour yet and was minded to wander off by herself and think. At heart she was still furious and a little fearful about Richard's supposed change of heart. Mollie Pierce, indeed! That little silly doll! Yet stranger things had happened. She suddenly realized what a blank she had made of her own life. She turned into a quiet side street and walked swiftly along,

hardly seeing where she went. Once she raised a hand to wipe her eyes. They smarted strangely. Everything was strange, especially this new, fearful waking from the apathetic dream she seemed to have been lost in for a year. Of course it was too late for Richard to forgive her, but at least she could make it up to her dear family.

Remembering that she must meet her brother, she suddenly turned a corner and ran into a big man who, from the impact, must have been coming along at some speed. She gasped to see that it was Richard, as astonished as she, gazing at her as if he had never seen her before, at her fresh color, her bright eyes, the fugitive tear on her cheek. He hardly knew what he said, but she laughed merrily.

"I really did not intend to—knock you down. I'm sorry, Dick." She called him Dick with manifest good feeling. The man's heart leaped as he looked at her glowing face. He turned to walk with her a little.

"Going home? You don't look like a girl who danced till 1 this morning, Anne, I must say."

"I sat out three dances," she answered coolly. "Harry says I'm getting to be a cross old maid. Is that why you did not ask me for a waltz?"

"You have refused me so many times I began to accept my fate."

"I'm—sorry—Dick." She interrupted him to say what she would not even have thought a few days before. "I'm sorry," she repeated.

He turned to her eagerly. "Anne," he said in a low voice, "you could not possibly cross your heart and hope to die and say you are sorry for—anything else! Oh, Anne, could you?"

She only nodded an instant while she swallowed the remnant of her old pride. He was looking down at her, glowing in her blush. Then she spoke fully and freely, gladly.

"I treated you very badly, and I am very sorry, Dick." Her eyes, full of tears, bravely met his gaze. Of course Richard Hunter knew he could not kiss her on the street, but he also knew that it would not be long till they reached her home. He knew, too, that, whatever demonstration he made, Anne's mother would not care. He bided his time. Meantime he and Anne were very happy.

Easy Divorce in Old Times.

The code of King Khammurabi of Assyria, whose date is approximately 2900 B. C., which has been deciphered from a pillar discovered at Susa, deals exhaustively with the subject of divorce. One of the most interesting clauses is the following: "If the wife of a man who dwells in the house of that man has set her face to go forth and has acted the fool and wasted his house and impoverished his house, they shall call her to account. If the husband shall say, 'I put her away,' he shall put her away. She shall go her way. For her divorce he shall give her nothing."

"GINGLES JINGLES"

"LET 'ER SLIDE."

When your troubles seem to come in flocks, and you are sorely tried, and it looks as though the clouds would never break, you can smile if you will do so, you can say, I'll let 'er slide. Just relax and see the change that it will make. Watch the rays of joyous sunshine brighten up the path for you, when the woes have pulled their freight and you are free. Being cheerful is a habit just the same as feeling blue; cut the grief and say, it's let 'er slide for me. I will change my ways of thinking; I'll enjoy instead of fret. What's the use of wasting time in feeling sad. Being over-anxious never has done any good as yet, so I'll ditch the whine and cut out feeling bad. I will go in for a pleasant time and laugh dull care away; I'll disperse the thoughts of discontent, and face the sun today. Feeling good is just the knack of knowing how. It is worth a little solid thought, when you are battling wide to adjust your mental works to come across and forget your cares and troubles and say, I'll let 'er slide. Do not be controlled, insist that you are Boss. *Ernest H. Gingles*

Circumstantial Evidence.

Mark Twain on circumstantial evidence: "Even the clearest and most perfect circumstantial evidence is likely to be at fault, after all, and therefore ought to be received with great caution. Take the case of any pencil sharpened by any woman. If you have witnesses you will find she did it with a knife, but if you take simply the aspect of the pencil you will say she did it with her teeth."

Your real estate is as salable as staple merchandise—and, to judge a word, as "advertisable."

Try our "B. B. B." column for results.

Coming Here to Make Community Address



PROFESSOR E. J. WARD OF THE FEDERAL BUREAU OF EDUCATION.

THIS man is E. J. Ward, the community expert of the United States government. He is the originator of the social center idea; established a bureau for social center work in Rochester five years ago on which was focused the attention of almost the entire nation. The University of Wisconsin wanted Ward for a larger field, with a whole state to work in. He went to Wisconsin. President Wilson wanted Ward for a still larger field. He sent for him at Washington and put him into a position where he can work out his ideas for the benefit of the whole country.

He will make a community address at the Chautauqua on the second day. Every man and woman should hear Ward. He is a dynamo of energy and a marvel in putting into effect practical, workable ideas for community betterment, growth and development.

SECOND DAY OF THE COMMUNITY CHAUTAUQUA

AT ANDOVER BEGINNING AUGUST 2ND.

GARDNER & GALLAGHER COMPANY
CONFIDENCE IS ESTABLISHED THROUGH FAIR DEALINGS

Did you know that Clothing bought of us is doubly guaranteed? Not only do the well-known manufacturers of SOCIETY BRAND and CLEVER CLOTHES give you their guarantee, but we stand back of every purchase. Our aim is steady patronage and we not only want to gain your confidence, but give you absolute satisfaction.

There is a wide range of models and patterns to select from, adapted to any figure and suitable for any occasion. Look them over and you will find them superior in style, workmanship and quality—and every garment guaranteed.

SPECIAL SALE ON MANHATTAN WOOL SUITS

We have a quantity of Wash Suits that we bought with the Tuttle & Rockwell's stock—all good styles and patterns, sizes from 21-2 to 7 only. These will clean up at one-half the regular price.

\$2.50 Manhattan Wash Suits.....1 25	\$1.50 Manhattan Wash Suits.....75c
2.00 Manhattan Wash Suits.....1 00	1.00 Manhattan Wash Suits.....50c
75c Wash Suits.....38c	50c Wash Suits.....25c

We invite **GARDNER & GALLAGHER CO., Inc.** Hornell, N. Y. your inspection 111 Main Street

GET TO KNOW THIS STORE BETTER

HE WHO BUYS EARLY BUYS BEST

This is true—more so this season than ever before. The European war has caused a scarcity of good Dependable Merchandise never before experienced.

The Wise Man Will Buy His Spring Suit While The Selection Is Good

We are ready to show you a big line of All Wool, Hand Tailored Suits for \$15.00 to \$25.00*

GUS VEIT & CO. Cor. Main and Broad Sts. Hornell N. Y.

It's Continuous Water Dropping That Wears Away the Stone and Continuous Advertising That Reduces Stock Try the News Columns

The Stone Which Does Not Advertise Cannot Grow

THE TONIC THAT BRINGS HEALTH

"Fruit-a-tives" Builds Up the Whole System

Those who take "Fruit-a-tives" the first time, are often astonished the way it builds them up and makes them feel better all over. They may be taking "Fruit-a-tives" for some special disease, as Constipation, Indigestion, Chronic Headaches or Neuritis, Kidney or Bladder Trouble, Rheumatism or Pain in the Back. And they find when "Fruit-a-tives" has cured the disease, that they feel better and stronger in every way. This is due to the wonderful tonic properties of the famous tablets, made from fruit juices.

50c a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ogdensburg, N. Y.

WILL SLOAN'S LINIMENT RELIEVE PAIN?

Try it and see—one application will prove more than a column of description. I have had wonderful relief since I used Sloan's Liniment on my knees. To this after all these years of pain one application gave me relief. Many thanks for what your remedy has done for me. Don't keep on suffering, apply Sloan's Liniment where your pain is and note how quick you get relief. Don't stop. Store. 25c.—Advertisement.

Without rubbing. Buy it at any Drug Store.

The dollar-saving fact is still the interesting fact—to the average humans. That's why the ads are "good reading matter."

"ROUGH ON RATS" ends RATS, MICE, Bugs. Disinfects. Unbeatable Exterminator. Used World Over, by U. S. Gov't too. Economy Size 25c or 15c. Drug & Country Stores. Refuse substitutes. FREE. Comic Picture R.—E. S. Wells, Jersey City, N. J. 29

Not every ad interests every person—but every ad interests some of the people, and sometimes one ad may make an almost universal appeal.

Have your old Auto Tires made new with the Snap on Tread AT LITTLE COST For Sale—Kitchen Cabinet **J. L. Williams**

BRIEF BUSINESS BRINGERS

Classified Advertisements 1 cent a Word. Minimum Price 10 cents

FOR SALE
FOR SALE—Good Hayrack
F. Emery.

FOR SALE—An Iron Bed with Springs, cheap if taken at once. E. A. Richardson & Sons.

PARTY moving away owes us \$117 on handsome Upright Grand Piano used 3 months. It is yours for balance. Write the Gibbs Piano Co., 71-73 Main St., Springfield, Mass. (31 years in one location.)

WANTED
WANTED — Man during the haying season. D. L. Langworthy & Son.

WANTED — Man for haying season. R. Hardy.

WANTED — Calves for veal-ing. Call phone 6292. Earnest E. Orvis.

ASTHMA Prompt Relief. Remedy guaranteed. Trial mailed free. WOODBURY CO., 1175 Broadway, N. Y. C.

PARKE'S HAIR BALSAM A toilet preparation of merit. Helps to eradicate dandruff. Free Resisting Color and Beauty to Gray or Faded Hair. See and get at 61 and 63 at Druggists.

RHEUMATISM CAN BE CURED
Sufferers with Rheumatism, Neuralgia, Neuritis, Lumbago, Sciatica, Rheumatoid Arthritis or Gout, no matter how severe your case is, write for my FREE Book, Frederick Douglass, M. D., Dept. 37, 873 Boylston St., Boston, Mass.

Our "B. B. B." column always brings quick returns. Try it.

CLOSED
See Our Window Display
It is replete with helpful suggestions

You may see that next week wanted for so long
But—listen Dougall Co-operative terms. Why wait

One S
\$1
W

By keeping everything possible for one pair of hands.

Such conveniences other housekeepers you:
—Removable All-Metal
—Large China Closets
—Glass Sugar Bin
—Large Work Cupboard
—Porcelain Sliding

114 - 11 Main Street

SOUTH HAVEN
July 5.—The day "brat" passed off over our hill. Truly a "strange Fourth."

The funeral of Jonathan, held in Immaculate church, Wellsville, Monday, was largely at this vicinity.

Mrs. A. M. Mings today to her home, returning to the Wellsville where she is receiving Misses Mayme and Len of Wellsville, of July guests of Mrs. Ed. Moran.

Ed. McAndrew drove home Tuesday, Fourth of July joy riders.

Mrs. Joseph Santel spent Thursday and last week with her mother and Mrs. P. A. Dean.

Mrs. Anna Harrington, of Andover, at the week at the Riley.

Will Krowl, who returned from I. Gerald McAndrew, spent the Fourth at K. McAndrew.

Mrs. Herman Dehorne Monday, after with her people on during the sickness of her father, John.

Misses Nora and drew visited Wellsville.

Will Dean Jr., who in the motor department Curtiss Plant in Hart came over Saturday few day's visit at I visited relatives in Fourth, returning to Fort Wednesday.