

# What is "Good Will?"

You've often heard that the "good will" of a certain business was worth a lot of money.

But did you ever stop to think what "good will" means?

Let's use our store as an example. We have customers, many of them, who wouldn't think of buying anything else. They come back to us, season after season, because they get what they want at the price they want to pay.

And it's this continuous patronage that is one of our biggest assets. That's why we carry merchandise of high quality and do our best to please everybody who comes in.

Maybe you're already on our "good will" list. Come in any day and see our new line for Fall and Winter. If you have decided to pay \$18 or \$25 for either Suit or Overcoat you can't get any better values than ones shown here. Styles? Newest and up-to-date in weaves and colorings seldom seen in ready-to-wear garments—but you know we handle Stein-Bloch Smart and Clothcraft Guaranteed Clothes—none better at any price. The Pinch and Belted back Suits and Overcoats are the ones the young men are favoring. Excellent selection.

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

## GREENWOOD LOCAL BRIEFS

Clear and cold.  
Coal is scarce.  
High cost of living is trying to keep pace with high cost of labor.  
Union labor is forcing up its prices and at the same time criticizing farmers for high cost of living because they want more pay for their work.

Miss Ruth Law has placed Hornell on the map by dropping down in that city. Hornell should give her a monument.

Mexican and United States relations are nearing a crisis.

The Serbians again have a government on their own soil.

The aged Emperor of Austria-Hungary is dead. He had sat on the throne upwards of 67 years, but he did not live to see the war of which he fired the first gun completed.

The Deutschland has again dove for Germany. She departed in open day this time.

Gaylord Lewis has purchased a new head for his Holstein herd, of Wm. Jones, of Wellsville. Its dam and granddam averaged 32 27-100 lbs. butter each in a 7 day test.

Leo Birmingham was a Monday visitor in Greenwood.

Mrs. A. H. Dennis was in Canisteo Saturday.

Mr. and Mrs. Riley Haye were in Hornell Saturday.

Mrs. F. D. Watkins, of Rock Creek, was a city caller Tuesday. Carlyle Spencer was in town Wednesday greeting friends.

Will O'Dell, of West Hill, was in our city Tuesday, on business.

The supervisors are in session at Bath this week.

The Tieper trial progresses slowly. It promises to spin out several weeks.

James E. Redmond visited Hornell Saturday.

Mr. and Mrs. Lloyd Tobias were in Canisteo Saturday.

Geo. Heckman, of Jasper, was in town Wednesday greeting old time friends.

Wm. Banks, of Jasper, was a Tuesday caller in Greenwood.

Misses Anna Bartholomew and Grace Conn were in Hornell Saturday.

Alex Birmingham was a Tuesday caller in town.

Mrs. Chas. Davenport was a Hornell visitor Saturday.

Fred McMinden, of Jasper, was in our city Tuesday.

Horatio Gurnsey was in Hornell last week.

Mrs. Marion Streeter and Mrs. Miner Streeter were Monday visitors in Hornell.

Irwin Holt, of Jasper, was in town Wednesday.

John Slawson, lumber dealer, of Canisteo, was in our city on business Tuesday.

B. B. Hann, of the Empire Fuel Company, of Andover, was in our city Tuesday.

Messrs. Schurotte and Freeland have a large amount of apples at their evaporator. Enough to keep them busy some time unless frost closes the drying season.

One hundred and fifty-nine were killed in a railroad wreck in Mexico.

The test of the constitutional-ity of the 8-hour a day law will be a hard fought and bitter one.

The potato market is dormant at present. It looks as though the highest prices have passed.

# "I FEEL LIKE A NEW BEING"

"FRUIT-A-LIVES" Brought The Joy Of Health After Two Years' Suffering



MADAM LAPLANTE  
85 St. Rose St., Montreal, April 4th.  
"For over two years I was sick and miserable. I suffered from constant headaches, and had palpitation of the heart so badly that I feared I would die. There seemed to be a lump in my stomach and the constipation was dreadful. I suffered from Pain in the Back and Kidney Disease."

I was treated by a physician for a year and a half and he did me no good at all. I tried "Fruit-a-lives" as a last resort. After using three boxes, I was greatly improved and twelve boxes made me well. Now I can work all day and there are no headaches, no palpitation, no heart trouble, no constipation, no pain or kidney trouble and I feel like a new being—and it was "Fruit-a-lives" that gave me back my health!

MADAM ARTHUR LAPLANTE.  
50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ogdensburg, New York.

(Continued From First Page)

of Mexican and Spanish descent who have lived in Arizona, New Mexico and Nevada for years— voted for Wilson?

"Well, that is what happened, and these men have been voting the Republican ticket ever since they had a vote. The answer is they like Wilson's Mexican policy and their votes helped a lot."

## Organized Labor Sure

As for the labor union men. They are not doing so much talking, but they are convinced that organized labor turned the trick. They won't argue much with you, but they smile a wise smile when the subject is broached and at once assume the air of a cat who has just swallowed a canary.

The man from the agricultural districts of the West says the farmer is responsible. Senator Borah of Idaho gives a great deal of credit to the tillers of the soil, but he awards the grand prize to the women of the West. Senator Borah covered several far Western states during the campaign and he says that the women made the men vote for Wilson on the "kept us out of war" theory. Senator Borah says he tried to combat this sentiment and found his efforts useless.

As to the individual claimants, Senator W. James Hamilton Lewis of Illinois, he of the pink whiskers, commonly known as "Jim Ham" Lewis, and Vance McCormick, chairman of the Democratic National Committee, head the list. Lewis' friends vow that the Senator's Western tour in the heat of the campaign clinched the victory. McCormick's friends say his live wire methods in New York turned the trick.

## Some Blame Roosevelt

Some are inclined to blame Colonel Roosevelt and say that he kicked the fat in the fire. The Colonel did not help Hughes much. In fact he hurt more than he helped him but he did not hurt him enough to defeat him.

Others blame Chairman Wilcox and the general management of the campaign on the part of those at headquarters. It is true that Mr. Wilcox failed to cover himself with glory. The Democratic management was none too brilliant but beside the Republican management it shone like a thousand candle power arc light. In fact, the less said about the Republican management the better.

Before going into the Northwest and to the Pacific coast on his first trip Mr. Hughes had a month in which to acquaint himself with conditions in that section of the country. He was badly misinformed when he started out and the result was that he lost the election on that initial tour. Had he sent Senator Borah or Frank Hitchcock or both

flying ahead of him, they would never have allowed him to say the things he did in Minnesota, Montana, Idaho, the Dakotas, Oregon, Washington, and California. Nor would they have allowed him to so conduct himself as to throw away the support of Hiram Johnson in California.

But neither Hitchcock nor Borah were allowed any say. Both were disgusted with the general conditions of things at headquarters on August 1. This is not hearsay. The News correspondent had it direct from the lips of Hitchcock and Borah before August 1.

GARDNER & GALLAGHER CO., Inc.  
MEN AND YOUNG MEN who like best things will find great satisfaction in buying the new  
Society Brand Suits and Overcoats  
we are showing this season. Not only the Clothing, but the Hat, the Shirt, the Scarf, the Underwear and Hosiery, in fact  
Everything Reliable and Exclusive for Men's Wear  
GARDNER & GALLAGHER CO., Inc.  
111 Main Street HORNELL, N. Y.

# Why You Should Buy Your Piano at POPPENBERG'S

FREE Delivery Into Your Home



ESTABLISHED 1848

TERMS to Suit Your Convenience

## This Building Contains the Largest Piano Sales Floors, and the Largest Stock of Pianos to be Found in the Wide Wide World

In London, Berlin or Paris there is nothing to compare with them. In Chicago, where they are used to doing big things in a big way, there is nothing anywhere nearly so large. In our own "Little Old New York" there are no TWO PIANO SALES FLOORS the equal of our FIRST or MAIN FLOOR, ALONE.

When you enter it you will see more pianos than you have ever seen before under one roof, or ever will see again, in all likelihood. Customers are given more privileges and more advantages is the reason for our success.

We conduct our business of selling pianos on a scientifically organized selling plan that eliminates to the greatest degree any and all expenses that increase the retail price of the pianos. Our selling plan does everything to lessen the cost of the piano. We apply the rules of modern business efficiency, plus a knowledge of finance, plus common sense. To begin with, we cut out high-priced location expense, our address makes this evident to all who know real estate values in Buffalo. We cut out rental expense. We own our own building and pay no rent. We cut out financing expense. We finance our own business. We cut out buying expense. We do our own buying and pay spot-cash when we can save a dollar for our customers. We cut out middlemen or jobbers' profits. We buy direct from the manufacturer in car load lots. Our customers gain by that. We cut out high salary salesmen's expenses. We do our own selling, we don't pay anyone a lot of money to talk you into buying a piano; our prices sell our pianos, you know what these pianos are; a lot of polished talk won't make them any better for us. We cut out the commissions. We appreciate the business when it is sent to us, but not at the cost of our customers. No teacher, friend, or anyone makes a dollar on you. We cut out a dozen minor expenses, such as carting, storage, garage, collection, etc. That is, we don't pay anyone a profit to do these things for us, we own our own garage, sell, truck, do our own storing and have no expensive horde of Buffalo and return (within 150 miles), of any one who purchases one of our instruments.

## VERY SPECIAL PIANO BARGAINS

Twenty Rebuilt and Slightly Used Pianos of Renowned Makes Taken in Exchange for Player Pianos—Will Be Sold at the Following Prices:

BILLINGS upright, rosewood case, thoroughly overhauled.....	\$30	NEEDHAM fine walnut upright, new, but shopworn; lists at \$500, will sell at.....	\$148
KURTZMANN, walnut case, in perfect condition.....	\$45	STEINWAY, plain ebony case, beautiful tone, and great value at.....	\$160
BJUR, small upright six octaves; like new.....	\$60	HAINES, beautiful mahogany case, fancy carve and elegant tone.....	\$165
CHICKERING, rosewood grand; fine for hall or lodge room.....	\$75	EBERSOLE, mahogany upright; new, but shopworn.....	\$178
JEWEL, mahogany upright; practically new.....	\$65	HARRINGTON player piano; sixty-five note, with fifty rolls of music; taken in exchange for modern player.....	\$180
KRAKAUER, walnut upright; thoroughly rebuilt.....	\$110	CHICKERING, rosewood grand; seven years old; slightly used; beautiful tone, and a big bargain at.....	\$200
WINTERROTH, mahogany upright; beautiful case and tone.....	\$112	KIMBALL grand; used by artists while giving concerts in Buffalo.....	\$225
ROYAL, walnut case; originally cost \$450, now.....	\$108	AUTO-PLAYER; one year old; taken in exchange for CHICKERING player.....	\$337
FISCHER, beautiful mahogany case; thoroughly refinished and rebuilt.....	\$127	SCHUMACHER, mahogany grand, gold strings, and good value at.....	\$350
STERLING, about nine months old; a great value at.....	\$131		

These instruments are all guaranteed to give absolute satisfaction, and a stool, and delivery are included in the price. Terms as low as \$10 cash and \$5 per month are extended.

Trade Allowances Your old Piano, Organs, Phonographs, Musical Instruments, etc., taken in exchange at liberal prices.  
**POPPENBERG'S MAIN AND CARLTON STREETS BUFFALO, N. Y.**

THANK

# Table

A sale of exquisitely wisely anticipated. Probably the we can give but Today The C

# Towels Toweling

Flemish Huck Extra large snow Towels of good quality in a fine w borders and hem 10x10 inch  
All Linen Huck A large assortment linen plain hemst 18x36 inch  
Fancy Guest T A collection of Gr which embraces a g of exquisite designs range of qualities 25c  
Camask Tow Pure Damask new handsome de from 25c to  
Fancy Turkish Colored Border Turkish P on 12 to 14 lb heavy tow 25c to  
Huck Towel A Toweling of in and cotton (e each) 18 in heavy and genual stripe pattern.

## SOUTH HILL

Nov. 22.—We are su these fine days week of wintry weather  
Mattison & Son h machine on the hill a week, threshing buckw those fortunate enough it.  
Mr. and Mrs. M. T. C little sons, were su of her parents, Mr. an A. Dean.  
Miss Nellie Horan wa ville visitor Saturday and spent the night wter, Mrs. John Wahl, Valley.  
Miss Anna Livermor turned to Buffalo; to same her work as nu of the city hospitals, two month's vacation.  
Chas. Robinson, John Henry Horan attende of the Dairymen's L Belmont, Tuesday, m trip in Mr. Robinson's D. J. Appier, of spent Saturday night day with Mrs. Appier, a of R. McAndrew.  
Word was received fr Mrs. Livermore last F the arrival of a new at the home of Mr. and Robinson, of Wellsville, mson will be remembe Livermore, formerly of Mrs. Margaret Har Voorhies Hill, was the week of her daughter, man Dean.  
Miss Monica Fohren ville, spent the week- some of E. S. Horan.  
Rev. J. J. Sheehy, o