

ROTHSCHILD BROS.

-MAY TRADE WEEK-

MAY 8th to MAY 13th, 1911.

A special week for out-of-town Customers. It is as inexpensive to trade here as at your own home, and you have the pleasure of a trip to Ithaca free of charge, the advantage of our larger assortments and our lower prices, our special inducements and our special prices.

Ladies' Spring Suits, \$15.95

Every suit of this season's styles, with plain tailored coats, serges, worsteds in mannish mixtures, black and white checks and stripes, plain, colored serges, greys, tans, black, brown, copenhagen, navy and smoke, worth from \$20 to 25.00

Cloth Skirts \$2.95

These skirts are worth from \$4 to 6.00, pleated and plain gored. Serges and panamas in navy, black and fancy colorings

Special Lot of Coats \$3.98

Broken line of sizes, but excellent value for the women we can fit. Coverts, black serges and panamas, short and three-quarter lengths. Just the thing for driving.

Shirt Waists 98c

Fine lawn waists with hand-crocheted medallions, and exquisite lingerie waists with fancy embroidered fronts, worth 1.50

Summer Wash Dresses \$3.98

Ginghams, chambrays and fine lawn, in plain colors, fancy checks and plaids, high or low neck, plain tailored or trimmed with embroideries. Wonderful assortment. Sizes from Junior Misses 13 to Ladies 42

Silk Dresses \$10.00

A handsome line of taffetas, foulards, messalines and other light weight summer silks, in high or low neck, plain colorings, checks and figures, including the popular hair line stripes and polka dots

Men's Shirts 39c

A special assortment of excellent patterns in percale shirts, stripes and figures, pleated or plain, regular 50c quality

Work Socks 3c

Just the hose for heavy spring and summer field work. It is excellent value at 3c a pair

Umbrellas 79c

Gloria silk cover on a well-made frame. Fine assortment mission and boxwood handles, regular \$1.00 value

Suspenders 15c a pair

Place them beside any 25c suspender and you will find they compare very favorably

Suit Cases 69c

Made of good quality caratol with reinforced corners, regular 1.00 quality. Just the things to use for shopping or traveling

Sewing Machines \$12.95

Excellent value. You can't afford to sew by hand when you can purchase a machine at this price. Drop head, easy running, fully equipped

Paper Covered Novels 7c each

All the authors that you like and nearly all their publications. Instructive and entertaining

Landscapes 79c

A beautiful series of landscapes and art views, neatly and prettily framed. Worth no less than 1.25

Holly Batistes 11c a yard

Excellent quality, large assortment of patterns, and very popular for summer dresses, waists, kimonas and children's dresses, white grounds, with pretty figures in pink, blue, yellow or lavender and dark grounds, such as navy and black with white figures

Bates Domestic Gingham 9c a yard

You know the quality, worth 12 1-2c a yard

Fruit of the Loom Muslin 8 1-2c a yard

36 inches wide, full count, regular quality

Table Linens 69c a yard

Heavy Scotch linen 70 inches wide, worth 85c and \$1.00, full bleach and excellent new assortment of patterns

White Goods 11c a yard

Lawns, madras, dotted lawns, India linen and Persian lawn, worth 15 and 18c a yard. Every woman can find plenty of uses for these materials too

Towels 12 1-2c each

Huck hand towels worth 15 and 17c a piece are sacrificed at this price

Foulard Silks 39c a yard

22 inches wide and in all colors and combinations of colorings, with small and large figures and stripes. A magnificent assortment and excellent for waists and dresses. The material is worth from 59c to 75c a yard

Dress Goods 69c a yard

All the popular colorings, either plain or with self stripes in all the many weaves, sells for 1.00 a yard

Special Inducements

Absolutely Free

Your car fare both ways to and from Ithaca
A good appetizing lunch
Your horses stabled, if you drive
All purchases delivered to your depot
If you trade only \$10 worth on any one day of this week.

Ladies' Belts 19c

An assortment of belts of tan and black leather and elastic belts in blue, white, black, gray and tan, with plain and fancy buckles.

Handbags

Very nobby for shopping or traveling, and very serviceable. Special values at 19c and 39c

Centerpieces 39c

All linens, either square or round, trimmed with Renaissance lace, they would be exceptionally good value at 50c

Corsets 43c

All popular models, to fit any figure, sizes 18 to 30

Gowns and Drawers 39c

A beautiful assortment of muslin gowns and either high or low neck and special line of lace trimmed drawers at this price

Flouncing 27 in. wide 23c a yard

Beautiful eyelet and blind embroidery for wash dresses, graduating dresses and the like, 50c value

Flouncing 12 inches wide 19c a yard

These skirting width flouncings are nearly all eyelet embroidered and are especially for muslin underwear trimming. Excellent value at 39c a yard

Hooks and Eyes 2c for a card of two dozen invisible hooks and eyes

Shirt Waist Shields 9c a pair, special light weight shields for summer wear

Side and Backcombs 9c each, regular 25c value
Jewelry 5c. Includes an assortment of scarf pins, brooches and beauty pins

Majestic glycerine soap, 2 cakes for 7c
Special assortment of braids, dress trimmings and appliques 19c and 39c yd. If you are making a spring dress or suit, you will find these valuable

Trimmed Hats \$5.00

Beautiful assortment for young and old

Ladies' Oxfords \$1.69

Stylish and up-to-date, in patent, gunmetal and tan, regular 2.00 value

Children's shoes and oxfords 98c. An odd assortment of leathers in odd sizes, worth 1.50, 2.00 and 2.50. Perhaps one of these pairs will fit your child

Fancy Ribbons 15c a yard

Regular 25c value, 5 and 6 inches wide, plain taffetas, satins, moire, warp prints, persians, dresdens and black and white effects. Excellent trimming for summer dresses

Lace Curtains \$2.98 a pair

Fine Nottingham, Renaissance, Cluny, Irish point and brussels net; a wonderful assortment of curtains, worth 3.50, 4.00 and 4.50.

Sofa Pillows 33c

A 22 inch silk floss pillow, covered with art ticking, worth 50c

Ladies' Hose 29c a pair

A large assortment of ladies' hose 50c quality in all colors and fancies

Ladies' Vests 6c each. Excellent quality, Egyptian cotton summer vests, good cut, specially good value

Ladies' Union Suits 33c. A lisle union suit with lace trimmed drawers. Exception value

Silk Gloves 49c. Twelve button length in all the popular shades, worth 75c a pair. It is a summer dress glove.

Carpets 79c a yard

Wilton velvet and body brussels, worth \$1.00 and 1.10 a yard, patterns we are to discontinue

Axminster Rug 9x12 \$15.90. Handsome floral and oriental patterns in this excellent grade of rugs. A superior quality rug well worth \$25

Axminster Rug 27 in x 54 in \$1.19. Neat patterns and excellent for door or hall use, worth 1.50

Preserve Kettle 19c, 6 quart gray enamel
Dairy Pails 19c, 12 quart tin dairy pail

Water Tumblers 1 1-2c each
Dinner Set \$5.97, 100 pieces and beautifully decorated
China Base Lamps 97c, beautifully decorated, well worth 1.50

Silver Knives and Forks \$2.95, triple plated
White and Gold Toilet Sets, \$2.50, regular 3.25 set

Never before have you been allowed such an opportunity for early trading. Don't fail to take advantage of this wonderful opportunity we are offering you. Visit us on some day between May 8th to 13th, and you will be glad of it.

ROTHSCHILD BROTHERS, - Ithaca, N. Y.

What Simpson Did About It.

"Once, when I was editing a paper in a Lancashire town, I convinced a man in a most emphatic way that it paid to advertise," said an old journalist. "He was a fairly prosperous tradesman, whom I will call Simpson, and I had tried for a long time to get him to insert an advertisement in my paper."

"Oh, it's no use," he would say. "I never read the advertisements in a paper, and no one else does. I believe in advertising, but in a way that will force itself on the public. Then it pays. But in a newspaper—pshaw! Everybody who reads a newspaper dodges the advertising pages as if they were poison."

"Well," said I, "if I can convince you that people do read the advertising pages of my paper, will you advertise?"

"Of course I will. I will advertise whenever I think it will do any good."

"The next day I had the following line set up in the smallest type in the office, and stuck it in the most obscure corner of the paper:

"What is Simpson going to do about it?"

"The next day so many people annoyed Simpson by asking him what the line meant that he begged me to explain the matter in my next issue. I promised to do so if he would let me write the explanation and stand to it. He agreed, and I wrote:—

"He's going to advertise, of course. "And he did."

Is New York Proud of Herself?

A table in the twenty-first biennial report of the State Board of Health of California, issued in 1910, shows that among the states mentioned, New York, the great Empire State of which its citizens boast so much, stands third in per capita wealth and twenty-first in per capita health appropriation; first in total assessed valuation of property and second (a very bad second to Pennsylvania) in total health appropriation. New York's health appropriation is 15 mills per \$100 of assessed valuation as compared with an average for all the states listed in the table, of 8 6 mills.

Farmers, Take Notice!

Many of you have old plow points, thrown in the old junk pile. Now I can draw them out for a small cost to you and some have told me they have worked better than when new. Now is the time to get your wagon and farm tools repaired, wood work and irons repaired at Huson's, Genoa, N. Y.

Much more the Price.

"What is the subscription to the new periodical you have started?"
"Two dollars a year."
"Is it intended for any particular class of readers?"
"Yes, for those who have the two dollars."—Boston Transcript.

Now is the Time to Buy That New Buggy

for the summer outings. If you want one that is up-to-date there is no better place to get it than ATWATER'S; our wagons are made and guaranteed by the largest vehicle works in the world; we have them in all styles; our auto seats are dandies; we also have democrat and farm wagons that are made to suit the buyer.

We have a few more harrows and plows left; now is the time to get them, also that good steel roller to smooth your land. Our cultivators are up-to-date, hand and riding with disc gangs and hilling attachments, shovel plows and everything to work those potatoes and corn with.

Remember that our feed is complete in every line. Pillsbury and Golden Star Flour will do your baking. You can get both of

J. G. ATWATER & SON Clear View and Genoa, N. Y.
Dealers in Lumber, Coal, Fuel, Farm Implements.

It Startled the World

when the astounding claims were first made for Bucklen's Arnica Salve, but forty years of wonderful cures have proved them true, and everywhere it is now known as the best salve on earth for Burns, Colds, Scalds, Sores, Cuts, Bruises, Sprains, Swellings, Eczema, Chapped hands, Fever Sores and Piles. Only 25c at J. S. Banker's, Genoa, F. T. Atwater's King Ferry.

A Burglar's Awful Deed

may not paralyze a home so completely as a mother's long illness. But Dr. King's New Life Pills are a splendid remedy for women. "They gave me wonderful benefit in constipation and female trouble," wrote Mrs. M. C. Dunlop, of Leadill, Tenn. If ailing, try them. 25c at J. S. Banker's, Genoa, F. T. Atwater's, King Ferry.

Former Resident of Genoa.

The following obituary from the Genesee Times, published at Genesee, Potter Co., N. Y., date of March 23, 1911, will be of interest to many old residents of Genoa:

Mrs. Thomas Coulston was born January 25, 1854 at Stanton, Cumberland Co., England. May Norman was her maiden name. She came to America with her father when she was three years of age and spent her childhood days in the pretty little town of Genoa, N. Y. At this place she attended local academy, graduated and taught in the common schools of the vicinity. Wishing for better education she entered the Buffalo Normal and finished the course with high honors, after which she resumed her profession until time of her marriage.

She was married to our esteemed and honored citizen, Thomas H. Coulston, October 5th, 1893 at St. James rectory, Buffalo, N. Y., by Rev. Charles H. Smith. Besides many friends she leaves to mourn her loss, her husband and two girls, Dora and Jenny.

Mrs. Coulston was a woman of refinement and culture, of very kind and gentle nature and loving disposition and those who knew her soon learned to love her. She was a member of the Protestant Episcopal church of America.

She believed in the Bible and all its teachings and spent Sunday afternoons with her girls, Dora and Jenny, studying the Sunday school lesson.

With busy cares of life over, after a short illness, on the afternoon of last Thursday at about 3 o'clock she, with a smile on her face, quietly fell asleep.

Funeral services were held Sunday afternoon at one o'clock and interment made in Hillside cemetery at Genesee.

Do Ghosts Haunt Swamps?

No, Never. It's foolish to fear a fancied evil, when there are real and deadly marshes to guard against in swamps and marshes, bayous, and lowlands. These are the malaria germs that cause ague, chills and fever, weakness, aches in the bones and muscles and may induce deadly typhoid. But Electric Bitters destroys and casts out these vicious germs from the blood. "Three bottles drove all the malaria from my system," wrote Wm. Fretwell, of Lucama, N. C., "and I've had fine health ever since." Use this safe, sure remedy only. 50c at J. S. Banker's Genoa, F. T. Atwater's King Ferry.

Pure Air Pneumonia's Foe.

Doctor Neff, Philadelphia's director of health, believes in keeping his department constantly in the public eye. He is out with a circular warning the Quakers of the dangers of pneumonia and telling them how to prevent it. "Ventilation is the keynote of prevention from pneumonia, whether in office, public building, sitting room or bed room," says Dr. Neff. "Day and night pure air should be breathed. The old superstition that the breathing of night air is conducive to disease has been eliminated from the minds of nearly all by public education, with the exception of a few of our foreign population, who still believe that some diseases are spread by the breathing of night air. As a matter of fact, the night air is purer than the day air, as there is less black smoke belching from chimney stacks and locomotives and less dust in the air, owing to reduced street traffic; so windows should be opened both top and bottom in every sleeping room."

Saved Child from Death.

"After our child had suffered from severe bronchial trouble for a year," wrote G. T. Richardson, of Richardson's Mills, Ala., "we feared it had consumption. It had a bad cough all the time. We tried many remedies without avail, and doctor's medicine seemed as useless. Finally we tried Dr. King's New Discovery, and are pleased to say that one bottle effected a complete cure, and our child is again strong and healthy." For coughs, colds, hoarseness, lagrippe, asthma, croup, and sore lungs, it's the most infallible remedy that's made. Price 50c and \$1.00 Trial bottle free. Guaranteed by J. S. Banker, Genoa, and F. T. Atwater, King Ferry.

SUPREME COURT, CAYUGA COUNTY. John Stevens, plaintiff, against Edward F. Stevens, Nettie Stevens, Thomas H. Stevens, Joseph Stevens, Mary Rogers, Ellen Burns and Salvatore Poti, defendants.

To the above named defendants: You are hereby summoned to answer the complaint in this action and to serve a copy of your answer on the plaintiff's attorneys within twenty days after the service of this summons, exclusive of the day of service, and in case of your failure to appear or answer, judgment will be taken against you by default for the relief demanded in the complaint. Trial to be held in the County of Cayuga.

Dated this 1st day of April, 1911. Hunter & Hunter, Plaintiff's Attorneys, Office, 141 Genesee Street, P. O. Address, Auburn, N. Y.

To Thomas H. Stevens, Joseph Stevens and Mary Rogers, defendants. The foregoing summons is served upon you by publication, pursuant to an order of Hon. Hull Greenfield, Cayuga County Judge, dated April 24th, 1911, and filed with the complaint in the office of the clerk of the County of Cayuga, State of New York, at Auburn, N. Y., on said named day.

Dated, April 27th, 1911. Hunter & Hunter, Plaintiff's Attorneys, Office and P. O. Address, 141 Genesee St., Auburn, N. Y.

Free Demonstration

PROPER WAY TO COOK

TO BE GIVEN AT THE STORE OF

A. B. PECK,

GENOA, N. Y.,

MONDAY, MAY 8, '11

ONE DAY ONLY

BEGINNING AT 10 A. M.

COME AND LEARN SOMETHING ABOUT SUMMER COOKING WITH THE

Perfection Blue Flame Oil Stove

WHY SWELTER OVER A RANGE WHEN YOU CAN COOK

IN COMFORT WITH A

PERFECTION BLUE FLAME STOVE

A GREAT TIME SAVER

Safe, Economical and Convenient. No Smoke. No Smell. Everybody Invited.

Buy Your Fruit Trees

plants, vines and ornamentals at the Nursery of Geo. Pattington & Sons, Aurora, N. Y.

- Apple trees 15c each.
 - Cherry " 25c "
 - Pear " 25c "
 - Plum " 25c "
 - Peach " 10c "
 - Quince " 15c "
 - Grape Vines 15c "
 - C. L. W. Birch 50c each
 - Evergreens 10 to 25c each
 - Strawberry plants 50c per 100
 - Leading Ornamentals 25c each
 - Carolina Poplars 25c
 - Raspberry Plants \$1.50 per 100
 - Blackberry " " "
 - Crimson Rambler and other Roses 25c
- Also full stock in season of Cabbage, Celery and Tomato plants at lowest prices.

Geo. Pattington, Sr.
W. H. Pattington,
Geo. Pattington, Jr.

Aurora, New York.

The Lake Ridge Store

now open for business with a full line of first-class Groceries, Cigars and Tobacco.

Everything for house cleaning.

C. I. HEBBARD.

SUITS AND COATS

for spring and summer wear are in demand at present and we are prepared to meet the demand. Coats for women at \$10, 12.75, 18.00 and up to 35.00, black and colors; coats for misses and children at all prices. Well made tailored suits that fit perfectly, black and colors from \$15 to \$45.

We also carry a complete stock of shirt waists from \$1 to 8.50 each. Shirt waist suits, white and colors in a great variety of styles.

Now is the time to make your selections.

John W. Rice Co.

103 Genesee St.,

Auburn, N. Y.

Old newspapers, for shelves and putting under carpets, at this office 5 cents a package.

Mr. Farmer,



Your Attention Please!

If you have no buggy you will want one, and the one you will want is the Haydock. I have just received a fresh carload of these buggies. It does not take any hot air to sell the Haydock line; they are the kind that sell themselves. You will readily see at a glance that the finish and design has the other fellow beat. Also a fresh stock of single and double harness all styles and prices. I also have the Milburn lumber wagon conceded by every one to be the best manufactured. Be sure and call and look the stock over before buying elsewhere. No trouble to show goods. What we say we will do, we do do.

FARMERS' SUPPLY HOUSE, Genoa, N. Y.

B. J. BRIGHTMAN, Prop.

To Your Satisfaction.

Perhaps you have heard that an Egbert Suit will wear to your entire satisfaction—well, your hearing is good, it will; it can't help but wear satisfactorily, for the quality of the fabrics, the construction of the garments, and the workmanship precludes any other result.

May we hope to have the pleasure of showing you what the Egbert line consists of?

Men's Suits \$12.50 to \$30.00.

C. R. EGBERT,

The People's Clothier, Hatter and Furnisher,
75 Genesee St., AUBURN, N. Y.

ITHACA TRUST COMPANY

Notice the Men who are Our Directors

CHARLES D. BOSTWICK
Assist. Treas. Cornell University
FRANKLIN C. CORNELL, Jr.
Adm. Estate of Franklin C. Cornell
JOHN C. GAUNTLETT
Vice Pres. Ithaca Savings Bank
FORDYCE A. COBB
Of Tompkins, Cobb & Cobb
JACOB ROTHSCHILD
President Rothschild Brothers
LOUIS P. SMITH
Vice-President Ithaca Gun Co.
DAVID B. STEWART
D. B. Stewart & Co.
CHARLES E. TREMAN
Treasurer Treman, King & Co.

WILLIAM H. STORMS
Cashier of this Company
FRED J. WHITON
Capitalist
EBEN M. TREMAN
President Ithaca Gas Light Co.
MYNDERSE VANCELEEF
President of this Company
EMMONS L. WILLIAMS
Treasurer Cornell University
ROBERT H. TREMAN
President Tompkins Co. Nat. Bank
LEROY H. VANKIRK
Postmaster of the City of Ithaca

INTEREST ALLOWED ON DEPOSITS.

Horses! Horses!

I leave for the West to-day to purchase more horses. Will return with them and have them on sale Saturday morning May 20th. Horses will weigh from 1,100 to 1,500 lbs. If you are in need of horses at once come and look over my stock as I always have some good ones on hand, and the prices are right. Every horse as represented or no sale and money refunded.

My Percheron Stallion, weighing 1,600 pounds will make the season at my stables. Ten dollars to insure a live foal.

J. M. Griffin,

26 Water St., Auburn, N. Y.