

KEZIAH COFFIN

by
Joseph C. Lincoln
Author of
Cy Whittaker's Place
Cap'n Eri, Etc.

Illustrations by
Ellsworth Young

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CHAPTER XX.

In Which Mr. Stone Washes His Hands.

Mr. Abner Stone, of Stone & Barker, marine outfitters and ship chandlers, with a place of business on Commercial street in Boston, and a bank account which commanded respect throughout the city, was feeling rather irritable and out of sorts. Poor relations are always a nuisance. Mr. Stone had "washed his hands" of his cousin, Keziah Coffin, or thought he had. After her brother Solomon died she had written to him, asking him to find her a position of some kind in Boston. "I don't want money, I don't want charity," wrote Keziah. "What I want is work. Can you get it for me, Abner? I write because father used to tell of what you said to him about gratitude and how you would never rest until you had done something in return for what he did for you."

Captain Ben Hall's kindness was the one thing Mr. Stone forgot when he said no one had ever helped him. He disliked to be reminded of it. It was a long while ago and the captain was dead. However, being reminded, he had called upon a friend in the tailoring line and had obtained for Keziah the place of sewing woman. She decided to become housekeeper at the Trumet parsonage and so notified him. Then he washed his hands of her.

But now he was compelled to soil them again. Keziah had appeared at his office, without warning, and demanded that he find her a position. "Demanded" was the proper word. Certainly she had not begged. She seemed to feel that her demand was right and proper, and his acceding to it the least he could do.

"What a fine place you've got here, Abner!" she said, inspecting the office and store. "I declare it's finer than the one you had when you first went into business, afore you failed. I wish father could have lived to see it. He'd have realized that his judgment was good, even though his investment wasn't."

Captain Hall had invested largely in that first business, the one which failed. Mr. Stone changed the subject. Later in the day he again sought



"Listen! Listen to Mel Ansel Coffin is Dead."

his friend, the tailor, and Keziah was installed in the loft of the latter's Washington street shop, beside the other women and girls who sewed and sewed from seven in the morning until six at night. Mr. Stone had left her there and come away, feeling that an unpleasant matter was disposed of. He had made some inquiries as to where she intended staying, even added a half-hearted invitation to dinner that evening at his home. But she declined.

"No, thank you, Abner," she said. "I'm goin' to find a boardin' place and I'd just as soon nobody knew where I was for the present. And there's one thing I want to ask you: don't tell a soul I am here. Not a soul. If anyone should come askin' for me, don't give 'em any satisfaction. I'll tell you why some day, perhaps. I can't now."

This was what troubled Mr. Stone as he sat in his office. Why should this woman wish to have her whereabouts kept a secret? There was a reason for this, of course. Was it a respectable reason, or the other kind? If the latter, his own name might be associated with the scandal. He wished, for the fiftieth time, that there were no poor relations.

A boy came into the office. "There is some one here to see you, Mr. Stone," he said.

"Who is it?"

"I don't know, sir. Looks like a seafaring man, a sea captain, I should say—but he won't give his name. Says it's important and nobody but you'll do."

"Humph! All right. Tell him to wait. I'll be out in a minute."

Sea captains and ship owners were Stone & Barker's best customers. The senior partner emerged from the office with a smile on his face.

"Ah!" he said, extending his hand. "Glad to see you, Captain—er—"

"Hammond," replied the visitor. "Same to you, Mr. Stone."

"Fine weather for this time of year."

"Fine enough, Mr. Stone."

"Well, Captain Hammond, what can we do for you? Going to sail soon?"

"Not right away. Just made port, less'n a week ago. Home looks good to me, for a spell, anyhow."

"So? Yes, I have no doubt. Let me see—where is your home, captain? I should remember, of course, but—"

"Don't know why you should. This is my first trip in your latitude, I guess. My home's at Trumet."

"Trumet?" Mr. Stone's tone changed.

"Yes. Trumet, down on the Cape. Ever been there? We think it's about as good a place as there is."

"Hu-um! Trumet? Well, Captain Hammond, you wished to see me, I understand."

"Yes. Fact is, Mr. Stone, I want to ask you where I can find Mrs. Keziah Coffin. She's a relation of yours, I believe, and she's come to Boston lately. Only yesterday or the day afore. Can you tell me where she is?"

"Why do you wish to see her?"

"Oh, for reasons, personal ones. She's a friend of mine."

"I see. No, captain, I can't tell you where she is. Good morning."

Captain Nat was greatly disappointed.

"Hold on there, just a minute," he begged. "This is important, you understand, Mr. Stone. I'm mighty anxious to find Kez—Mrs. Coffin. We thought, some of her friends and I, that most likely you'd know where she was. Can't you give us any help at all? Hasn't she been here?"

"Good morning, Captain Hammond. You must excuse me, I'm busy."

He went into the office and closed the door. Captain Nat rubbed his forehead desperately. He had been almost sure that Abner Stone would put him on Keziah's track. Grace had thought so, too. She remembered that the housekeeper had told concerning her Boston cousin and how the latter had found employment for her when she contemplated leaving Trumet, after her brother's death. Grace believed that Keziah would go to him at once.

Nat walked to the door and stood there, trying to think what to do next. A smart young person, wearing a conspicuous suit of clothes, aided and abetted by a vivid waistcoat and a pair of youthful but promising side whiskers, came briskly along the sidewalk and stopped in front of him.

"Well, sir?" observed this person, with cheerful condescension. "Anything I can do for you?"

Captain Nat turned his gaze upon the side whiskers and the waistcoat.

"Hey?" he queried.

"I say, is there anything I can do for you?"

The captain shook his head. "No-oo," he drawled dryly, "I'm afraid not, son. I admit that don't seem scarcely possible, but I am afraid it's so."

"Looking for something in our line, was you?"

"Well, I don't know. What might be on your line—clothes?"

The bewhiskered one drew himself up. "I am connected with Stone & Barker," he said sharply. "And, seeing you standing in our doorway, I thought possibly—"

"Yes, yes. Beg your pardon, I'm sure. No, I don't want to buy anything. I come to see Mr. Stone on a personal matter."

"He's busy, I suppose."

"So he says."

The young man smiled with serene satisfaction. "I'm not surprised," he observed complacently. "We are a busy house, Mr.—er—"

"Hammond's my name. Are you Mr. Barker?"

"No-o, my name is Prince."

"So? Silent partner in the firm, hey?"

"No-o, not exactly." Mr. Prince was slightly embarrassed. "No, I am a salesman—at present. Was the matter you wished to see Mr. Stone about a very private one?"

"Middin'."

"Well, I asked because Mr. Stone is a busy man and we like to save him all the—the—"

"Trouble you can, hey? That's nice of you, you must save him a lot, Mr.—er—King, was it?"

"No, Prince."

"Sure and sartin', Prince, of course. I know 'twas connected with the royal family. Well, Mr. Prince, I'm afraid even you can't help me nor him out this time. I'm lookin' up a friend of mine, a widow lady from down the Cape. She's a relation of Mr. Stone's, and she's come to Boston during the last day or so. I thought likely he

might know where she was, that's all. That would be a little out of your latitude, hey?"

"I don't know. Her name wasn't Coffin, was it?"

Captain Nat started. "It certainly was," he answered eagerly. "How'd you know that?"

Mr. Prince's complacency was superb. "Oh," he answered with condescension. "Mr. Stone trusts me with a good many of his personal affairs."

"I should think likely he would. But about Mrs. Coffin? You was goin' to say?"

"She is with James Hallett & Co., the tailors, on Washington street. Mr. Stone found a place for her there, I believe. I—er—superintended the carrying of her valise and—What?"

"Nothin', nothin', Hum! Hallett & Co., tailors? What number Washington street did you say?"

Mr. Prince gave the number.

"Thank you a lot," said Captain Nat, with fervor. "Good-by, Mr. Prince. Hope the next time I come you'll be in the firm. Good day, sir."

"Good day. Nothing else I can do? And you won't wait for Mr. Stone? Very good. Is there any message for him that you would like to leave?"

"Hey?" Nat had started to go, but now he paused and turned. There was a grim twinkle in his eye. "Message?" he repeated. "Why, ye-es, I don't know but there is. You just give Mr. Stone Cap'n Hammond's compliments and tell him I'm lookin' forward to interviewin' him some time. Just tell him that, will you?"

"I'll tell him. Glad to have met you, Captain Hammond."

In the workshop of Hallett & Co., Keziah sat sewing busily. The window near her was closed, stuck fast, and through the dingy panes she could see only roofs and chimneys. The other women and girls near her chatted and laughed, but she was silent. She did not feel like talking, certainly not like laughing. The garment she was at work on was a coat, a wedding coat, so the foreman had told her, with a smile; therefore she must be very particular. The narrow stairway leading up to the workshop ended in a little boxed-in room where the finished garments were hung to await the final pressing. From behind the closed door of this room came the sound of voices, apparently in heated argument. One of these voices was that of Larry, the errand boy. Larry was speaking shrilly and with emphasis. The other voice was lower in key and the words were inaudible.

"No, sir, you can't," declared Larry. "You can't, I tell you. The boss don't let nobody in there and—Hold on! Hold on!"

The other voice made a short but evidently earnest answer. Larry again expostulated. The workers looked up from their sewing. The door opened and Larry appeared, flushed and excited.

"Where's Mr. Upham?" he demanded. "Mr. Upham!"

Upham was the foreman of the workshop. At the moment he was downstairs in conversation with the head of the house. A half dozen gave this information.

"What's the matter? Who is it?" asked several.

"I don't know who 'is. It's a man and he's crazy, I think. I told him he couldn't come in here, but he just keeps a-comin'. He wants to see somebody named Coffin and there ain't no Coffins here."

Keziah's nearest neighbor leaned toward her.

"I guess it's somebody to see you," she said. "Your name is Coffin, ain't it?"

"No, no. That is, it can't be anybody to see me. I don't want to see anybody. Tell him so, whoever it is. I can't see anybody. I—Nat!"

"Keziah," he said, "come here. I want you. I'll tell you why in a minute. Come!"

She hesitated. In a measure she was relieved, for she had feared the man at the door might be her husband. But she was greatly agitated and troubled. Everyone in the place was looking at her.

"Nat," she said, trying to speak firmly. "I can't see you now. I'm very busy. Please go away."

"Come!"

"I can't come. Go away. Please!"

"Keziah, I'm waitin'. And I'm goin' to wait if I stay here all night. Come!"

She obeyed then. She could not have a scene there, before all these strangers. She stepped past him into the little room. He followed and closed the door.

"Nat," she said, turning to him, "why do you come? How could you be so cruel? I—"

He interrupted her, but not with words. The next moment his arms were about her and she was pressed tight against the breast of his blue jacket.

"Keziah," he whispered, "I've come to take you home. Home for good. No, stay where you are and I'll tell you all about it. Praise be to God! We're off the rocks at last. All that's left is to tow you into port, and, by the everlastin', that's what I'm here for!"

When Upham came up the stairs after his long interview with "the boss," he found the door at the top closed. When he rattled the latch that door was opened by a stranger.

"Are you Mr. Hallett?" asked Captain Nat briskly.

"No, I'm not. Mr. Hallett is in his office on the first floor. But what—"

"On the main deck, hey? Well, all right; we won't trouble him. You'll do just as well; I judge you're one of the mates of this craft. You tell Mr. Hallett that this lady here has decided not to cruise with him any longer. No fault to her, you under-

stand, but she's got a better berth. She's goin' to ship along with me. Ain't that so, Keziah?"

Keziah, pale, trembling, scarcely realizing the situation even yet, did not speak. But Captain Nat Hammond seemed to find his answer in her silence. A few minutes later, her arm in his, they descended the gloomy stairs, and emerged into the sunshine together.

That afternoon Mr. Abner Stone again "washed his hands" of his poor relation—this time, as he indignantly declared, "for good and all."

CHAPTER XXI.

In Which Keziah's Parson Preaches Once More.

Time has wrought many changes in Trumet. The packet long since ceased



"Keziah," He Whispered, "I've Come to Take You Home."

to ply between the village and Boston, the stage has been superseded by the locomotive, the old "square-riggers," commanded by Cape Cod men, no longer sail the seas. Along the main road the houses have changed hands. Didama Rogers peers no more from her parlor window; that parlor is now profaned by the frivolous and irreverent summer boarder. But the old residents love to talk of the days that are gone and if you happen to catch Mr. Isaac Higgins, now postmaster and a dignified member of the board of selectmen, in a reminiscent mood he will very likely tell you of the meeting of the parish committee called by its chairman, Elkanah Daniels, to oust Rev. John Ellery from the pulpit of the Regular church.

"I'll never forget," says Mr. Higgins, "that parish committee meetin' if I live a thousand years. I, and two or three other young shavers, was hid in the little room of the vestry—the room where they kept the dishes they used for church suppers—and we heard the whole business. Of course nobody knew that Nat was goin' to marry Keziah then, but they did know that he wa'n't goin' to marry Grace Van Horne, and had given her up to the minister of his own accord. So Daniels's guns were spiked and he didn't have no chance at all. However, you'd never have guessed it to look at him. He marched into that meetin' and up to the platform as stiff and dignified as if he'd swallowed a peck of starch. He called the meetin' to order—'twas a full one, for all hands and the cook was there—and then got up to speak."

"He opened fire right off. He raked John Ellery from and aft. The parson, he said, had disgraced the society and his sacred profession and should be hove overboard immediate."

"Three or four sung out 'Question' and 'Vote.' But Elkanah held up his hand."

"Gentlemen," says he, 'before I ask for the vote I want to say just one word. I've worshipped in this meetin' house ever since I was a child. I was christened in it; my father worshipped here afore me; I've presided over the meetin' of this body for years. But I tell you now that if you vote to keep that rascally hypocrite in your pulpit I shall resign from the committee and from the society. It'll be like cuttin' off my right hand, but I shall do it. Are you ready for the vote? Those in favor of retaining the present minister of this parish will rise. Those opposed will remain seated."

"Every man on the floor stood up. Daniels himself was the only one that stayed settin' down."

"It is a vote," says he, white as a sheet, and his voice trembling. "Gentlemen, I bid you good day."

"He took up his hat and cane, give one look around the vestry, as if he were sayin' good-by to it, and marched down the aisle as 'straight and starch' as he'd come into it. Only, when he reached the door, he put up one hand as if he was steadyin' himself. Ther' was precious few in that vestry that liked Elkanah Daniels, but I'm bettin' high there wa'n't a one who didn't feel sorry for him then."

Captain Daniels and his daughter moved to Boston that summer. They never came back to Trumet to live. Annabel remained single until after her father's death; then she married a man very much younger and poorer than she was. It was remarked by acquaintances of the couple that the difference in age became less and less apparent as their married life continued.

On a Sunday morning, a few weeks after the committee meeting, the Regular church was crowded. John Ellery was to preach his first sermon since the San Jose came ashore. Every member of the congregation was present. Even Mrs. Prince, feeble but garrulous, was there. Gains Winslow, having delivered his brood

Continued on page 3.)

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Many practical hog raisers are now using artificial wallows, built of either cement or lumber.

If winter dairying is to be the most profitable it must be planned for definitely in advance.

Any man who will strike a horse in the head should never be allowed to touch one again.

Keep the laying hens working. To do this feed them at daybreak and just before sundown.

Hogs follow the rows and tramp down less of the rape if it is drilled instead of broadcasted.

If you want a lasting cement use melted alum. It hardens at once and water does not affect it.

The poorer the cream the faster should be the speed of the churn slower where cream is rich.

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ON THE BRIDGE, MORAVIA.

Keziah Coffin
Author of "Cy Whittaker's Place," "Cap's Err," Etc.
By Joseph C. Lincoln
Illustrations by Ellsworth Young



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of children at the church door, made a special trip in his carryall to fetch the old lady. Captain Zebedee and Mrs. Mayo beamed from their pew. Dr. Parker and his wife smiled at them across the aisle. Didama Roger's new bonnet was a work of art and her neck threatened to twist itself off as she turned to see each one who came in.

Lavinia Pepper sailed to the front. She was dressed in a new black alpaca which rustled so very much like silk that nearsighted people might have been deceived by it. With her was a man, apparently suffering from strangulation because of the height and tightness of his collar. "It's Caleb Pratt, from Sandwich," whispered Didama. "Thankful Payne's relation, you know. Have you heard what folks are sayin'? I guess it's true, because— Look at Kyan! you'd think he was goin' to his own funeral."

There was a stir at the door. All heads swung in that direction—all but Mr. Pepper's, that is. The minister and Grace were coming up the aisle and behind them came Captain Nat Hammond and Keziah Coffin. Nat was smiling and self-possessed. Never before in his life had he entered the Regular meeting house as a worshiper, but he seemed to be bearing the ordeal bravely. It was Grace's first visit to the church, also, and she was plainly embarrassed. To be stared at by eighty-odd pairs of eyes, and to catch whispered comments from the stargers' tongues, is likely to embarrass one.

Yet the comments were all friendly. "I declare!" whispered Mrs. Prince. "I never see her look so pretty afore. I knew she was the best lookin' girl in this town, but I never realized she was such a beauty. Well, there's one thingartin'—we've got the handsomest parson and parson's wife in this county, by about ten mile and four rows of apple trees. And there's the other bride that's goin' to be. I never see Keziah look so well neither."

The minister went up the stairs to the pulpit. He was still white and thin, but his eyes were bright and his voice clear. He gave the opening hymn and the service began.

They said it was the finest sermon ever preached in that church, and perhaps it was. When it was over before the benediction was pronounced, Ellery stepped out from behind the pulpit to the edge of the platform. He looked over the friendly faces upturned to his and, for an instant, it seemed that he could not trust himself to speak.

"My friends," he said, "I cannot let you go without a personal word. I owe you so much, all of you, that nothing I can say will convey to you my feeling of gratitude and love for this congregation and this church. You have stood by me all through. You trusted me and believed in me. I came to Trumet a stranger. I have found here the truest friends a man could hope to find—yes, and more than friends. If I live, and while I live, I shall hope to prove by the best effort that is in me my realization of the great debt I owe you and my desire to repay it, even though the payment must, of necessity, be so inadequate. God bless you all—and thank you."

There was much hand shaking and congratulation and the church emptied slowly. Among the last to leave were the Peppers and Mr. Pratt. Lavinia took the minister aside.

"Mr. Ellery," she whispered, "I've—that is, Caleb and me—will probably want you to—That is, we want you to be the one—"

"Yes, Miss Pepper?"

"Oh, my sakes, you see—'Bishy dear, come here a minute, won't you?"

Kyan approached the picture of desolation.

"What do you want?" he asked gruffly.

"Heavens to Betsy! Don't look so sour. A body'd think you was goin' to be hung, to look at you. 'Bishy, you tell Mr. Ellery all about it, there's a dear. He'll tell you, Mr. Ellery; and remember we count on you. Neither me nor Caleb won't have nobody else."

She seized Mr. Pratt by the arm and led him hastily away. Kyan looked after them.

"Hung?" he muttered. "I wish, by godfrey's mighty, I had the hangin' of some folks! I'd put a tighter collar on 'em than they've got now, I bet you!"

The minister's lips twitched. He knew what was coming. Hints of a surprising nature had been circulating about Trumet.

"What's the matter, Mr. Pepper?" he asked.

"Matter? Matter enough! You know what she's goin' to do! She's goin' to marry that!"

The last word was emphasized by a furious gesticulation toward the

"She's Goin' to Marry That!"

Jack of the gentleman from Sandwich.

"Who? Mr. Pratt? Is your sister to marry him? Indeed! I congratulate them both—and you. I suppose Mr. Pratt will take his bride home to Sandwich, and you, being here alone, will be more free."

"Free?" Kyan repeated the word wrathfully. "Free! I'll be about as free as a settin' hen under a barrel. I will. Is a feller free when he's got two pickin' at him instead of one? I thought I was goin' to have a little peace and comfort; I thought that same as you, Mr. Ellery. I've had my suspicions as to her and him for some time. That day when I cal'lated I'd locked her up and come back to find she's gone buggy ridin', I thought 'twas queer. When she went to conference and left me alone I smelt a rat. When she took to letter writin' the smell got stronger; until the last few weeks I've been sartin' of the game she was up to. When Lavinia come to me and told me what she was goin' to do, was I obstinate? Did I stand on my rights as head of the family and tell her she couldn't do it? No, sir-ree, I didn't! I was resigned. 'Bless you, Lavinia,' says I. 'When you goin' to go away?' And what do you s'pose she says to me? Why, that she wa'n't goin' away at all. That—that Pratt thing has sold out his shoe store up to Sandwich and is comin' here to live. Comin' to live at our house, mind you, with her and me! 'Twill be so nice for you, 'Bishy dear,' she says, 'to have a man in the house to keep you company and look out for you when I ain't round.' Godfrey's mighty!"

This portion of Kyan's disclosure was surprising, if the announcement of his sister's engagement was not.

"Mr. Pratt is coming to Trumet?" the minister repeated. "What for? What is he going to do here."

"Keep shoe store, I s'pose likely. Lavinia says there's a good openin' for one in this town. However, he and Lavinia ain't got any mortgage on the marryin' business. Other folks can do it as well as them. What do you think of Hannah Poundberry?"

"What do I think of her? What do you mean?"

He turned away and moved sulkily toward his beckoning sister and her escort; but wheeled once more to add, in a mysterious whisper, "Don't you forget now, Mr. Ellery. Remember that question I put to you: 'What do you think of—Yes, yes, Lavinia, I hear you!—of you know who?'"

That evening, at the parsonage, Keziah was clearing the table and Captain Nat was helping her. A happy party of four had enjoyed the meal, John and Mrs. Coffin acting as hosts and Grace and the captain being the invited guests. Now the younger couple had gone over to the church, the bell of which was ringing for evening service.

"Hurry up, Keziah," urged Nat. "If you and me don't get decks cleared pretty soon we'll be late for meetin', and I'd hate to do that, considerin' I'm such a brand-new disciple, as you might say."

He walked to the back door of the kitchen, threw it open, and stood looking out.

"Keziah," he said, "come here a minute."

She came from the dining room and stood at his side. He put an arm about her.

"Look out there," he said, pointing with his free hand. "See that?"

The sun was just setting and all the west was gorgeous with crimson and purple and yellow. The bay was spangled with fire, the high sand bluffs along the shore looked like broken golden ingots. They were to be married in another month, it would be a double wedding, for Grace and the minister were to be married at the same time. Then Nat and his wife were to go to New York, where a new ship, just out of the builders' hands, was to be ready for him. She was a fine one, this successor to the Sea Mist. She had been building for more than a year and when Captain Hammond returned, safe and sound, and with their money in his possession, the owners decided at once that he should command the addition to their fleet. She was to sail for Liverpool and Keziah was to be a passenger.

"I can't hardly wait to get to sea," went on Nat. "Think of it! No more lonesome meals in the cabin, thinkin' about you and about home. No, sir! you and home'll be right aboard with me. Think of the fun we'll have in the foreign ports. I ain't rich enough to give you what you deserve, nowhere near; but I'll work hard and do my best, my girl—you see."

Keziah was looking out over the bay, her eyes brighter than the sunset. Now she turned to look up into his face.

"Rich!" she repeated, with a little catch in her voice. "Rich! There never was a woman in this world so rich as I am this minute. Or so happy, either."

THE END.

Bewildering Names.

Women who do only a small amount of buying are likely to feel oppressed, when they do undertake to make some modest purchases, by their ignorance of the names of the various articles of merchandise shown to them. It is only necessary, however, to know something of the origins of the complicated nomenclature of trade to be convinced that an inability to master it need not be taken as a sign of mental weakness. The Upholsterer tells of a modernized oriental rug which was named by putting a lot of fanciful names into a hat and then drawing one from the collection. Another rug has acquired a name with a particularly nice oriental sound; but it is the name of a people that has not, longer any distinctive existence, and had nothing whatever to do with either the making or designing of the rug. When names are so easy to get it is not strange that every material, color and mode has numbers of them sufficient to create utter bewilderment in the minds of the initiated.

Wages No Object.

"Can't you get any work?" asked a woman of the tramp who had applied at the back door for food.

"Yes, ma'am," he replied. "I was offered a steady job by the man who lives down the road in that big white house."

"That's Mr. Oatseed? What was the work?"

"He wanted me to get up at four in the morning, milk 17 cows, feed, water and rub down four horses, clean the stables and then chop wood until it was time to begin the day's work."

"What did he want to pay?"

"I dunno. I didn't stop to ask."—Youth's Companion.

Got His Answer.

When the Rev. John McNeil was holding revival services at Cardiff a young man one night, thinking to perplex the preacher, sent up a note to the platform with the request that the following question be publicly answered:

"Dear Mr. McNeil: If you are seeking to enlighten young men kindly tell me who was Cain's wife."

Mr. McNeil read the note, and then, amid breathless silence, said:

"I love young men—inquirers for truth especially—and should like to give this young man a word of advice. It is this: Don't lose your soul's salvation looking after other people's wives."

Transvaal Gold.

The value of the gold output of the Transvaal for the year 1911 has been reckoned at \$170,000,000. This was an increase in value over the previous year of more than \$140,000,000. It is estimated that the gold output of the Transvaal for the year mentioned constitutes almost, if not quite, 38 per cent. of the output of the whole world for the same year. In 1910 the proportion was 33 per cent., so it will be seen that the South African gold mines are steadily improving. The dividend distributed from the 1911 output reached the princely sum of \$37,779,057.

Especially the Benedicts.

"All men are liars."
"Prove it."
"Hasn't every man at some time vehemently declared that he wouldn't stand something or other and then stood it?"

The silo makes feed cheap.
Keep only thoroughbred stock.
A dibble is a handy garden tool.
Sort eggs according to size and color.

Curry the filth from the cow's coat before milking.
Late cabbage is a good crop to follow early potatoes.
Let nine milkings pass before using a fresh cow's milk.
Cabbage is one of the very best vegetables to feed to poultry.

An Escape.

"It's useless to urge me to marry you. When I say no I mean no."
"Always?" "Invariably."
"And can nothing ever break your determination when once you make up your mind?" "Absolutely nothing."
"Well, I wouldn't care to marry a girl like that, anyhow."—Boston Transcript.

Forage crops added to the grain ration cut the cost of pork making 20 to 30 per cent., says F. G. King, Purdue station.

On an average Great Britain yields 20 bushels of wheat to the acre; New South Wales, 15; the United States, 12, and Russia, 8.

Young fruit trees that were planted in the autumn of last year, or in the spring of this year, should be examined carefully.

Only about one grape seedling in 100 is worth further testing. A 1 to 100 shot offers enough chance to make it interesting to grape enthusiasts.

Do not allow the stall where the cow has to stand or lie to get filthy. It is not only uncomfortable for the cow, but unhealthy for her and the family that stands her milk.

What Do You Want ?

Our stock is so large and varied and our relations with manufacturers are so close, we can supply your needs at the most advantageous prices.

- Banjo Headquarters**
Five different makes in stock, all full copper strung with the maker's name cast in the iron plate, and guaranteed for 10 years.
- 7 Varieties of Piano Stools;**
16 Patterns in Piano Scarfs
- Pianos, Guitars, Violins, Mandolins**
Cases and Strings for all Instruments.
- Watches, Clocks, Diamonds, Jewelry**
No matter what you want, you will find it here and at a price you can pay.

SILVERWARE
Everything in silver—sterling and plated and pearl handled goods. Great variety of designs.

Columbia Phonographs \$10, \$20, \$30
Disc Records 32 1-2c each
4 Minute Records for all machines, 26c
2 Minute Records for all machines, 21c

Largest Line of Optical Goods
A complete stock of Spectacles.
Large lenses at the right price.

Our Sewing Machines
We sell 5 different makes and from them you can select just the kind you want. All machines fully equipped and guaranteed.
Drop head Sewing Machine, \$10. Warranted 10 years.

Wagons and Harnesses—all kinds
F. B. PARKER,
Main Street, - Moravia, N. Y.

FOR SALE!

Potato Crates, Russelloid Roofing, Second hand Buggies and Democarts, Osborne Corn Harvesters and Binding Twine, Bettendorf and Sterling Farm Wagons, Light and Heavy Harnesses, Dodd and Struthers Pure Copper Cable Lightning Rods, Edison Phonographs and Records.

G. N. COON, King Ferry, N. Y.
Call, phone or write for prices.

Fair Week at the Tompkins County Fair

Sept. 17, 18, 19 and 20,

But always Fair Prices and Fair Values at
Rothschild Bros.

Don't fail to visit our store when in the city. Fall opening and style show,

Thursday and Friday, Sept. 19 and 20.
All the very latest ideas in Ladies' Apparel, Millinery, etc., will be exhibited.

Rothschild Bros.
ITHACA - N. Y.

We Ask Your Patronage

simply on the merit of our merchandise and the guarantee back of it.

"Your money's worth or your money back" is not a new or an original statement with us. It is, however, our standard of business and always has been. We firmly believe that our customers pay less profit to us than to the average merchant. You can satisfy yourself by comparison. We are always ready for this test.

Our 1912 and 1913 Fall and Winter Lines of
Men's Suits and Overcoats from \$10.00 to \$40.00
Youth's " " " 10.00 to 40.00
Children's Suits " " 2.50 to 10.00
are ready for your inspection now.

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

Paid your Subscription Yet?

THE GENOA TRIBUNE.

Friday Morning, Oct. 11, 1912

Published every Friday and entered at the postoffice at Genoa, N. Y., as second class mail matter.

Cross the Continent.

Almost anyone will tell you that a transcontinental motor trip is beyond the powers of a woman. At least that is what a certain husband thought, and my understanding is that in a rash, thoughtless moment he went so far as to wager a new car upon the dictum that "no party of women is equal to driving an automobile from New York to San Francisco."

He knows better now, and his wife is the happy possessor of a new six cylinder touring car. I don't vouch for the absolute accuracy of this. All I know is that the lady in question—she is young and winsome and deserves a prettier name than that of "Driver," which, however, shall be hers in this narrative—drove a small four-passenger automobile across the continent in a brief space of fifty three days, and shortly after her return became the owner of a beautiful new car.

She invited me to accompany her and I eagerly accepted. No one thought it worth while to challenge my ability to see it through, but I needed no such stimulus to urge me upon the undertaking. Such a trip promised one long series of interesting happenings, and, in addition to this good reason, there was a certain small personal one that urged me mercilessly into the venture. If you were eighteen years of age, and the scale beam told you the story such as is written in the figures "145," wouldn't you welcome an opportunity to indulge in a spell of hard work? All the authorities say there is nothing like sustained muscular effort to reduce feminine weight. If you will patiently follow this narrative through to its end you shall learn whether or not it is well to put your trust in "authorities"—The Ladies' World for October.

Of Interest to Editors.

The lawsuit of the News Publishing company against George Weigand of DeWitt Center, for seven years' subscription to the East Syracuse News was tried before a jury and Judge Murray at Collamer recently. The jury rendered a verdict in favor of the News Publishing company for the full amount of the claim including costs. Mr. Weigand subscribed for the paper in October, 1904, from the late George Hubbs, who was the agent for the company at that time. He paid for three months' subscription and has been taking the paper ever since. His defense was that he never subscribed for the paper and for that reason was not obliged to pay for it. The jury took a different view of the situation and decided that if a man took a newspaper, whether he subscribed for it or not, he should either pay for it or order it discontinued at the time—Cazenovia R. publican.

LaRowe Reunion.

The annual LaRowe reunion was held Saturday, Sept. 28, with Mrs. Sarah LaRowe Cornell on the Indian Field road in Venice. The day proved ideal and a goodly number came to enjoy the usual games and visiting. The sumptuous dinner and supper were enjoyed by all.

The officers elected for the coming year were: President, Miss Mary A. LaRowe; Secretary, Mrs. Reed A. LaRowe. Next year the reunion will be held at Eugene B. LaRowe's, near Oakwood, on June 21.

Auction.

The undersigned will sell at public auction at the home of the late Minerva Ford Townsend, one mile east of Lansingville, on Thursday, Oct. 17, at 12 o'clock sharp, 2 yearling heifers, 250 hens and chickens, quantity hay, straw, oats, wheat, corn, potatoes, wagons, cutters and farm tools, and all the household goods.

Jennie G. Bower, executrix, Samuel D. Townsend, O. D. Robinson, auctioneer.

School Tax Notice.

Having received the warrant for the collection of taxes in School District, No. 6, of the town of Genoa, N. Y., I will receive the same at my residence for thirty days, at one per cent. After thirty days, a charge of five per cent will be made.

1112 A. CANNON, Collector, Oct. 9, 1912.

Fall Opening of Dress Goods.

We are now ready to show you the latest weaves and colorings. We sell none but the best and they are moderately priced. If you want reliable dress goods come to us.

\$1.25 Skirt Offer. Tailored skirt \$1.25. Your measurements taken and your skirt made to order from any dress goods bought from us for \$1.25. Over 700 skirts made by us during the past year. Every one well pleased.

New Coatings in Chinchilla, Polo and plaid back cloakings.

Velvet Corduroys, all colors 85c the yard; 27 inch wide costume Velvets every shade, all qualities.

Cloaks and Furs are arriving by every express. Bigger assortment than ever.

We will save you money by buying your Cloaks and Furs from us.

THE DRESS GOODS STORE,

HOLMES & DUNNIGAN, Auburn, N. Y.

All interurban cars stop directly in front of our store.

SPECIAL NOTICES.

FOR SALE—The Ford residence in Genoa village. For particulars, inquire or write, 1 Park Ave., Auburn, N. Y. 11w4

FOR SALE—2 Berkshire breeding sows, full blood, farmer's prices. 11w2 PAUL J. FABR, Atwater.

FOR SALE—Shropshire ram, thoroughbred, registered, Davis stock, two years old, weighs over 200 lbs.—a fine one. 10t3 WILLIAM WILCOX, North Lansing.

FOR SALE—Or exchange for anything, pair work horses, one or both. H. A. BRADLEY, King Ferry, N. Y. 10tf

100 White and Brown Leghorn yearling hens, for sale. 10tf E. F. SAMSON, Genoa.

FOR SALE—Piano, stand, couch, lounge, washstand, dishes, feather beds, pillows, saw, etc. LOUISE G. BENEDICT, Genoa, N. Y. 10tf

We wish to announce to the public that we will run our cider mill Mondays, Wednesdays, Fridays and Saturdays. COUSSELL & SNEHALL, 10tf King Ferry.

WANTED—Position as Housekeeper in small family. LILLIAN LAMKIN, 401 Moore Flats, Syracuse, N. Y. 9w3

Pigs for sale. Write or phone LAMOTTE CLOSE, 9w3 P O address, Locke, N. Y.

WANTED—Highest market price paid for paring apples at my evaporator at Venice Center, N. Y. 9w3 FRED O. CLARK.

FOR SALE—The farm owned by C. H. Blue, located one mile east of Lake Ridge, consisting of 100 acres. For particulars, inquire of or address H. D. BLUE, Ludlowville, N. Y. 8tf k. J. 9.

FOR SALE—Steinway piano. 52tf G. W. SHAW, King Ferry.

FOR SALE—Gray mare, 6 years old, sound, kind, safe for lady to drive; work horse, weight 1,200; cheap. 4tf J. G. ATWATER & SON.

WANTED—Good homes wanted for boys and girls under 14 years of age, where they will be received as members of the family; apply to Children's Department, State Charities Aid Association, 289 Fourth Ave., New York City.

Our feed mill at the Genoa elevators is now ready for custom business. We can handle grain or ear corn; Will grind Tuesday and Friday of each week. J. G. ATWATER & SON.

We pay the highest market price for poultry, Mondays and Tuesdays. 2tf WEAVER & BROGAN, Genoa.

FOR SALE—Two story house, lot 57x200 ft., good sized garden, pleasantly situated on Main St., Genoa, N. Y. LOUISE G. BENEDICT, Adm. 49tf Genoa.

FOR SALE—House and lot on Indian Field road. Inquire O. B. Kenyon, King Ferry, N. Y. 26tf

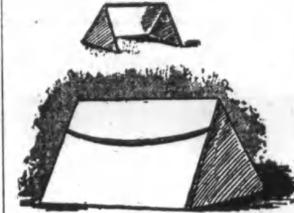
Seventy-five farms and other pieces of real estate for sale, mostly in Cayuga county, N. Y. Write for new catalogue. O. G. PARKER, Moravia, N. Y. 17tf

BOOK REST FOR THE TABLE

Useful to Prop Up Newspaper and Make its Reading Somewhat More Comfortable.

The propping up of a newspaper or book at breakfast time, with the hot water jug or some other article, is a very common habit but a rather unsatisfactory one, as it is a difficult matter to secure the book or paper in position, and often it slips down, or possibly, the article which is acting as support may be required, and this means an interruption which is not always agreeable, especially so when the time for reading is perhaps very limited.

For making the simple table book-rest shown in the accompanying sketch, no knowledge of carpentry is necessary, as it merely consists of three pieces of wood joined together with nails or screws and a loop of elastic fastened across the front under which the book or paper may be slipped and held in its place. About twelve inches in length and nine or ten inches in height, is a good size in



which to carry it out, and this should be the measurement of the front piece of wood, and the side pieces must, of course, be cut to correspond.

When the woodwork has been constructed it is an easy matter to cover it with silk or cretonne or any remnant of material that may be handy, which should be stretched evenly across and fastened on at the back with tiny tacks or some strong adhesive.

FORECAST THE WINTER HAT

From the Outlook the Designs Are to Be Less Simple Than Those of the Present.

As the days get shorter, they get more and more sultry, in the absence of any clear sunshine, but the fall hat pursues its relentless course towards a winter ideal, writes a Paris correspondent. You really require courage to get your head out of doors in a smart French watering place, with a straw hat pinned to your hair. The French milliner utterly tabooes even a Panama, and white felt, dark plush and such like cozy materials are forced upon her unwilling clients. But as the season advances, the hat grows less and less simple. One seen at the riding trials at Dinard this week was a round and close-fitting hat, in a kind of white panne, that was irregular enough in surface to take all manner of lights upon it. This had for trimming the plumage of two birds of Paradise in the gorgeous natural coppery tint that we seldom see. As you may imagine, it was costly enough to be suitable at the smartest functions, and will probably be seen at Aix-les-Bains.

Fashion's Fancies

Soft fall silk and silk and wool collonnes are returning to fashion. Extremely smart little frocks for children are trimmed with cross stitch. A tendency toward the old-fashioned square cut, low necked gown is noticeable in many of the models. For the seaside the ratine jacket is fashionable and serviceable. The reefers with white collar and cuffs are as popular as ever. The Russian effect in blouses is quite new and becoming, and may be made in allover embroidery, combined with flit lace. Soft rose, palest blue, and delicate lilacs are favorite blendings in panter frocks. With white costumes, white boots or white pumps are worn, although the novelty pumps in combination of black and white are good. Dainty scarfs are an absolute necessity. They are of changeable chiffon cloth in rainbow tones, and are two and a half yards long and a yard wide.

How to Be Graceful.

If you want to be graceful, don't look at your feet, but hold your head up in the air. Don't shuffle. A little thoughtfulness and practice in high stepping soon breaks you of this ugly habit. Don't bend your back at the waist under the impression that you are thereby working erect. It throws the stomach forward and is almost as inimical to grace as round shoulders. Finally, don't allow yourself to walk "pigeon-toed"—that is, with the toes turned in or straight. You can never be graceful in movements while you do.

Smart Coat and Skirt.

Even in plain coats and skirts there is a fancy for certain forms of trimming, or the introduction of another fabric of contrasting color to obtain the requisite variations. One very charming coat and skirt was composed of the fashionable lemon shade of crash linen, with revers of black and white galates, which form a pointed cape collar at the back. A narrow strip of the galates outlines the basque of the coat and appears as a panel let in to the skirt from the under-petticoat.

Big Night in Auburn.

Seward tribe of Alaska Esquimaux, an organization of younger Auburnians, formed for the purpose of promoting festivities in Auburn, have designated Wednesday evening, Oct. 23, 1912, as the date for their second annual fantastic parade.

Those who saw the parade of a year ago are still laughing at its humorous features and complimenting on the varied and brilliant displays of the semi-military organizations.

New features will be added to the parade this year which it is believed will excel the first efforts of the Esquimaux.

The display will be held early in the evening so that visitors living outside of the city will be able to get home in good season.

The city will be decorated for the occasion and there will be many attractions of interest beside the unique parade.

It is expected that special rates and trains will be given by the steam and electric roads entering Auburn.

Auburn business men will make special efforts to entertain visitors on the day of the parade Wednesday, Oct. 23, 1912.

FOR SALE—Blacksmith shop and tools at Poplar Ridge, N. Y., formerly occupied by Hiram McIlroy, deceased. The best paying shop between Auburn and Ithaca. Inquire of Mrs. HIRAM McILROY, 11w2 Poplar Ridge, N. Y.

FOR SALE—Two base burner stoves in good condition. 11w2 Bert Moseley, Atwater, N. Y.

Venice Center.

Oct 7—Mrs J R Coulson is very sick

The first number in the entertainment course was given last week Monday evening by the special grand concert company consisting of four young people from the Ithaca Conservatory of Music. It was simply fine and met with the highest approval from all who were in attendance.

Rev E E Warner of Auburn has been returned to this place to supply for this church. He gained many friends during the time he was here last year and his return is very gratifying.

Mrs Mary Wallace is entertaining the two children of her niece, Mrs. Grace V ant of Scipio, for a few days.

Fred Clark started his evaporator Monday of this week.

The marriage of Harvey Dresser of this place and Miss Bertha Ramp of Geneva occurred at the home of the bride on Sept. 26.

Grinding by Water.

With pork high and barley low, it pays the farmer to feed the swine. So bring your grain to Wood's Mill, Scipio, and get it satisfactorily ground at the uniform price of 7c per hundred pounds. All work promptly done. FRANK H. WOOD, 9w4

The class was given "Oliver Cromwell" as a subject for a short essay, and one of the efforts contained the following sentence: "Oliver Cromwell had an iron will, an unsightly wart and a large red nose; but underneath were deep religious feelings."

Stockmen and feeders, who know the value of ground feed, know that the increased value lies in the fact of having it ground properly. Now is the time! We will grind it properly. Water power. LITTLE SALMON CREEK MILLS, C. B. Hahn, Proprietor, P. O., Atwater, N. Y., R. D. 9ml

MONEY LOANED on good security and on short notice. THE PEOPLE'S AGENCY, 93 Genesee St., Auburn, N. Y.

Statement

Of the ownership, management, etc., of The Genoa Tribune, published weekly at Genoa, N. Y., required by the Act of August 24, 1912.

Editor, Managing Editor, Business Manager and Publisher, (Miss) Emma A. Waldo, Genoa, N. Y.

(Miss) Emma A. Waldo, Sworn to and subscribed before me this 30th day of September, 1912

Wm. H. Sharpsteen, Notary Public, My commission expires March 30, 1914

GET AFTER IT



The greatest Feed of the day. Makes Eggs—it's wonderful. Distributed by J. H. Cruthers, Genoa.

Stott's Diamond Patent Bread Flour

has a record back of it, which means that it is one of the very highest quality Spring Wheat Patents on the market. Ask for barrel prices.

We are also manufacturing a Blended Flour which we will guarantee to give perfect satisfaction.

We have on hand a full stock of Bran, Mids, Hominy, Gluten and Dairy Feed, Corn, Corn Meal and Feeds, Meat Scrap, Grit and Shell.

Our Motto is one price to all.

Genoa Roller Mills.

1913 STUDEBAKER

The Trade Mark of Quality.

Studebaker 30-(E. M. F.)-----\$1,190

Studebaker 20-(Flanders)-----\$885

f. o. b. Detroit.

Helmer & VanDuyne, MORAVIA, N. Y.

Agents for Southern Cayuga County.

A LITTLE OUT OF THE WAY BUT IT PAYS TO WALK

\$2.00 to \$5.00

Actually Given You

Here's Positive Proof That We Do Save Our Customers Money . . .

Saturday Next, Oct. 12th

To actually demonstrate that fact, we're going to present to every customer who buys one of our \$12.50 to \$25.00 Suits either \$2.00 or \$5.00 in cash.

Come in and outfit yourself with one of our \$12.50, \$15.00 or \$18.00 Suits, and pay us its regular price, and we will present you with \$2 in cash.

Buy one of our \$20.00, \$22.50 or \$25.00 Suits and we will present you with a \$5.00 bill.

Visible Evidence That We Save You Money.

COME SATURDAY, OCTOBER 12, AND SAVE \$2.00 OR \$5.00

Children's Suits and Overcoats for Saturday, Oct. 12th, only, at 25 per cent. discount. One Day Furnishing Special—Saturday we will also present any purchaser of one of our \$1.00 Shirts with 11c in cash. Just another bit of evidence of how we save you money!

SAPERSTEIN, The Clothier, 56 State St., Auburn, N. Y. AWAY FROM HIGH RENT

Women Can Vote.

Every one can vote. Boys, Girls, Men and Women. Who do you think will be president? We are going to take a straw vote. Send your guess to THORPE'S BIG NATIONAL BUSINESS SCHOOL, Auburn. Three nearest votes will be given each complete course at Thorpe's—Day—Night or Home Study. Second two each \$1. Every one who tries will be given a prize worth at least 50 cents.

Paid your Subscription Yet!

Village and Vicinity News.

—The store of D. W. Smith is being newly painted this week.

—The Grand Chapter, Order of Eastern Star, is in session this week in New York.

—Miss Margaret Austin is spending a little time with her sister, Mrs. Edwin Thayer.

—Mr. and Mrs. Robert Mastin have been spending several days at their cottage at Farley's.

—Mrs. Arthur Fox and Mrs. Clayton Fox of Ithaca have been recent guests of Mrs. L. B. Norman.

—Mrs. F. C. Purinton and daughter, Mrs. Lewis Sellen, visited Auburn relatives, Saturday and Sunday.

—Mrs. W. R. Mosher is spending some time at the home of her mother, Mrs. E. Haskell, on Oak Hill, and relatives at Moravia.

—F. Adolph left Tuesday evening for New York. He will also visit Philadelphia, Wilmington, Chicago and St. Louis before his return.

—Central New York reports only 88 days of sunshine during the past year, 76 per cent. of the 366 days being gloomy, cloudy, rainy or snowy.

—Mrs. Ai Lanterman and Miss Pauline Chaffee were guests of Mrs. Lanterman's sister, Mrs. Ralph Hawley, in Moravia, Saturday and Sunday last.

—Mr. and Mrs. Claude Sellen of Shelby, Ohio, are spending a few weeks in Genoa and vicinity. In company with Mr. and Mrs. O. D. Hewitt of Locke, they motored to Union Springs yesterday to visit Miss Mary Sellen.

—F. E. Herrick has sold his drug business to S. W. Ottman of Fort Plain, who came the first of the week. Mr. Herrick has stored his household goods here until, with health restored by rest and recreation, he embarks again in business.—DeRuyter Gleaser.

—In the Presbyterian church Sunday morning at the usual hour of worship, the Holy Communion and administration of baptism. Morning theme, "Come and See," "We have found Him" Sunday school, Christian Endeavor and evening worship as usual. All are invited.

Jelly cups and moulds at BAGIN'S, Genoa.

—The Senior Philathea class of Genoa Presbyterian church will hold a New England supper in the vacant upstairs room in the school building, this evening. Supper served from 6 to 8:30 o'clock. Price 15 cents. An entertainment will be given after the supper. All are urged to attend. You will be cordially welcomed.

—The Right Rev. Charles Tyler Olmsted, D. D., Bishop of Central New York, will administer confirmation at Aurora and King Ferry on Sunday, Oct. 20. The service will be in St. Paul's church, Aurora, at 10:30 a. m., and in Calvary church, King Ferry, at 3:30 p. m. In the evening the Bishop will preach at Wells College chapel.

—A quiet wedding took place in this village Wednesday afternoon, Oct. 9, at the home of the bride, when Miss Charlotte Edith Thayer, daughter of Mrs. H. L. Thayer, was united in marriage to Mr. Fred R. Shutts of Perryville, N. Y. The ceremony, with ring, was performed at 5 o'clock by Rev. T. J. Searls, the bride's mother, a sister and a brother being the only witnesses. The bride wore a becoming gown of pale blue silk poplin. The young couple left on the evening train south for a short trip to New York, after which they will at once begin housekeeping at Perryville, near Canastota. The groom has charge of the Lehigh station at Blakeslee, which is the name of the railroad station at Perryville. The bride has many friends in Genoa and vicinity, who extend best wishes.

A GOOD TIME COMING.
Cheer up! It's but a few weeks now before the great election. And then the candidate who wins will fix things to perfection. The cost of living will go down, whichever statesman gets it. For each has said it shan't stay high and can't unless he lets it.

Our troubles now will soon be o'er, and we shall all have money. Each candidate has promised that. So life will soon be sunny. The problem seemed insoluble. Perhaps you may have read so. But they will soon fix that all right.—We know, because they've said so.—Somerville Journal.

—A Rochester concern has the contract for manufacturing 50,000,000 campaign buttons.

—Mrs. Elizabeth Waldo and Miss Emma Waldo returned Monday afternoon from a few days' visit in Auburn.

—Pastors of Auburn churches are making preparations for the Stough Evangelistic Campaign which is to open in that city Nov. 3.

—The residence of the late Elihu Slocum in Moravia has been purchased by F. E. Barnes of Scipio, who will take possession March first.

We have coming a car of Stott's Diamond bread flour, and winter bran. Ask for prices.

SAMSON & MULVANEY.

—Mrs. Ann Miner of New York, Mrs. Benton Brown and Mrs. Sarah French of North Lansing were entertained by Mrs. Frank Sellen yesterday.

—Mr. and Mrs. J. L. Welty of Auburn and Mr. and Mrs. Arthur Landon of Poplar Ridge were Sunday guests at Sherman Wright's. They also entertained a company of Genoa friends in the afternoon.

—Mrs. Addie Miller left yesterday to spend a few days with her granddaughter, Mrs. Dudley Robertson, in Ithaca. She will then go to New York to remain through the winter with her daughter, Mrs. Frank Bryant.

—The State Food Investigating committee makes the statement that out of every \$5 we pay for food, \$1.50 goes for handling it. This is a surprising statement and to a great extent accounts for the high cost of living.

—The Tompkins County Christian Endeavor Union will hold its annual convention at Ithaca, Friday evening, Oct. 25, and Saturday, Oct. 26. Three of the officers of the state association have been secured as speakers.

—A "nerve food" made of cottage cheese and sodium glyco-phosphate was exhibited at the recent Washington Conference on hygiene. The experts say that a dollar's worth can be made for 15 cents and that it has no particular food value.

—J. H. Johnson, who has acted as agent for the U. S. Express Co. at Locke for the past 10 years, has resigned his position. His place has been filled by Harold Loveless, who took up the work Oct. 1. Mr. Johnson has not made definite plans for the future.

—Beginning Oct. 14, the Jefferson Theatre in Auburn becomes a moving picture house. The Reis Circuit Company, the present managers, will continue in charge, and have leased the Burtis Auditorium, where they will present all the big plays of the season.

IF IT'S MONEY you want, we have plenty to loan on good security. THE PEOPLE'S AGENCY, 93 Genesee St., Auburn, N. Y.

—The Ladies' Aid society of the King Ferry Presbyterian church have arranged with the Eastern Lyceum Bureau of Boston for a series of entertainments. The first will be given in the church, Monday evening, Nov. 4, by Sidney Landon, character artist. His subjects are "Great Literary Men: Past and Present," "Uncle Sam's Family" and "Man: His Peculiarities." Mr. Landon has achieved great success as a character delineator, and a highly enjoyable evening is anticipated. Sidney Landon has given entertainments in Genoa and in other places in this locality and has always given great satisfaction. No one will be disappointed who goes to hear him. Season tickets for these entertainments will be \$1.00; single tickets 35 cents; children 20 cents.

—D. E. Singer has been on the sick list this week.

—The Moravia-Auburn automobile bus line now includes Locke in its schedule.

—The state tax this year will be one dollar on a thousand dollars valuation, the largest since 1899.

—Jefferson and St. Lawrence counties market 108,000 pounds of honey this fall, despite its being a poor year for bees.

—Ward Bancroft was driving about town yesterday with his small cart and young steer, attracting considerable attention.

Fresh fruits, vegetables and groceries always found at Bagin's.

—The law prohibiting the employment of women and minors in factories more than 54 hours in any week went into effect October first.

—Fay C. Parsons, editor of The Cortland Democrat, was recently elected president of the Democratic Editorial association of the state of New York, in place of Luke McHenry, deceased.

—A horse in a pasture at Truxton was shot through the head by a careless hunter. Such occurrences are frequently noted in the fall and it is no wonder that farmers protect their livestock by posting their lands.

—Mrs. Walter Bastedo of Summerhill, who was accidentally shot with a revolver last week, is still in the Cortland hospital and is doing well. The bullet has been located but no effort to remove it has been made.—Moravia Republican.

—Rev. F. H. Gates, formerly pastor of the Baptist church at Truxton, and well known in Genoa, now an agent of the Law and Order Alliance, has moved to Freeville, to be more centrally located in his territory, which covers five counties.

—Elwood S. Akin of Auburn, formerly of Scipio, has sold his farm near the city to G. F. Briggs who will soon take possession. Mr. Akin and family will go to Glens Falls to reside and continue his business of buying, selling and raising of horses.

We have CITY HOMES to EXCHANGE for FARMS. What have you to offer? THE PEOPLE'S AGENCY, 93 Genesee St., Auburn, N. Y.

—George Butler and John Acker both of Auburn, charged with selling liquor at Moravia during the fair, have been held for the grand jury. The men, it is alleged, rented the barroom at one of the hotels, ostensibly for the sale of soft drinks. District Attorney Clarke made inquiry into their manner of doing business and caused their arrest.

—The Goddard hotel at Tully has been purchased by a few public spirited men of that village and will be run as a temperance house, so the traveling public may be accommodated during the "dry" spell. A corporation has been formed, and the formal transfer of the property was made Oct. 4. Mr. Goddard has gone to Weedsport where he has charge of a hotel.

—Elias Wager, aged 74 years, died Tuesday, after a five weeks' illness of heart disease, at his home in Lansingville. Besides his wife he leaves four daughters, Mrs. Jessie Bothwell, Genoa; Mrs. Daisy Bacon, Auburn; Miss Eva Wager, Ithaca, and Mrs. Nellie Casteline, Lansingville; and two sons, Bert and Jefferson Wager of Lansingville. The funeral will be held at 2 o'clock this (Friday) afternoon from the home. The Rev. G. H. Winkworth will officiate. Interment in the Lansingville cemetery.

—The New York Central railroad is shipping 80,000 baskets of peaches daily over its Western New York lines. In some sections of Niagara county the peach crop is so large that only a share of the peaches will be harvested, it is said. The region between Oswego and Suspension Bridge along Lake Ontario is one of the greatest fruit belts in the country. Enthusiasts say that in respect to all fruits, except grapes, the region far surpasses the entire State of California in the amount of fruit grown.

CLOCKS.

Clocks of all kinds, all styles and all prices, but each and every one great value for the price asked. There is where you will find us on Clocks. Meeting your wants in style, size and kind, and giving you the benefit of the closest prices for good, reliable time pieces. Come in and see what a variety we have. Just glance in our window and see if the beautiful new styles do not interest you, and then consider that we stand back of every clock with a guarantee that the prices are the lowest possible for reliable time pieces.

A. T. HOYT,

Leading Jeweler & Optometrist, HOYT BLOCK, MORAVIA, N. Y.

—E. C. Hillman of Levanna made a trip through Genoa, North Lansing and King Ferry this week.

—William Schroder, engineer of the Lackawanna train that caused the disastrous wreck at Corning in July, has been indicted for manslaughter by the Steuben county grand jury.

—The Appellate Division has decided that the commissioners of the state land office must negotiate a settlement with the Cayuga Indians of their claim for \$297,131 for lands taken from their tribe 117 years ago.

—The meeting of Groton Grange last night was taken up with a discussion by the men of the way to run a house and prepare their favorite menus and by the women how to manage the farm. The discussions caused much amusement.—Groton Journal.

—The Board of Education in Denver, Colo., has established a course to fit girls above the age of 12 years for motherhood and the duties of a housewife. The course includes cooking, sewing, laundry work, general house management and the care of children.

—Wayne Gallup, said to be one of the best known traveling men of this state, died suddenly in Rochester Friday afternoon, Sept. 27. While walking on the street he was stricken with a hemorrhage of the brain about 2:30 o'clock. He was taken to a hospital where he died an hour and a half later. He was 47 years old and leaves a wife, a brother and a sister.

—The annual convention of the Cayuga County Sunday School Association will be held in the Presbyterian church in Weedsport to day. There will be sessions at 10 a. m. and 1:45 and 7:15 p. m., which will be presided over by Rev. V. N. Yergin of Auburn, president of the association. Representatives from the various Sunday schools throughout the county are expected to be in attendance. The ladies of the church will serve dinner and supper to the visiting delegates, in the church parlors.

—Miss Helen I. Root of Port Byron, while attending the W. C. T. U. State Convention at Canton, was the victim of a painful accident on Sunday. Miss Root fell, injuring the left knee cap so badly that she has been unable to return home. She was re-elected State Superintendent of the Loyal Temperance Legion Branch. Miss Root is the newly elected president of Cayuga County Union, and many friends throughout the county will extend sympathy and hope that she may soon recover.

FARMS BOUGHT, SOLD AND EXCHANGED. Inquire of THE PEOPLE'S AGENCY, 93 Genesee St., Auburn, N. Y.

—The death of Theodore Shayer of Moravia, aged 73 years, occurred Monday afternoon after a lingering illness. Eight weeks ago his right foot became infected and recently he submitted to two operations in the hope of checking the further spread of gangrene. Last Thursday his right leg was amputated above the knee, but nothing availed. Mr. Shayer was born in Niles, 73 years ago. In 1860 he was married to Anna Richardson of Scipio, who survives him. For more than 40 years his home has been in Moravia. Besides his widow he is survived by one son, Charles Shaver of Moravia. The funeral services were held from the house Wednesday afternoon at 2 o'clock with burial at Quaker cemetery.

SOUTHBOUND—Read Down				STATIONS				NORTH BOUND—Read Up			
27	23	21	201					200	22	24	28
Daily	Daily	Daily	Daily	STATIONS				Daily	Daily	Daily	Daily
				exp. Sun.				exp. Sun.			
P M	P M	A M	A M					A M	A M	P M	P M
6 20	1 45	8 30	6 40					9 23	11 09	4 59	8 59
6 35	2 00	8 45	6 55					9 08	10 54	4 44	8 44
6 46	2 11	8 56	7 06					8 56	10 43	4 33	8 33
6 55	2 20	9 05	7 15					8 44	10 34	4 24	8 24
7 10	2 35	9 20	7 30					8 29	10 19	4 09	8 09
7 21	2 46	9 31	7 41					8 18	10 08	3 58	7 58
7 40	3 00	9 50	8 05					8 05	9 55	3 45	7 45
8 05	3 25	10 15	8 30					7 30	9 20	3 15	7 10
P M	P M	A M	A M					A M	A M	P M	P M

Additional Trains between Ithaca and Rogues Harbor leave Ithaca 7:30 a. m., daily except Sunday; 9:20, 11:15, (daily except Sunday) 12:15, (Sunday only) 2:00, 3:15, 5:20 7:10 p. m., daily, and 9:30 p. m. Saturday only.

Returning leave South Lansing for Ithaca 8:05 a. m., daily except Sunday, 9:50 a. m., 3:00 p. m., 3:45, 7:40 p. m.

Also leave Rogues Harbor at 11:50 (daily except Sunday) 12:50, (Sunday only) 5:55 p. m., daily, and 10:05 p. m. Saturday only.

FIRST NATIONAL BANK of GENOA

GENOA, N. Y.

The Foolish Way and the Wise Way of Saving Money.

There are two ways of saving your money—the foolish way and the wise way. The foolish way is to put it where fire, theft or other calamity can take it from you in a second. The wise way is to put it in a bank of good standing like ours, where it is taken care of in fire and burglar proof vaults. Follow the example of the best business men and farmers in this direction—start an account here at once—it is also the straightest road to success and wealth.

COME IN AND LET US TALK IT OVER.

J. D. Atwater, Pres. Fox Holden, Vice-Pres.
Arthur H. Knapp, Cashier.

Did You Know

That for the next 30 days you can save money on Lumber Wagons, Buggies, Harnesses, Team and Single Nets Flour, Feed and Poultry Supplies of all kinds?

ATWATER'S

WARE HOUSE.

High Up



Winter is Not Far Off.

I am well prepared to show you a big assortment of SUITS, OVERCOATS and RAIN-COATS for Men, Boys and Children, which I can positively guarantee for Style, Quality and Tailoring.

Underwear for Men, Women, Boys and Children, from the Fleece kind up to the Finest Medicated Woolen Garments.

Fur Coats and Fur-Lined Coats, Mittens for every member of the family.

I sell the well known Wallace-Goodyear brand of Footwear in all combinations and Articles in different weights, Rubber Boots and Rubbers. This noted brand I have sold for the last six years, and customers are calling for this kind of goods—that shows that the wearers of that brand are well satisfied.

Just received a big shipment of Shoes from \$2.25 to \$5.00 of the Douglas Make—No better shoes in the market at the price for style and wear.

No need of making a trip of forty miles to buy merchandise—Call at your Home Store.

GENOA CLOTHING STORE.

M. G. Shapero

They Are Still Low Down.

But Our Rates For JOB PRINTING REMAIN THE SAME.

If you want to BUY, SELL OR RENT A FARM, consult THE PEOPLE'S AGENCY, 93 Genesee St., Auburn, N. Y.

TEMPERANCE NOTES

ALCOHOL IS NOT NECESSARY

Prof. Howard Marsh Gives Telling Testimony Against So-Called Drinking in Moderation.

Speaking at a largely attended conference on "The Uses of Alcohol," held recently by a thriving branch of the C. E. Temperance society at Cambridge, Eng., and addressed by the eminent professors of medicine, pathology and surgery in the university, Prof. Howard Marsh gave telling testimony against the use of alcoholic drink even in so-called moderate quantities.

In opening his address he said that he had been interested in this question for a very long time, and could say with all modesty, for he was only expressing his own opinion, that he had come to very definite conclusions upon it. The first was that even in moderation, and except for medical purposes, alcohol was perfectly unnecessary. The Japs never used it, yet how well they had done in war. A similar illustration was afforded by the brave native Sikh regiment, total abstainers. He had an example a short time ago when he sent a somewhat venturesome invitation to Sir Robert Baden-Powell to come down and inspect the Cambridge Scouts. He first sent his aide-de-camp to see whether it was worth his while to come. He came and lunched at Downing college. He was about twenty-eight years old, five feet ten inches in height, and with as clear a complexion and as bright an eye as one would see, and he knew what sort of young fellow he must be to be Baden-Powell's right-hand man. He was struck by the fact that the young fellow, as splendid a young animal man as one could meet anywhere, proved to be a vegetarian, an abstainer, and a non-smoker. The tennis champion—got lawn tennis, nice as it might be, but the real thing—his old friend, Mr. Neville Lytton, was an abstainer. He (the speaker) used to play golf a great deal, and they were often struck with admiration at the way the great player Taylor played, with marvelous precision. There was no one who could hold him. He specially asked if he was a teetotaler, and the reply was, "Of course he is; if he were not he could not play like that."

He did not believe that alcohol was necessary as a food, although he could not say anything in the presence of Sir Clifford Allbutt about its use as a medicine, though he did say that in some other circumstances it was harmful in a very definite degree. Take the case of contests of physical power. Did they think a man would take a large dose of alcohol and expect to win the prize? They might be perfectly certain that if he did he would not be able to "shoot for nuts." In the case of an ordinary social party made up of young fellows from the services, they knew that if they dined heartily with wine overnight they could not shoot next morning. The best shot in England, if he indulged to any extent in champagne overnight, would be unable to hit more than one pheasant out of five the next morning. Alcohol even in moderate amount unfitted him for skilled work. In golf he had known people who showed at once whether they took alcohol or not. A man might play splendidly in the morning, but if he had a couple of whiskies and sodas at lunch, his play would fall off in the afternoon. Another thing had struck him. That among so-called moderate drinkers, young men from twenty-five to thirty-five might drink wine pretty freely, but they would often hear a man say at forty: "I can't drink as I used to do; wine does not agree with me now." That just showed that while in the very prime of their physical life they might seem to find no very serious effects, as soon as any of their organs began to flag they could plainly see the injurious effects.

He was delighted at the changes for the better going on in England now. The other day he was dining at Woolwich and saw at least five-sixths of the young officers present were drinking nothing stronger than lemonade. At least 70,000 men in the army today were teetotalers. He thought that a splendid thing, because with that many teetotalers in the army, the whole would be teetotal before long. He was glad that the opinion formed by intelligent people in an intellectual society today was that alcohol was unnecessary. It was of the greatest assistance to the poorer classes nowadays that they could get a good cup of hot coffee or milk and a piece of bread and butter instead of a glass of adulterated beer. Things had been thrown into beer in the past which increased a man's craving for it. Now that these men could get coffee or milk they said, "That's the thing for me." He believed that was one of the best and most powerful influences at work today. It would be the greatest thing if everybody would make up their minds to start their children abstain and right and bring them up as total abstainers, for he believed that if they were never given wine or beer as children they would never want it. If they did not teach a child that alcohol was necessary they would find that he would never want it.

No Useful Effects.
"There seems no useful effects to be anticipated from the use of alcohol in health."—Dr. Parke.

LONG COATS NOW REVERSIBLE

Double Effects Obtained by Simple Means and a Radical Transformation Effected.

What more applicable term can be used in talking of reversers than reversible? The very meaning of the words revers implies a double role, and in no season's styles is it exemplified more emphatically than in the fall modes.

Long coats are making use of the reversible idea. A double effect is obtainable by turning over one reverser, buttoning back another style, or detaching a seemingly permanent collar and changing its adjustment with an entirely new effect.

For the storm coat there are many buttons and buttonholes that multiply the roles to be played by the coat. A long double reverser can be unfastened, turned over to one side and flattened down into a plain protective collar.

A single reverser is loosened, the under portion pulled out and lo, a vest is revealed that was never guessed at before!

Buttonholes are placed in unusual places, but if you investigate, you will find that they have a use in the reversible act that is played by the happy wearer.

One coat can be transformed into another by this reversible feature, which is characteristic of the new models.

The gain is the woman's. Style has been kind to femininity, and comfort plus charm in line and ornamentation are features that promise satisfaction to all.

FRESHENING UP OLD GOWN

Little Touches That Will Give New Appearance to Garment One Is Tired Of.

Every woman has a serge or dark silk dress in her wardrobe for cool days. Before the summer is half over she feels that she is tired of it and that it looks a bit shabby. For such people let me suggest buying a set of the new collar and cuffs made of white dull kid with deep border in dull black leather. They have just appeared the last few days. The collar is the round Dutch shape, about three and a half or four inches deep, with inch-wide hem of the black. This is joined to the white part by means of cat stitching in coarse black thread, which gives it a crude but nobby effect. The plainness of the whole thing is relieved by tiny straps of the white leather which fasten to small gun metal buckles. The cuffs match exactly and are about five inches wide. This set worn with a clinging black charmeuse gown, but in perfectly plain straight lines would, as you can easily imagine, set it off most completely.

STRIPED COTTON DRESS.



White cambric with a blue stripe is used for this dress. The plain skirt is set to the bodice with a narrow band of plain blue material, this is also used for collar and cuffs and tab below collar; buttons are sewn on it.

Materials required: Four and one-half yards 27 inches wide, one-half yard plain for trimming, three buttons.

Novel Trimmings.
Many of the smartest hats have a very tiny bunch of flowers placed in the most careless manner anywhere on the brim, just at the edge. One made of delicate lavender mousseline, with gossamer frills covering the brim, has a tiny pink rose rimmed with forget-me-nots on the extreme edge of the brim at the left side.

A wreath of oats, mingled with flat rosettes of very bright blue forget-me-nots, looks charming on a hat of the picture type carried out in white chip. Royal blue velvet strings complete the decoration of the model.

Field flowers are greatly liked, but they are of an immense size, which is very noticeable on a black Tagal straw hat, of a round shape, trimmed with a loose bunch of "clocks," poppies and corn flowers rising to a great height at one side.

German Village Transplanted.

An interesting ceremony took place on Saturday at New Berich, in the principality of Weiddeck-Pyrmont, when Prince Frederick laid the foundation stone, not of a new but of an ancient Gothic chapel which formerly stood at Old Berich surrounded by the usual cluster of quaint farmhouses and homesteads. The village of Old Berich, however, is an obstacle in the construction of the Edder River dam, which will have an area of twenty square miles and a maximum depth of 150 feet. The village, which has existed for 300 years, was therefore marked for extinction, and all the inhabitants received notice to leave their houses, which are to be leveled to the ground. New dwellings were erected at New Berich some thirty miles away and some of the freshly painted walls resemble in great measure the deserted village. The church, erected in the twelfth century, has been taken down and the ceremony of Saturday was the first step in its re-erection on the new site.

Casting the Floating Fly.

It should go without saying that properly and effectively to cast and fish the floating fly it is essential that the tackle be correctly assembled. In this regard I believe the point most in need of emphasis is the question of the right way to fit the reel to the rod; that this should be done so that the reel is underneath the rod with its handle to the right (in the case of the right-handed caster) is, in my experience, the only satisfactory and thoroughly efficient way. With the reel thus placed it is never necessary, when playing a fish, to turn the rod over so that the reel is above, as in the case when the reel is fitted to the rod with the handle to the left. After a fish is struck, if it becomes necessary to use the reel, the rod is simply shifted to the left hand—without the awkward necessity of turning it over to bring the reel on top—and the fingers of the right hand fall naturally upon the handle of the reel.—Outing.

Frederic Mistral's Health.

Fortunately the alarming rumors current concerning the health of Frederic Mistral prove to have been exaggerated, if not unfounded. The veteran poet had been suffering from a slight indisposition, doubtless due to the heat. A visitor found him in the early afternoon, when his age and the hour might well have counseled a siesta, seated at his desk correcting the proofs of his latest volume, at present in the press, "Les Ollivades." Already the poet, greatly to his amusement, has read of his own death in the papers. He says that such premature announcements are so many certificates of longevity. Yesterday an Italian journal published a long and eulogistic obituary, which the poet will doubtless read with humorous relish.—Paris correspondence London Telegraph.

English Sewage Farms.

The sewage system of farming in the six towns of the Burslem district of England has been successful and of considerable interest. The bacterial system has been adopted in favor of the plants, at the fifth a combination of the bacterial system and broad irrigation, and at the sixth the sewage is treated in tanks with ferrozene and afterwards discharged into polarite filters. The crops produced are principally rye, corn, hay, vegetables and roots. In Newcastle excellent results were obtained in growing roots, especially marigolds, which gave a yield of over 40 tons to the acre, without the aid of salt of artificial fertilizers, some of the marigolds being 36 inches in circumference.

National Poultry Institute.

During the last two or three years special efforts have been made in Great Britain to stimulate the poultry industry, and these have culminated in plans for the establishment and endowment of a National poultry institute. A capital of \$41,365 and a yearly grant of \$9,783 will be applied to this purpose by the government on condition that the institute shall teach poultry keeping, train expert instructors and conduct research work, the latter to include the use of poultry in reclaiming barren soil. The offer of the development commissioners who have the matter in hand, however, depends upon the raising of an equal sum by private donations.

Already Punished.

With fear and trembling the sinner approached the pearly gates. "Here is where I got it," he said. "But the door was closed and a sign, 'Walk right in,' hung over the portal. To an elderly spirit near by the sinner said: 'How's this? I was a wicked man. Don't I have to answer for my sins?' "No," the aged spirit replied. "With Detective Burns operating on earth we feel that it is no longer necessary for us to keep books on people's wrong-doings. Your transgressions have probably been attended to good and plenty already, so step in and make yourself at home."

Gas Engines in High Altitudes.

A gas engine was erected several thousand feet above sea level. The engine did not give the power expected and it was concluded that the loss was due to the altitude of the station. Upon investigation of the theoretical and practical considerations involved it was found that there is a loss of about 1 per cent. of the indicated horse-power for each 1,000 feet of increase in elevation. The effect with a low ratio of compression is slightly less than with a high degree of compression.—Science Connections.

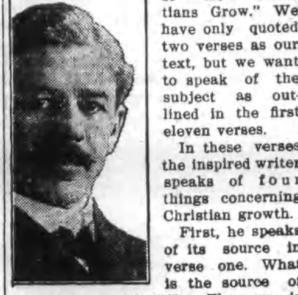
How Christians Grow

By Rev. James M. Gray, D. D.

Dean of Moody Bible Institute, Chicago

TEXT—Simon Peter, a servant and an apostle of Jesus Christ, to them that have obtained a like precious faith with us through the righteousness of God and our Saviour Jesus Christ: Grace and peace be multiplied unto you through the knowledge of God, and of Jesus our Lord.—II Peter I, 1 and 2.

The single theme running all through this Second Epistle of Peter is growth in grace or "How Christians Grow."



We have only quoted two verses as our text, but we want to speak of the subject as outlined in the first eleven verses.

In these verses the inspired writer speaks of four things concerning Christian growth.

First, he speaks of its source in verse one. What is the source of physical growth? Life. The same is true of the spiritual. Life in God through Jesus Christ. It is this to which he refers when he speaks of them to whom he writes as having "obtained like precious faith with us in the righteousness of God and our Saviour Jesus Christ."

The Christian is one who has "obtained" something, he has not earned it or worked it out for himself, but obtained it. That which he has obtained is faith. Faith is the gift of God. The object of this faith, that on which it terminates, is "the righteousness of God and our Saviour Jesus Christ." Not the righteousness which God is, but the righteousness which God gives, his imputed righteousness by which alone a man begins to live before him.

Word of God the Means.
(2.) He next speaks of the means of growth, which is the word of God (verse 2-4). Grace and peace are multiplied unto us through the knowledge of God, he says, and, indeed, he adds, "all things that pertain unto life and godliness" come in the same way. But this knowledge is not that which was obtained in the handwork of nature, but in the revealed word. "Desire the sincere milk of the Word that ye may grow thereby."

In our hearts is evil, but in the Word there are "exceeding great and precious promises," and it is as we see and apprehend these that we desire and reach out for them. And in reaching out for them we drop these. It is what the child does when the apple falls out of his hand as he opens it to grasp the orange.

(3.) The inspired penman is led farther to speak of the nature of Christian growth in verses 5-7, which he sets before us along seven different lines of development—virtue, knowledge, temperance, patience, godliness, brotherly kindness and charity or love. "Virtue" is not to be limited here to the thought of sexual chasteness, but means as nearly as possible in a spiritual sense what "strenuousness" has come to mean in the physical and intellectual. A Christian man, in other words, is supposed to have the courage of his convictions in witnessing to Jesus Christ.

In the same way "temperance" does not mean simply abstinence from intoxicating drink, but self-control in the whole of one's conduct, a life kept well in hand for God, symmetrical, spiritually well poised, an all-around soundness. No better illustration of this could be found than in the union of patience and godliness, which follows.

The patience is not to be a mere stoical endurance, but united to and flowing from a spirit of enlightened trust in God. The true Christian indeed is the ideal man. How sad that there are so few of them when the provision for their creation is so simple and so freely offered by divine grace.

(4.) The result of growth in grace is three-fold (verses 8-11). First, fruitfulness; second, assurance, and third, reward. If there is one thing more than another that Christians want to know it is how they may be assured of salvation. Here is the A, B, C of it: "If ye do these things ye shall never fall." This is the way to make our calling and election sure, "to do these things." This does not mean to make our calling and election sure so far as God is concerned, but so far as we ourselves are concerned.

God knows whether we are called and elected or not, and it can't be any surer as to him. But if we don't know, the way to find out is to do these things. When I hear a man say he believes in the Lord Jesus Christ, but has no assurance of salvation, I generally feel that there is something in his life not right, and which he knows to be not right, and yet does not put away. Get right with God and assurance follows.

Christlike.

If we have the same nature with Christ; the same life; if we have his spirit, how can we do otherwise than love each other and live in peace?—Rev. W. E. Biederlief, Presbyterian Winona, Minn.

HOPE FOR WOMEN OF FIFTY

Time When She Should Be Philosophical and Prepared for Wise Old Age.

There are people today asking with all appearance of sincerity what a woman of fifty or more can do. Their confining work in the home, say these observers, is done. A common suggestion is that they be utilized in politics. This suggestion has its comical side, Miss Tarbell declares. A person who has nothing to do after fifty years of life in a business as many sided and demanding as that of a woman can hardly be expected to be worth much in a business as complicated and uncertain as politics and for which she had had no training. "The notion that the woman's business is ended at fifty or sixty is fantastic in the extreme. It only ends there if she has been blind to the meaning of her own experiences; if she has never gone below the surface of her task—never seen in it anything but physical duties; has sensed none of its intimate relations to the community, none of its obligations toward those who have left her, none of those toward the oncoming generations. If it ends there she has failed to realize, too, the tremendous importance to all those who belong in her circle or who touch it of what she makes of herself, or her personal achievement.

A woman of fifty or sixty who has succeeded has come to a point of sound philosophy and serenity which is of the utmost value in the mental and spiritual development of the group to which she belongs. Life at every one of its seven stages has its peculiar harrowing experiences—hope mingled with uncertainty in youth; fear and struggle characterize early manhood; disillusionment, the question whether it is worth while, fill the years from forty to fifty, but resolute grappling with each period brings one out almost inevitably into a fine serene certainty which cannot but have its effect on those who are younger. Ripe old age—cheerful, useful, and understanding—is one of the finest influences in the world. We hang Rembrandt's or Whistler's picture of his mother on our walls that we may feel its quieting hand, the sense of peace and achievement which the picture carries. We have no better illustration of the meaning of old age.—American Magazine.

TRIUMPH OF GERMAN CHEMIST

Dr. Von Bolton Has Succeeded in Making Diamonds From Illuminating Gas.

Dr. W. Von Bolton has been trying to grow diamonds. At a recent congress of the German Bunsen society he described the decomposition of illuminating gas under the action of sodium amalgam, which precipitated the carbon in the form of black coal and, it seemed, of diamonds, but these were in too small quantity to permit of analysis. Dr. Bolton determined to obtain a greater quantity by making diamonds grow on some mother substance.

The Scientific American says he placed 50 grams of 14 per cent. sodium amalgam in a long testing tube, and coated the upper layer with a diluted water-glass solution, over which he spread amorphous diamond powder. The tube was kept at a temperature of 100 degrees centigrade in a water bath, after which a slow current of moistened illuminating gas was introduced. The amalgam was allowed to give off its mercury vapor for one month, when very little black carbon had been separated, but on the layer covered with diamond powder many particles of high brilliancy were found.

The contents of the tube were boiled in a platinum crucible with a mixture of fluoric and sulphuric acids. The microscope revealed that the amorphous powder had been converted into brilliant crystals, true diamonds, still too small, however, to allow of analysis.

New Use of the Bananas.

"There are now in Jamaica six factories manufacturing banana flgs, chips, meal and flour," said James McC. Harris of Boston, who recently returned from Jamaica. "During the seasons at which the fruit is cheapest all of these plants are run at their maximum capacity. The methods of drying the fruit are different in different plants, though all resort, I believe, to a hot air process. It takes about 400 to 500 pounds of the fruit to manufacture 100 pounds of meal. "The banana flg is as palatable as the natural flg and resembles it closely in color. It has replaced the natural flg in many markets in which it has been introduced. The chips are sold primarily for breakfast foods, being made into a porridge. Several of the manufacturers, who deal in the European markets, ship the chips to their mills in those European cities and have it ground into meal there. Grist mills, the same kind used for manufacturing meal from corn, are used."

Trust Father.

"Well, what do you think of things?" inquired father as the "bus drove away from the station. "This scenery ain't what I expected," complained mother. "I don't believe that mountain is half as high as the booklet claimed," declared sister. "That sunset ain't up to the standard," was brother's comment. "Go slow, folks," counseled father. "If the meals and the beds come up to the booklet, we won't kick."

LEGAL NOTICES.

Notice to Creditors.
By virtue of an Order granted by the Surrogate of Cayuga County, Notice is hereby given that all persons having claims against the estate of Stephen W. Sharpsteen, late of the town of Genoa, Cayuga County, N. Y., deceased, are required to present the same with vouchers in support thereof to the undersigned, the executor of etc., of said deceased, at his place of residence in the town of Genoa, County of Cayuga, on or before the 10th day of November, 1912. Dated April 26th, 1912. FRANK STARNER, Executor.

Notice to Creditors.
By virtue of an order granted by the Surrogate of Cayuga County, Notice is hereby given that all persons having claims against the estate of James Smith, late of the town of Ledyard, Cayuga County, N. Y., deceased, are required to present the same with vouchers in support thereof to the undersigned, the executor of etc., of said deceased, at his place of residence in the town of Venetia, County of Cayuga, on or before the 1st day of November, 1912. Dated April 19th, 1912. CHARLES W. SMITH, Executor. ULYSSES G. SMITH, Executor. Amasa J. Parker, Attorney for Executors, 119 Genesee St., Auburn, N. Y.

Notice to Creditors.
By virtue of an Order granted by the Surrogate of Cayuga County, Notice is hereby given that all persons having claims against the estate of Sarah A. Jackson late of the town of Fleming, Cayuga County, N. Y., deceased, are required to present the same with vouchers in support thereof to the undersigned, the administrator of etc., of said deceased, at his place of residence in the town of Reipio, County of Cayuga, on or before the 1st day of November, 1912. Dated April 22nd, 1912. AUSTIN B. COMSTOCK, Administrator. Benjamin C. Mead, Attorney for Administrator, 126 Genesee St., Auburn, N. Y.

THE PEOPLE OF THE STATE OF NEW YORK: To John W. Holden, Winfield S. Holden, Mary Powell, Leona Wilson, David Wilson, Samuel B. Wilson, Mary J. Bradford and William Mitchell.

Send Greeting: Whereas, Carl J. Thayer, of Genoa, N. Y., has lately applied to our Surrogate of the County of Cayuga for the proof and probate of a certain instrument in writing, dated the 2nd day of July, 1912, purporting to be the Last Will and Testament of Mary J. Branch, late of Genoa, in said county, deceased, which relates to personal estate.

Therefore, you and each of you are cited to appear in our said Surrogate's Court, before the Surrogate of the County of Cayuga, at his office in the Court House, in the City of Auburn, on the 22nd day of October 1912, at 2:30 o'clock in the afternoon of that day, and attend the probate of said Last Will and Testament.

In Testimony Whereof, We have caused the seal of our Surrogate's Office to be hereunto affixed.

Witness: Hon. Walter E. Wood, [L. S.] Surrogate of the County of Cayuga, at the Surrogate's office in the City of Auburn, this 31st day of August, in the year of our Lord, one thousand nine hundred and twelve. FREDERICK B. WILLS, Clerk of the Surrogate's Court. S. Edwin Day, Attorney for Petitioner, Office and P. O. Address, Moravia, N. Y.

The Thrice-A-Week Edition OF THE New York World

Practically a Daily at the Price of a Weekly

No other Newspaper in the world gives so much at so low a price.

The great Presidential campaign will soon begin and you will want the news accurately and promptly. The World long since established a record for impartiality, and anybody can afford its Thrice-A-Week edition, which comes every other day in the week, except Sunday. It will be of particular value to you now. The Thrice-A-Week World also abounds in other strong features, serial stories, humor, markets, cartoons; in fact, everything that is to be found in a first-class daily.

THE THRICE-A-WEEK WORLD'S regular subscription price is only \$1.00 per year, and this pays for 156 papers. We offer this unequalled newspaper and THE GENOA TRIBUNE together for one year for \$1.65.

The regular subscription price of the two papers is \$2.00.

Are You Happy?

If you are it is safe to say that you enjoy good health, as it is impossible to be happy unless you are well. Noted physicians tell you that bad stomachs and torpid livers are the cause of 95 per cent of all diseases. For the past 43 years SEVEN BARS has proved to be the unequalled remedy for all STOMACH, LIVER and KIDNEY troubles, and the greatest tonic and blood purifier known. It makes your digestion what it should be and keeps your entire system in good condition. Price of SEVEN BARS is but 50 cents a bottle at all druggists. Money refunded if not satisfied. Address LYMAN BROWN, 65 Murray St., New York, N.Y.

FREE For selling 50 copies. Write today. Cards sent promptly. Satisfaction guaranteed. P.O. Box 2000, Chicago, Ill.

FARMERS Please Notice!

Wood and iron work of all kinds. Wagons and farm tools repaired on short notice. WILLIAM HUSON, Genoa

NOTES FROM MEADOWBROOK FARM



Keep the hoe going.

Feed the hogs a variety.

The best feed is cheapest.

Turkeys devour many insects.

Separating cold milk means a loss of cream.

This season of the year is trying on cows and dairymen.

Get a die and stamp your initials on the cream or milk cans. Paint will rub off in time.

The cow that can hold up well in milk production in August is a valuable animal.

Selling all the hay and grain raised on the farm is a sure method of selling the farm.

From 10 to 50 per cent. of cream is lost by "setting" milk in pans, say the experimenters.

With the exception of the plow, the harrow is perhaps the oldest of tillage instruments.

Less Kaffir corn in the feed as the weather gets warmer will keep hens from getting fat and lazy.

Don't fail to divide the buttermilk between Biddy and the pigs. She relishes it as much as they.

All fowls, chicks, ducks and ducklings that are kept in yards should have plenty of green food every day.

A chicken takes naturally to having feed handed him, but the turkey is almost self-supporting until cold weather.

Don't allow the hen-mother to drag around all day with her brood, as many chicks succumb through exhaustion.

One advantage in keeping feed always before poultry is that they do not have to hurry so to get their meals.

In building a wire fence for hogs put one barbed wire at the bottom and the worst rooter in the pasture won't root out.

One mite on the back of a fellow's neck makes him just about wild. What must it be to have a million crawling?

There is still time to put out a crop of roots for cow feed next winter. Rich light soil is the best place for them.

Turkeys always find a ready sale and are almost clear profit. There is always a demand. The market is never glutted.

Neat, clean crates and boxes help to sell fruit even though it may not be quite up to standard of excellence set by the grower.

If the season is dry, haul a few barrels of water to those late planted trees. Don't let them suffer for water during a dry spell.

If hogs are lousy, set a small post, wrapped tight with an old rope, in the ground and soak the rope with coal oil. The hog will do the rest.

Overheating is to be avoided by cautious working and careful watching of work horses; with shade and water at intervals, is possible.

If you use the litter in the house keep it dry and clean. Musty and moldy litter is particularly liable to cause trouble at this season of the year.

Plymouth Rocks have been made to weigh seven pounds, dressed, at Thanksgiving time, by judicious feeding for growth and development while on range.

Land plaster has a very small percentage of lime; lump lime has the largest percentage and hydrated lime next. Marl is usually a little richer in lime than ground limestone.

As the pastures begin to drop off the cattle grow more uneasy. Look out for the fences. A herd of cattle will destroy more stuff in one night than you can grow in a whole season.

Shall we salt stock? A friend says to feed the salt in the feed and not let them have access to it. His grounds are that he does not like to eat unsalted food, and then go into the pantry and eat a lot of salt, and he takes it that the sheep or cow is like him in this respect. This looks like good logic.

Capons are profitable.

Pack all fruit carefully.

Cows need pure, fresh water.

There is always a demand for turkeys.

Oats and peas will not inoculate ground for alfalfa.

No ewe should be bred until she has reached maturity.

Concrete floors in the cow stables are sanitary and easily cleaned.

The size of an apple can be influenced to quite a large degree by picking.

Don't let the cows out in the storms to stand around. It doesn't pay.

The colder the milk when separated the greater the loss of fat in the skim milk.

The cows that produce the largest amounts of butter fat do it most economically.

The calves should by all means be kept in clean, well-lighted and ventilated stables.

A proper kit for farm work is about as handy a thing as the average farmer can buy.

A ten-cent bolt now may save a dollar's worth of time when the rush of work comes.

You cannot fatten a brood sow and fatten a hog alike and make the best success of both.

A gallon of cream testing 25 per cent. should churn a little over two pounds of butter.

The object of cow testing and keeping record is to improve the herd and increase the output.

Frequent stirring of the soil is said to be a good preventive of rust forming on the cultivator.

Look out for the potato bugs on the tomato and eggplant plants. They prefer them to the potatoes.

For sandy land the mammoth red clover has proved superior to alsike or the medium red varieties.

A good night pasture is the cow's delight, and a delighted cow is more profitable than a discouraged cow.

If the soil leaves the plowshare shiny and wet, wait a day or two. Wet plowing makes a cloddy ground.

In looking for an occupation that will return pleasure as well as profit take up the breeding of fancy poultry.

Guessing at the quantity of salt to put in butter is a little risky. An ounce to the pound is about the right proportion.

Nurse the young clover and the alfalfa; plan more of both another season, also a large acreage of root crops and pumpkins.

A hen that goes around with her mouth open is not a comfortable hen; she is too warm. Give her a place to sit down and cool off.

Ventilation in the chicken house is a very important consideration, and the health of the fowls in a great measure depends on it.

The value of cowpeas as a stock feed crop is now firmly established and will grow in favor as they become more generally known.

Get rid of male birds except those to be kept for breeding. They are star boarders and eat up the profits of the flock.

Never pasture too closely. Leaves are essential to plant growth, and enough should always be left to promote a good growth of plants.

Keep away from the corn roots when giving the plant the last cultivation; they will be needed in further developing a good crop of corn.

Begin to check the colt early if you would have an easy time with the work and a well-broken horse. A two-year-old is easier to break than a four-year-old.

If you intend to plant a few choice trees next spring, dig large holes for them this fall, fill them with manure, removing it next spring and filling in up to the desired depth for the tree.

The farmer who raises fruit for his own family should have a much larger variety than the commercial orchardist because the latter must produce enough of each kind to ship to advantage.

A stumbling habit may be caused by poor shoeing, or it may be caused by ignorant or careless hitching. Too tight checking is often the cause. Sometimes a harsh bit with a tight check rein will destroy the balance, and the horse is liable to fall.

While the hog is a debt payer, it is necessary for the breeder, farmer or feeder to manage so as to make the greatest amount of money at the least cost in the quickest time. To do this there is nothing of more importance than feeding alfalfa.

HOME TOWN HELPS

LOCAL PRIDE IN THE WEST

One Reason Why Cities There Are More Attractive Than Their Sisters of the East.

Altogether there are more than sixty cities in the United States engaged in the study and some stage of the work of city planning. The purpose is not only to make these cities comely and attractive from the standpoint of art and architecture, but to provide for reasonable growth, so that there will be one or more civic centers, each with radiating streets and harmonious structures on them. A prime necessity of such planning is to provide highways that will obviate congestion in the civic centers for years and years to come and to make these centers and the highways leading from them beautiful and useful.

The west has taken the lead in this work. The task of planning such improvements has become a distinct profession, a sort of graduate or advanced branch of architecture. A dozen men are leading in it and practically they are all graduates, if the term may be used, of Daniel H. Burnham's workshop, or, better yet, the Burnham School of Architecture for cities. One reason for the eagerness with which the west has seized upon the need of making its cities as attractive as possible is that there is more local pride to be found in the west than elsewhere. Everyone wishes to boost his own town and everyone likes to make a more or less quiet boast that he lives "in about the prettiest place you can find anywhere in this country."—Boston Herald.

POINT OUT NATURAL BEAUTY

Good Idea Developed in Boston Might With Profit Be Copied in Smaller Places.

Believing that the main reason more people do not make greater use of the wonderful variety of parks in and about the city is that not enough invitation is extended, the public recreation league of Boston has been conducting for several months a series of park walks on Saturday afternoons. Parties are arranged for informal outings to the natural beauties in the vicinity of Boston. The walks are for the public without membership, dues, or other formality. Anybody interested is welcomed. The invitation is given through notices in the daily press, and by circulars sent out by mail. The example it is expected will incite private individuals to organize independent walks. Although each party has guides, their efforts are not so much to point out every feature, but to discourse upon a few and to hint of the others that lie just on this side or on that, and so induce the trampers to return in smaller parties by themselves. The public recreation league is really adapting to outdoor use the decent system which a number of museums have tried with success.—From the Survey.

Agitation for Street Trees.

During a few weeks just passed there has been considerable discussion of the street-tree question and the writer has been appealed to by officials and others of local civil organizations to figuratively "come on in; the water's fine." This movement came up at least three months too late, for the agitators were told that the city had not funds for the planting or care of street trees and that the annual budget had just been passed. It is hoped that a powerful and well-organized effort will be made early in 1913, when it may prove effective. But how shall we hope to get anything esthetic from a city council composed entirely of average business men? That class should be in the majority, but we need at least one who will persistently look to and work for the esthetic phase of the city's well-being.—Exchange.

Commercial Value of Gardens.

During the past few years the commercial market value of gardens has gained a very pleasing recognition in and about Los Angeles, says the Times of that city. But a few years ago tracts were staked off into lots, a few furrows turned to indicate intended streets and "the sale is on." Now we have every intermediate phase from this "boom-day" schemes up to furnished houses and fully-planted gardens. We are an impatient people, more so than any other in the world, and we would buy the finished article or home. Trees and plants a decade or score of years old are now at a decided premium and well-planned gardens of age prove the strongest factor in bringing about sales to people of taste and means.

His Mistake.

"It did Jack no good to marry his stenographer, for she continued the habit of the office in their home." "How so?" "When he starts to dictate, she takes him down."

School Children Plant Trees.

Nearly 80,000 trees are planted in Sweden by school children under the guidance of their teachers.

The Great Appeal

By Rev. E. O. Sellers

Director of Evening Department of Moody Bible Institute, Chicago

TEXT: "Come Unto Me."—Matthew 11:28.

The great appeal of Jesus is to the individual. He does not mention "class consciousness." He does not say, "Admire Me, Worship Me," but, "Follow Me." His appeal is not based alone upon his ethics, his miracles, nor the beauty of his character. Our response must be individualistic, not by doing movements, nor by giving our assent to declarations and pronouncements.

Jesus expects our loving obedience. We do not come to a dogma, a creed, a church, but to a man; and more, to a God-man—one who knows—a loving, sympathizing Friend.

There is also a universal note in this appeal. Jesus is the only universal man to whom all men turn and in whom they find a mutual point of contact. Crushed beneath a load of despair men blindly seek oblivion or else of voluptuous ease. Jesus says, "Come to Me and find rest." No paralysis of the soul but eternal activity and growth. The invitation is to all who fulfill the conditions, though all may not respond.

Yet this appeal is restricted to those that labor. All labor is profitable, but the talk of the lips tends to poverty. An idle man has more conceit than the combined reasons of seven men. Labor results not alone in profit, but in weariness. As a tired child at the close of day finds rest, comfort and counsel in its mother's arms, so we may find rest "in him." Jesus saw that the root of unrest is mental, not physical. Attention is being called to the alarming increase of nervous disorders the cause of which we are told is not, in any large measure, a physical one. A disordered brain is far worse than a diseased body.

There are two kinds of rest spoken of in this passage, rest found, and rest given. This is the rest given. The rest of faith (the gift of God), the knowledge of forgiveness, of assurance of our acceptance "in him." The labor of his disciples shall be heavy laden, bear much fruit, and with it he will "give you rest."

The appeal of Jesus is two-fold, service and instruction. We learn by doing, and logically his first appeal is a call to service, "take my yoke upon you." We are attached to a load with another, he bearing half. It is in this school of experience that we are to learn. Jesus sets no premium upon ignorance. He is the great exemplar of what a teacher ought to be and of how to teach. The following out of his command "to teach all nations" has been one of the distinguishing features of Christianity. "Learn of Me." The world has sat at his feet for nearly two thousand years and has yet to fathom the depths of his knowledge, to measure the breadth of his compassion and love, or to scale the heights of his idealism and his character.

The meekness of Jesus is not an anemic sentimentality. It does not lack virility. It is not a passionless emotionalism. He came to bring a sword and to set families at variance. He was lowly in his coming, and meek as he bore the oppression of his people Israel and the sins of the race, but he set into motion those forces that were stronger than all of the Caesars. True force is not bliant and self-assertive. Efficiency and effectiveness are in the electric wire, but who can see or hear that marvelous force? So Jesus was silent, but his meekness was that of the world's most mighty force.

"And ye shall find rest." This is rest found. The rest of satisfaction, of right relationship, of knowledge, and of fellowship. It goes on to the deeper experiences of communion. His yoke fits. There is no maladjustment. What though the body be tired? Our souls are at rest in him. What though the burden be heavy? He is bearing and sharing it with us. This knowledge brings rest to the weary souls of men.

If we are to save the world for God it will not be by wealth, not by education, by ecclesiasticism, not by mere numbers of adherents to the church, not by philosophy or theology, but by preaching and living the Gospel of the Kingdom. Jesus knew the test of experience, comfort beneath the load: He knew the rest of harmonious relationships. At the carpenter's bench, as a teacher and a healer, and as a law-giver, he spoke from the standpoint of experience. Jesus knew that the busy occupied life is the safe life.

So it is that his appeal continues to challenge the world. "Hither to Me." Learn, serve, "for My yoke is easy and My burden is light." Love knows not the meaning of irksome service.

THE POLICY OF THE STORE

Merchant Should Have Confidence and Co-operation of His Employees—Satisfying Customers Pays.

Ask the average merchant to outline his store policy for you and nine times out of ten he will be unable to do so. This is not because the merchant has none, but because he has never figured out just what it is. The same question is never answered twice in the same way. The majority of merchants will allow personal feelings, prejudice or favoritism to sway them in one way or another.

Very often a number of policies will be found in the same store, the proprietor has one and each of the clerks has a pet policy.

One, for instance, relating to a satisfactory purchase guarantee to every customer should never be allowed to be broken. No man relishes the thought that he has been "done." Yet the merchant is "done brown" many times. But if he is a live one he will usually win out in the end. Every time the merchant is "done" by a customer he gets many dollars' worth of advertising out of it and does not lose, but gains, from the transaction.

There are always a lot of petty grievances arising that are better smoothed over than fought against. Take the matter of exchanging goods. It is a necessary evil. The clerk must smile at the customer who is actually accusing him of trying to "beat" him. The clerk that cannot smile and smooth out all such cases is of questionable value to any store.

Not long ago a young man purchased a working shirt for fifty cents. He found it was too small, so took it back to have it exchanged for a larger one. Before trying it on he had torn out the size-label, which is sewn in the neckband, and in doing so had torn the cloth about half an inch.

The merchant himself served the lad when he took back the shirt for exchange. He refused to exchange it on the grounds that it was damaged. He kept it and had it mended. The lad therefore had to make three trips to that store for a shirt that was most unsatisfactory to him.

The merchant had explained carefully how unfair it was for a customer to ask to have a damaged article exchanged, and no doubt thought he had convinced the youthful purchaser of the rightness of his refusal to exchange the unsatisfactory article.

As the youth was leaving the store, after getting the mended shirt, he said: "I've always come here for my things because dad traded here, but I'll not buy anything else from you, you old 'tightwad.'" The last four words were uttered with a venom that showed how much pent-up injury rankled in his breast.

It would have paid that merchant to have torn up that shirt and used it for dust cloths and to have exchanged it for a new one. We spend good money in advertising to obtain new customers; for goodness sake let us use a little judgment and try to retain our old ones.

The merchant who makes it a policy of his business to satisfy every purchaser (if that is possible) will find a few cases of this kind when he will feel justified in "taking a stand," but he had better not do so. Better to lose a half-dollar than a customer. Customers are worth many dollars.

It is the same with refunding money. "Your money back if you want it" is now the rule in the most up-to-date stores all over the country. Where this system prevails the customers know that the purchase is not concluded, not completed until the article has been accepted as entirely satisfactory. If for any reason the purchaser desires to return it, either for refund or exchange, he knows that he is at perfect liberty to do so, and that no embarrassing questions will be asked. It is this feeling of liberty, of security, that makes the patron favor one store more than another.

In the stores where money is freely refunded it has been proven that the actual percentage of "refunds" is a negligible quantity and not worth considering. Yet some merchants make such a wry face and set up such a "holer" over refunding a dollar or two that the customer is convinced that it must be a considerable sum in the eyes of that merchant.

The merchant should periodically take his clerks into his confidence. He should tell them of his aims, his plans, his dreams, and ask them to cooperate with him. If he does this the policy of the store is to stand together and everyone knows that there is strength in concerted action. The merchant must treat his help as human beings. He must educate them into his own ways and into thinking as he does. He can only do this by having a well-defined policy for the conduct of his business.—A. E. Edgar, in Cream City Ware Champion.

As Anatomical Novel.

She struck him on the spur of the moment, and then, after stabbing him in the interval, threw herself on his generosity.

He overlooked her violence, and, drawn toward her by her wiles, kissed her on her protestations of repentance.

She threw cold water on his project and damped his ardor.

Feeling for her weakness, he jumped at her proposal.

She wiped her tear-stained face on his pathetic entreaty.

Brooding on his remark, she tripped on his generosity.

Like a crowing hen he clucked at her explanation, and, grasping his meaning, leaped on the spot.—Chicago Enquirer.

Advertising Talks

LOOT WAS QUICKLY RETURNED

Advertising of a Mexican General Whose Word Was as Good as His Bond Brought Results.

Parral, Mexico, has just illustrated the old adage that it pays to advertise. And the illustration is so pleasing to those people who believe in advertising that it is worthy of comment.

Recently General So-and-So gave out an interview to the afternoon paper there which said that, unless the people who had been working at collecting loot changed their ways he would cut their heads off. There had been a pretty fairish battle or two in Parral streets and while the soldiers were engaged in combat others, not so busy, swiped nearly everything that was looted. So the general said that in homes where loot was found it would make it necessary for him to amputate the heads of the guilty perpetrators. The paper printed it, and, from the time of the appearance of the first copy on the streets there was a stampede to be the first to return stolen property.

By the break of dawn the next morning the streets in front of the city building were a mass of drays, wagons of all descriptions and persons in carriages, on horseback, with many "citizens on foot," with loot to a fare-you-well. A quarter of a million dollars' worth of plunder was taken back and deposited with the best wishes of the plunderers in front of the magistrate and thus one of the biggest advertising campaigns was proven efficient.

In the bunch were shoes worth fifty thousand dollars, shoes of all sorts and sizes and conditions. There were English shoes, Lynn, Massachusetts shoes and home talent shoes from Mexico.

There were mantillas, for a millinery store had been looted, and there were ready-made clothes, for these emporiums had also been included in the plundering.

But the advertisement of a man whose word was known to be as good as his bond, as any advertiser's should be, brought the business and so much of it that the city was almost put out of joint as the result.

COLUMBUS POOR ADVERTISER

How He Might Have Made His Famous Voyage of Discovery a Profitable One.

"The man who invented the printing press certainly started something," Lawrence G. Sherman Republican candidate for United States senator from Illinois, told the members of the Chicago Advertising association in a speech the other day. "It remained for the advertiser to add to the top story so the public could use it. The resulting volume of activity since the original invention is something astounding."

"If Columbus had been a good advertiser, the queen would not have been compelled to pawn her jewels to outfit his investigating committee. He could have sold space on his three schooners for money enough to finance the whole enterprise. He was too modest, however, and so the family diamonds had to go. History has preserved everything but the name of the pawnbroker. If he had been a good advertiser his house would still be in business and loaning money to the crowned heads of Europe who are short on cash."

"After one has a good thing, he must let others know about it. They may not hunt him up. It is his business to hunt them up or reach them with desirable information. The medium of communication must be instantaneous. Few people will solve puzzles to find out the name of something to buy. Advertising is an art. An advertisement must be truthful. A falsehood cannot survive. All legitimate business must be permanent. It can endure only when founded on merit and truth. Advertising must be on current terms, or prepared so as to attract. It is designed for live persons who are busy most of the time."

Only Makes Success Greater. Advertising is a potent force in the building of a business and the broadening of its sales. But it is not all powerful. The only people who can use advertising as to realize on its maximum possibilities are those who could succeed on their own sales ability without printed advertisement. Advertising helps to make their success greater. It doesn't supply the principles of success.

Her Cyclone Toilet. It was in the cyclone season, and a bad storm having come up in the night, Mrs. Hall roused her family, and they hurried into their clothing, preparatory to retiring to the cellar.

The 13-year-old daughter, who was just beginning to be particular as to what she wore, hastened before dressing—into her youngest sister's room, and although her mother's door was closed, she slipped in and took her young habits off. She was wearing her "Tooth's Denture."

She threw cold water on his project and damped his ardor. Feeling for her weakness, he jumped at her proposal. She wiped her tear-stained face on his pathetic entreaty. Brooding on his remark, she tripped on his generosity. Like a crowing hen he clucked at her explanation, and, grasping his meaning, leaped on the spot.—Chicago Enquirer.





ADVERTISING HOPE OF HOME

How a Woman With a Wife-Beating Husband Secured Results That City Officials Denied.

Advertising does pay. A woman in Seattle has a husband who had formed the habit of beating her. She did not like the treatment, but saw little chance of alimony, so she advertised in a Seattle paper for "a man to thrash a wife beater; ten dollars reward; easy work."

A young man applied, administered the prescribed treatment, received his wage and went off smiling.

The woman said she had applied for relief to the mayor, the chief of police and the prosecuting attorney without satisfactory results, but when she advertised in the newspaper she secured instant response. All of which goes to show that if you want a thing done advertise for some one to do it for you.

The business of beating wife beaters is one that should appeal to husky young men who carry "a kick in either mitt" and, likewise, "the punch," comments the Wichita (Kan.) Eagle. It is a form of chivalry, and we might expect soon to see established in large centers of population an order, the Knights of the Ready Fist, or the Society for the Discouragement of Wife Beating. The newspaper columns may carry many advertisements, not only those placed by wives who have been beaten, but by active and progressive human thrashing machines, who will appeal thus:

"Wanted—By enterprising and ready young man, the position of thrasher of husbands who beat their wives. Husbands weighing under 148 pounds preferred. No wives with husbands weighing over 169 pounds need apply. Can punch with either hand."

Of course, if there is too much of this wily retaliation and hired sabotage introduced into domestic life, husbands addicted to the habit of wife-beating may form a combination and hire their own defenders.

The moral of the whole matter is, however, that it pays to advertise. Let any maltreated wife now say to her bully of a husband: "If you are not good I'll advertise."

The end of wife-beating is in sight. And yet some say the newspapers do no good!

DROP ALL AD. SCHEMES

Laporte (Ind.), Merchants Sign Agreement to Patronize Nothing But Newspapers Hereafter.

Merchants and professional men of Laporte, Ind., members of the Merchants' association, to the number of over 80, have signed an agreement, in which they bind themselves not to patronize any individual scheme of advertising other than those offered by newspapers of Laporte county or bona fide publications. In the office or place of business of every signer of the agreement a card has been posted setting forth the agreement and being explanation sufficient to the advertising solicitor why it is impossible for him to do business with members of the Merchants' association. The text of the agreement follows:

"We, the undersigned business and professional men, do hereby agree among ourselves and with the Merchants' association of Laporte, that from and after April 1, 1912, we will positively refuse to patronize any individual scheme of advertising, other than those offered by newspapers of Laporte county or bona fide publications.

"Program advertising, donations, tickets and all such similar schemes that have been the cause of so many unjust demands upon us are especially referred to in the above agreement, and from the date mentioned we bind ourselves to the agreement, signed herewith, pledging our word that no such scheme will be aided by us, either individually or collectively, unless the same be first endorsed by the advertising committee of said Merchants' association of Laporte."

Had to Agree With Gladstone.

In his "Recollections of a Court Pointer," Mr. Thaddeus relates that when Mr. Gladstone sat to him at Florence he was accompanied by Mrs. Gladstone, who "whispered to me as she entered, 'Above all things, my dear, agree with him in everything he says.'" This true story might be capped by the remark of one of Lord Beaconsfield's characters in "Endymion" that "an agreeable person is a person who agrees with you." But one would like to see what Thaddeus thought of Gladstone disagreeing.

The "One-Time" Ad.

The "one-time" advertiser abandons the field right after the sowing, and the weeds of public forgetfulness grow over his immature plant. To be sure, there are exceptions to this rule. Some "one-time" advertisements are highly productive, just as some seeds yield crops a hundredfold with practically no care or attention having been bestowed after the planting. However, these only prove the rule.—John A. Giddan.

MARK OF REFINEMENT

HOUSEWIFE FREQUENTLY JUDGED BY HER TABLE LINEN.

Certain Amount of Pride in Its Acquisition and Maintenance is a Praiseworthy—Precautions to Be Taken in Laundry.

Not every woman takes the same pride in her linen chest as did her sisters of the past. She gazed with rapturous pleasure upon the neatly piled tablecloths and napkins and well-sorted dollies and centerpieces. Every housewife aimed to collect a goodly supply of table linen. Circumstances only governed her limitations. Where some women purchased twenty of one article, another would make a half dozen answer.

While the woman of today does not stock up linen for future generations, she should show taste and discrimination in the selection of her household linen.

It is impossible to regulate the quantity of table linen needed in each household. Few can get along with less than half a dozen tablecloths, a dozen napkins, half a dozen luncheon cloths of varying degrees of elaborateness, tray cloths, dollies and centerpieces.

Two grades of linen should be provided for everyday and best wear. Each should be the best in its class. Economy in linens does not pay in the long run.

Keep your supply over rather than below the limit. It strains the purse-strings unnecessarily to replenish many articles at the same time. An excellent plan is to lay aside a small sum each week or month for this purpose. Do not wait for a tablecloth to actually wear out before buying a new one.

The wise woman will take advantage of the linen sales, when soiled linens of an excellent quality may be had far below the original price. This prevents undue financial pressure when new linen is required.

Linens should be handled carefully. Never fold a tablecloth in the same manner twice in succession.

This has a tendency to make the cloth wear holes in the creases. Crumbs should be removed with a crumb brush; a scraper tends to roughen the surface of damask linen.

In case of stains upon a tablecloth, try the effect of putting a bowl under the stain and pouring boiling water through until the stain disappears. Cover a fruit stain first with salt. Butter is also excellent before washing in boiling water. Carefully darn all holes and thin places in linen before laundering.

All table linen should be marked with embroidered initials.

There are many forms in which table linen may be monogrammed. The work is becoming an art. If preferred, the monogram may be placed in the corner; but most persons at present place it in the center.

Never discard old linen. Worn tablecloths may be made into everyday serviettes or glass cloths, while the oldest linen is invaluable in case of illness.

HANDSOME FROCK OF LINEN

With Accessories It Makes Most Attractive Costume for Out-of-Door Entertainments.

There is a kind of linen which is almost as thin as muslin, having a loosely woven mesh which makes it nearly transparent. This is trimmed lavishly with drawn-thread work, through the large open squares of which is visible the foundation of white sponge cotton. This dress in saxe blue or cherry color is equally handsome, and is smart enough for dress occasions, for race meetings, garden parties, and so on.

To wear with the frock there is a quaint and pretty hat of Leghorn straw, curved and bent after the manner of a shepherdess hat, with a low dome crown entirely veiled in very fine black tulle illusion. The tulle is raised rather high above the crown, and rising in billows toward the back, while the hat is apparently held in place with a long tulle scarf carried round the throat in front, pinned on the left shoulder and left to float in a streamer from thence.

SUMMER NOVELTY



Tuscan Hat, Simply Trimmed With a Large Rose of Palsey Silk and a Black Velvet Knot.

Shoehorn Novelty.

Convenience is the keynote of modern life, and daily something is seen which emphasizes this. The latest addition in lines with this fact, for madame's bonnet, is a shoehorn of silver plate attached to an ebony handle three feet long; these cost \$1.99 and \$3.50.

SUCCESSFUL ADVERTISING NOT GOVERNED BY RULES

By BERT M. MOSES, President Association of American Advertisers.

Many things in life are more or less regulated by fixed rules.

There are precedents to follow, and experience goes a long way toward telling us what to do next time.

In advertising, however, it is my belief that there are no fixed laws, and success is something that has to be worked out independently of what has been done by others.

In brief, every man has to work out his own salvation.

The thing that wins today is likely to make a failure tomorrow.

Not so very long ago one of the biggest and most successful advertisers of today, in introducing his product, gave a dozen packages of goods free to every retailer in his line.

The response to the advertising that followed this gift was quick and almost universal.

The goods went with a surprising rush, and the sale still continues big. Naturally the advertiser thought the underlying cause of his success was the giving away of free goods.

Quite recently this same advertiser introduced another article in the same territory where he had made his previous big success.

He followed identically the same plan of giving away free goods, and used precisely the same mediums for his advertising.

The second article, by the way, was one which is presumably far more standard than the first.

Now, do you suppose this advertiser duplicated his first success on his second venture?

Not on your life, Helen! He made just as big a failure in the second instance as he made a big success in the first.

What the trouble was no one really knows, although a dozen different good reasons might be given by a dozen different men.

Frequently it appears advisable to promote an article which sells at a popular price on the theory that many more people will buy something if the price is small than if it is big.

Theoretically, this is a beautiful proposition, but sometimes it fails when put to the test.

The biggest selling safety razor in the United States retails at \$5.

Before the advertising was started I don't suppose you could find one man in 50 who agreed with the promoter that success was probable for a common article like a razor that was going to be sold at such a prohibitive price.

However, the man believed in the scheme, and made millions out of it. He has made these millions in competition with dozens of other safety razors at all sorts of prices.

I saw a safety razor the other day that was priced at 10 cents, and it looked as though it might shave pretty well, too.

The reasons for this apparent paradox could be given by the dozen, perhaps, but to me the big reason is this:

The \$5 razor man had faith plus in his idea that he pushed the thing to the full of his belief and faith.

He worked out his own salvation regardless of rules and precedents, and that is what every advertiser has got to do if he wants to arrive at that point where he can buy full pages in the newspapers and have money to pay his bills.

Filling Empty Pews.

The town of Meeker, Colo., has a clergyman who, if anything, is successful. At last Sunday evening's services of his church a larger number of pews than usual were vacant, and, while he did not at that time comment on the remissness of the absent flock, in one of the town's newspapers this week the following advertisement appeared:

"MISSED—Last Sunday, some familiar faces and families from the services of the Methodist Episcopal church. Any person with a spirit of loyalty who will restore one or more of these to their accustomed place will in no wise lose a reward from the great head of the church and from his servants, the pastor and his co-workers."

Needless to say, the erstwhile empty pews ceased to be empty.

Too Vaunting Advertising.

That advertising can be made too sensational to produce the best results was the theory advanced by B. W. Strauss in a recent address delivered before the Chicago Advertising association at one of its noonday meetings. "Whitewash" advertising was denounced by him as highly injurious to the investment advertising business. "The best investor is distrustful of the house that advertises in a noisy, unconventional way," said Mr. Strauss. "Safety, soundness and security do not go through the streets bawling out their virtues and the financial advertiser who makes such a noise runs counter to the fixed and prejudiced opinion of the best investors."

Of Benefit to Someone.

An old woman was once pouring a tirade into the ear of Charles Lamb more remarkable for length than substance. Observing that the noted essayist was fast lapsing into a state of oblivion, she aroused him by remarking in a loud voice:

"I'm afraid, Mr. Lamb, you are deriving no benefit from my observations."

"Well, madam," he replied, "I cannot say that I am, but perhaps the woman on the other side of me is, for they go in one ear and out the other."

DON'T BE AN IMITATOR—ORIGINALITY WILL WIN

By BERT M. MOSES, President Association of American Advertisers.

Roughly speaking, I should say that more than half those who fall do so because they try to imitate somebody who has succeeded, and this is particularly true in advertising.

Just the minute the word goes along the line that a man has succeeded in some advertising plan, that minute a dozen or a hundred imitators spring up.

They try to copy his plans, and imitate his packages, his advertisements, and his procedure generally.

They do not seem to understand that success is not so much a matter of plan, or of copy, or of medium, as it is a matter of personality, and sometimes even a matter of chance.

It is not given to the human family to look into the future far enough to see what the public is going to do, because the public is the most fickle thing on this earth.

A man who comes along and promotes something that the public "takes to" is heralded as a "wise guy," or a man with wonderful intuitive proclivities.

If he promotes something that the public rejects he is set down as a fool, sometimes preceded by an adjective.

I am willing to admit that one man can do a whole lot more than another, but I will not admit that any living human being can say in advance what any certain line of advertising of any certain article is going to surely do. We must simply take our chances with the rest, and follow the three or four set rules in advertising which are so broad and general that they can be said to apply not only to advertising, but to every human endeavor.

One of these rules is that permanent success comes only from truth telling.

It comes only when promoting an article of merit for which there is or can be a widespread use.

It comes only when promoted by a man who believes in the article, and who takes a pride in keeping up its quality and in dominating the field.

It comes only by adopting forms of advertising which reach the most people at the least cost, chiefest of which is the evening newspaper.

It must be advertising that creates a favorable impression and stimulates a desire to buy.

It doesn't make any difference whether the field is apparently all ready fully taken up with articles of a competing nature.

It doesn't make any difference whether somebody else has tried practically the same thing and failed.

It doesn't make any difference whether everybody says such a thing is impractical or not.

If the right man comes along at the right time with the right article, and does the right sort of advertising, he is going to win out in spite of Hades, high water, and court injunctions.

A Lesson From the Hen.

Here is a bit of philosophy which we strongly commend to the attention of those merchants who, selling just as good wares as their more successful competitors who advertise, cannot understand why the volume of their sales, and hence of their profits, is relatively small.

When a duck lays an egg she just waddles off as if nothing had happened.

When a hen lays an egg there's a whole of a hen.

The hen advertises. Hence the demand for hen's eggs instead of duck's.

Keen analysts may object that it isn't the noise the hen makes, but the superior flavor of her eggs, that impresses the consumer. The answer to that is that the public taste is largely a matter of educational advertising. If the duck and her ancestors had been advertising as long as the hen has her product would undoubtedly occupy as high a place in the popular favor.

The Customer You Are Waiting On.

Splinters says "a man behind the counter" is like a man on the bank of a stream catching driftwood. The point is not to worry over the logs that may be coming down the stream, or to worry over the ones that have already gone down, but to catch the logs that are right before you and get them high and dry on the shore. The customer you are waiting on is the only one worth considering, wait on that one as though it were the only one you ever expected to get—as though your future business existence depended on giving absolute satisfaction, and so handling this particular case that the customer would never deal elsewhere.

Unprofitable Advertising.

"There are two kinds of advertising that do not pay—dishonest advertising and advertising that isn't lived up to," says Jerome P. Fleishman in the Baltimore Sun. "By not living up to advertising I mean not backing it up with service to the customer—something that every advertisement implies and something that every reader of advertising has a right to expect."

Getting Even.

Mrs. Much-wed—Henry, I'm not going to put up with this a bit longer. I'll take the baby and go away to mother's.

Mr. Much-wed—Yesh, an' I'll take the jewelry and go away to uncle's.—Pall Mall Gazette.

John W. Rice Company

103 Genesee Street, Auburn, N. Y.

Tailored Suits.

Just at this time we are very busy in the garment department. Our new Suits made of diagonal, cheviot, corduroy, tweeds, rough materials of all kinds in an endless array of colorings are selling freely. The prices range from \$15 to \$60.

Coats.

A great array of Women's, Misses' and Children's Coats in the prevailing fabrics. All colors made of Chinchilla, Scotch Tweeds, Rough Diagonals, Broad Cloths and Serges superbly made. Sizes for Children from 4 to 12 years, for Misses from 14 to 18, for Women from 34 to 45 bust measure.

\$1 For a "Free and Unbossed" Governor

If you send us ONE DOLLAR, we can elect

OSCAR S. STRAUS

It will be your untainted dollar that elects him, not the dollars that buy favors.

Fill in your name and address here

Name

Address

Enclose ONE DOLLAR and mail to Straus Campaign Committee, G. B. TOWNSEND, Treas. Suite 410, Hotel Breslin, New York City, N. Y.

THE GENOA TRIBUNE and Tribune Farmer, \$1.55.

 \$18.60

Round Trip From Auburn to

NEW YORK

Annual Autumn Excursion

OCTOBER 17th

Final Return Limit October 26th

NEW YORK CENTRAL LINES

For tickets, time of trains and all other information, apply to local ticket agents.

French's Market? Yes!

We will grind your Sausage on short notice.

Choice, Fresh, Salt and Smoked Meats

Cash paid for Hides and Poultry.

Also fresh ground bone for poultry all ways on hand.

S. C. FRENCH Genoa, N. Y.

FOR SALE!

Potato Crates, Russelloid Roofing, Second hand Buggies and Democars, Osborne Corn Harvesters and Binding Twine, Bettendorf and Sterling Farm Wagons, Light and Heavy Harnesses, Dodd and Struthers Pure Copper Cable Lightning Rods, Edison Phonographs and Records.

G. N. COON, King Ferry, N. Y.

Call, phone or write for prices.

Place your Insurance with the

VENICE TOWN INSURANCE CO.

\$1,150,000 IN FARM RISKS!

WM. H. SHARPSTEEN, Secretary,

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