

The Genoa Tribune.

VOL. XXII. No. 13

GENOA, N. Y., FRIDAY MORNING, OCTOBER 25, 1912.

EMMA A. WALDO

From Nearby Towns.

East Venice.

Oct. 21—We are having nice weather for threshing buckwheat and doing other fall work.

Mrs. L. A. Lester and Mrs. C. M. Conklin were in Moravia Monday afternoon.

Quite a number from East Venice attended the funeral of Henry Armstrong Friday of last week. The Grange gave flowers and conducted the services at the grave.

Bert Smith and family called at Casper Nettleton's Sunday afternoon.

Mrs. Anna Downing of Auburn, who has been visiting relatives and friends in this vicinity, returned home Tuesday.

Wm. H. Cole formerly of Michigan visited his niece, Mrs. May Teeter, Thursday of last week.

Mrs. Emory Scudder spent Monday at Walter Smith's.

Fred Bothwell and wife visited at Fay Teeter's Sunday.

Wm. H. Conklin and wife were over Sunday guests at Clyde Conklin's.

Mrs. George Sisson spent Friday at Calvin Atwood's.

Ernest Parmley and wife were Sunday guests at Fred Parmley's.

Mrs. Rachel Underwood of Genoa visited her sister, Mrs. Helen Whitten, Thursday.

Charles Tupper and wife of East Genoa called on Mrs. Ann Lester Sunday.

Venice.

Oct. 23—Wm. Atkins, wife and daughter were over-Sunday guests of Mrs. W. Boothe.

U. D. Divine and wife are visiting in Auburn for a few days.

J. P. Northway and wife were called to Cazenovia last week to attend the funeral of a friend.

Mrs. Franc Purdy visited friends in this place from Wednesday until Friday.

Mrs. Richard Thorpe and son were guests of her parents in Ledyard Friday and Saturday.

Mrs. J. W. Yorke is under the care of a physician.

Wm. Parks and two friends of Auburn were callers in town Sunday.

Margaret Hicks is suffering from another attack of asthma.

Mrs. Wm. Jennings visited her sister in Union Springs recently.

John O'Hara was in Auburn Saturday.

Mr. and Mrs. Alva Gunn entertained on Sunday, Oct. 18, a company of twelve relatives and friends from Union Springs, Poplar Ridge, Genoa, Venice Center and Rome.

Scipioville.

Oct. 23—The Ladies' Missionary society of the Presbyterian church will have a tea at the home of Mrs. Edwin Casler on Friday evening, Oct. 25.

Charles Jones of Seneca Falls visited Daniel Nichols over Sunday.

Ivan and Earl Leeson of Auburn spent Sunday with their parents.

Lewis Atwater and wife motored to Genoa and King Ferry, Sunday.

Mr. and Mrs. Sherman of Aurora visited their daughter, Mrs. Houghton, over Sunday.

Miss Anice Drake of Ithaca visited Mrs. Atwater a few days this week.

Will Weyant and wife visited his brother Fred at King Ferry Sunday.

Mr. Sutton of Sodus visited his daughter, Mrs. Harry Wilsheer, on Sunday.

Executor's Sale.

Notice is hereby given that I, the undersigned executor of Janette Smith, deceased, will sell the place lately owned by her, situate near Atwater, in the western part of the town of Genoa, on the 9th day of November, 1912, at 11:30 o'clock a. m., at the Court House in the City of Auburn, at public auction to the highest bidder. Terms of the sale will be 10 per cent down, balance cash on delivery of the deed.

Dated Oct. 15, 1912.
J. WALLACE SKINNER,
Executor of Janette Smith.
Amasa J. Parker,
Attorney for Executor.

Five Corners.

Oct. 21—The farmers are taking advantage of these pleasant days and hoping they will last two weeks yet.

Mr. and Mrs. B. P. Clark and granddaughter, Nina Clark, of Groton, spent a few days at the homes of George Curtis and Frank Corwin.

Little Nina spent both days with her grandparents, Mr. and Mrs. George Curtis.

Mrs. Ella Algert spent last Friday in Ithaca.

Erwin Davis and wife of Sage were guests at George Ferris' last Saturday and Sunday, making the trip by auto.

R. B. Ferris is doing some carpenter work for S. S. Goodyear.

George Curtis is taking treatment with a physician in Auburn for his arm which was so severely injured in an accident this summer.

Miss Florence Knox spent a few days with Iva Barger at her home near Ludlowville.

Harry Curtis of Genoa motored to his home here Sunday.

M. A. Palmer is still confined to his room with shingles.

Mrs. David Knox is spending some time with relatives and friends at Laterlaken.

Parties from Locke are talking of opening a meat market in the rear of G. M. Jump's store.

Will Ferris and wife spent Sunday at the lake.

R. B. Ferris and wife motored to South Lansing last Sunday and spent the day with their daughters, Mrs. Chas. Egbert and Mrs. George Lanterman.

The next meeting of the West Genoa and Five Corners W O T U. will be held at the home of Mrs. George Crouch next Wednesday, Oct. 30. Dinner will be served and a good attendance is desired as the report of the county convention will be given.

L. A. Palmer and wife of Ithaca are spending a few days this week with his parents, M. A. Palmer and wife.

Mr. and Mrs. Oscar Hunt and sons DeAlton and Leslie accompanied Mrs. Hattie Bingham to her home at Groton last Saturday.

John and Claude Palmer made a business trip to Auburn last Saturday.

Mrs. Leroy Mann, Mrs. Eugene Mann, Mrs. Earl Mann, Mrs. Robert Ferris and Mrs. Leona King spent last Thursday afternoon with Mrs. Will Ferris.

Rev. E. L. Dresser was entertained over Sunday at the home of Albert Ferris.

Dannie Moore, wife and mother and Clyde Mead and wife motored to Auburn last Sunday and spent the day with relatives.

Mrs. George Orouch and Mrs. Mary Parr of Atwater were entertained at dinner Sunday at the home of S. B. Mead and wife.

John Morey and wife spent Sunday with their daughter, Mrs. Clarence Streeter, at Venice Center.

Mrs. Dannie Moore will give a report of the State Christian Endeavor convention recently held at Binghamton at the Presbyterian church next Sunday evening.

Atwater.

Oct. 17—Misses Esther Atwater and Ruth Haskin attended the teacher's meeting at Genoa on Thursday of last week.

Mr. and Mrs. O. J. Snyder and son and Mr. and Mrs. Carmi Chaffee visited in Auburn Sunday at the latter's sister. They made the trip in Mr. Snyder's auto.

Mrs. N. J. Atwater made a business trip to Auburn Tuesday of this week.

Miss Esther Haskin visited her grandparents, Mr. and Mrs. Charles Snyder, on Sunday.

Miss Cora Goodyear has returned home after several weeks' visit among her Western relatives.

Mrs. George Rennyson and Miss Maggie Wager are still on the sick list.

Mr. and Mrs. Sidney Reeves and two sons Clayton and Lee spent Sunday at Harry Powers'.

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

Ellsworth.

Oct. 17—The James Anthony farm will be sold at auction this week Wednesday to settle the estate of Elijah Anthony.

Mrs. Elijah Anthony returned from Auburn where she spent the past week.

Mr. and Mrs. E. L. Dillon and Mrs. Theodore Dillon motored to Groton Monday last.

Theodore Dillon has been quite indisposed for several weeks, but is feeling better now.

Miss Margaret O'Connell commenced work in the evaporator at Sherwood this week.

The measles epidemic has abated; all are convalescent.

The son of Fred Aikin was very ill last week but is getting better.

Mrs. S. Berrels of Auburn spent the past week with her parents, Mr. and Mrs. Gould.

Orin Stewart spent Sunday at Mr. Gould's, coming from Auburn on his bicycle.

Mr. and Mrs. Frank Corey, entertained Sunday, Mr. and Mrs. E. Kind, Mr. and Mrs. Clinton Mosher and son Volney of Merrifield, Mr. and Mrs. Emanuel Kind, Jr., and daughters Mary and Evelyn of Fairmount, Indiana, Mr. and Mrs. L. Luther and William Kind of Syracuse.

Miss Florence Todd spent Sunday at her home at Five Corners.

North Lansing.

Oct. 22—Lawrence Shaw is sick. Will Smith will move on the Havens farm in the spring.

Three ladies came from Ithaca to attend the sale at the old Ford mill. They left the train at this place, and walked over the hills and back, and around our burg. They were seeking relics, but were not successful in finding what they wanted.

Andrew Brink and wife, with Mrs. Benton Brown, went to Ithaca in their auto last week.

Potatoes are rotting so that some farmers have abandoned acres of them.

Not many apples have been taken to the evaporator.

The ladies are planning for an election day dinner. Full particulars next week.

M. V. Atwood, editor of the Groton Journal, took dinner with Mrs. Small and family recently.

Frank Singer and wife and Mrs. Bert Boss went to Moravia one day last week.

Charles Divine and wife of Venice spent two days among relatives here last week.

Mrs. Matilda Saxton is visiting at Mrs. Small's.

Oscar Tift and wife of Moravia called at Charles Bower's recently.

Great sympathy is felt for the parents of Henry Armstrong of Venice whose death was so sudden, and who was needed so much. He was well known here as he brought milk to our creamery for a few years, when he was but a boy. We are shrouded in mystery here in this life.

Next Sunday is rally day in the Sunday school. The children are to have a large part in the exercises and a full house is desired.

Mr. and Mrs. Wm. Pearce visited in Venice on Monday.

Charles Osmun has been very sick during the last week.

D. Bradley and wife and Mrs. Esther Hill of Groton called at Charles Bower's one day last week.

Beware of Ointments for Catarrh That Contain Mercury

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free.

Sold by Druggists. Price 75¢ per bottle. Take Hall's Family Pills for constipation.

Advertise in the TRIBUNE.

Lansingville.

Oct. 21—Thad Brown is improving. Eli Boles who has been spending the summer with his brother, Lester Boles, has returned to his home in Auburn.

Mrs. D. L. Reynolds is visiting Mrs. Swartwood in Danby.

Wilbur Boles and wife spent Sunday with his parents.

Mr. and Mrs. Orlando White and Mr. and Mrs. F. G. Alexander made a trip to Ithaca in their new auto, Thursday.

The reception for the pastor, Rev. G. H. Winkworth, will be held at the Grange hall Wednesday evening, Oct. 23.

L. A. Boles and wife spent the week-end with relatives at Etna.

Wm. Mason and daughter Effie of Colorado are visiting the former's sister, Mrs. Elvira Hamilton.

Mr. Allbee and Don of Waverly were guests of A. D. Rose and family the first of the week.

Mr. and Mrs. Otto Hurley of Spring Valley are guests of Brink Mapes and family.

Mrs. Willis Fenner is entertaining her niece, Mrs. Quackenbush.

Sam Krotts of Ludlowville spent Sunday with Clarence Boles.

O. A. Haskin has returned home from a two weeks' visit to his son, Dr. Bert Haskin at Williamsport, Pa.

Floyd Gallow and family spent Sunday in Locke.

Mrs. W. S. Buchanan, who is visiting at the home of her son Tracy, fell last week, and cut her head quite badly. Her son, Dr. Ira Buchanan of Auburn visited her Saturday.

Frank Bastedo of Ithaca has been visiting his sister, Mrs. William Brees. He was accompanied by Mr. Gipp of Wisconsin who has recently purchased the Culver Blue farm.

Leo Nobles was home over Sunday.

King Ferry.

Oct. 23—The Ladies' Aid society will meet at the home of Mrs. L. Ouse.

Mrs. Frank Buchanan of Moravia visited her sister, Mrs. Mary Holland, on Thursday last.

Forty attended the Missionary tea at Miss Lena Garey's Friday last.

Mrs. Ireland at Ithaca spent Friday of last week with Mrs. John Shaw.

Stephen Thompson and wife of Iowa called on friends in this place last week.

Fred Shaw is entertaining a friend from Ithaca.

Mrs. Goldring of Sodus visited her sister, Mrs. J. E. Greenfield.

Bert Bapp in repairing his house. Mrs. T. L. Hatch is quite sick.

Mrs. Minnie Goodyear visited friends in Auburn last week.

Mrs. Emma Connell's children and their families to the number of 23 spent Sunday at her home in this place. Only four of the family were absent. A pleasant day was spent by all. Mr. and Mrs. Warren Connell and daughter of Union Springs were among those present.

West Merrifield.

Oct. 15—Miss Elizabeth Gray and Guy Grady motored to Union Springs Friday evening last.

Mrs. Michael O'Herron and daughter Anna and Mrs. Francis Flynn spent Thursday with relatives at Poplar Ridge and the previous Thursday with Mrs. Peter Conley at Fleming.

Miss Minnie Powers of Cortland was a week-end guest of Miss Anna O'Herron and Miss Susie Simons of Union Springs spent Friday and Saturday at the same place.

Daniel O'Herron and Miss Anna spent Sunday with Miss Susie Simons at Union Springs.

Quiet Home Wedding.

A quiet wedding took place at the home of Mr. and Mrs. Sylvester W. Morgan at Poplar Ridge on Saturday, Oct. 19, when Mrs. Morgan's daughter, Miss Laura E. Armistead, became the wife of Alonzo C. Matthews of Hector. The ceremony was performed at 10 o'clock by Rev. John Walter, pastor of the Friends church, in the presence of only a few witnesses. The bride wore a traveling gown of blue serge and was unattended. The young couple left immediately for a trip and will return to Poplar Ridge about Nov. 1.

Ledyard.

Oct. 21—Our new pastor is now installed at the parsonage. A reception and supper is to be given them this week.

The Christian Social club held a social at the home of Miss Abbie Main on Friday evening. A pleasant evening was enjoyed, and a sum added to the treasury.

Mrs. Lisk of Aurora was a guest of Miss Nellie Tompkins a couple of days last week.

Mr. Brightman and Miss Tompkins visited friends at Union Springs on Saturday.

Mrs. S. K. Bradt spent last week with Mrs. Charles Chase on the Lake Road.

Some of our young people went chestnutting near Moravia on Saturday.

Mrs. Purdy of Syracuse is visiting friends here.

Mrs. B. H. Thorpe and son spent Friday night with the former's parents.

Frank Main and wife visited at Myers recently and in company with L. V. Main and wife visited friends at Forest Home and Groton.

Farmers are complaining of potatoes rotting very badly, fully half that are dug being left in the field.

John Corey, Mrs. Willis and Frank Corey and wife attended the funeral of a relative across the Lake on Saturday.

Miss Anna Minard spent a couple of days last week at Ellsworth during her uncle and aunt's absence.

Mrs. Jones who has been ill for some time is at Clifton Springs for treatment.

Misses Mildred Dixon and Pearl Dillon were home from Moravia over Sunday.

Willard Atkin made a business trip to Auburn Saturday.

Two loads of gypsum passed through this place on Friday.

Death of Miss Tift.

Miss Minnie Tift died suddenly last Saturday evening about 7 o'clock, at the home of her brother, Oscar Tift, in Moravia. Death was caused by cerebral hemorrhage. She expired about an hour after she was taken ill. Although Miss Tift had been in poor health for several years no immediate danger was apprehended and her death came as a shock to her relatives and friends. Miss Tift was the daughter of the late Mr. and Mrs. Hiram Tift and was born in Venice and spent her girlhood there. Later she resided in Auburn for many years, where she was a soprano in the quartette choir of the First Baptist church and was prominent in musical circles in Auburn. She was a member of the First Baptist church of Auburn. For several years, she has resided in Moravia. The deceased was 57 years of age. She is survived by three brothers, Oscar and Henry Tift of Moravia and Byron Tift of Denver, Col. The funeral was held Wednesday at 12:30 from the home of Oscar Tift, Rev. W. B. Jorris officiating. Burial in Fort Hill cemetery, Auburn. Services were also held at Bradley Memorial Chapel, Auburn.

Resolutions.

Worthy Matron, Worthy Patron, officers and members of Lansing Chapter, No. 236, O. E. S.:

Again we have cause for grief and sorrow, for we mourn the loss of a highly esteemed friend and sister, Minerva Ford Townsend, who departed this life, Sept. 27, 1912.

Whereas: It hath pleased our Heavenly Father to call to her eternal home our sister, we are again reminded of the uncertainty of all things here below. But our sorrow shrinks in comparison with the grief that has darkened the home and we can only bow our heads and pray the Father of all comfort to cheer and sustain the afflicted family.

Resolved, that our sympathy be extended to the family of our deceased sister.

Resolved, That our altar be draped for thirty days in her memory, that a copy of these resolutions be made a part of the records of the Chapter.

Signed by Committee,
Florence Smith,
Alice M. Smith,
Amorella Young.

Subscribe for The Tribune.

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Regular trip every thirty days.

Eye Trials of To-day.

Looking facts in the face is the way the wise ones act. Those who look another way at the trials of to-day add to the sufferings of to-morrow. If your eyes are weak, if a film covers over them, or they ache, or burn, or bother you in any way, don't delay in consulting me. I will tell you what you ought to do. I make a specialty of careful and thorough eye examination. Fred L. Swart, the eye fitter, 10 South St., Auburn, N. Y., Cady block, up one flight.

J. WILL TREE,

BOOK BINDING

ITHACA.

PRESBYTERIAN CHURCH, Genoa, N. Y.

Rev. T. J. Searis, Pastor.

SUNDAY SERVICES.

11 a. m., Preaching services.
12:05 p. m., Sunday school.
Y. P. S. C. E. at 6:30 p. m.
7:30 p. m., Evening worship.
Mid-week Service, Thursday evening, at 7:30.

A Cordial Welcome Extended to all.



After any Sickness

nothing so rapidly restores health and vigor as SCOTT'S EMULSION. It is the essence of natural body-nourishment, so medically perfect that nature immediately appropriates and distributes it to every organ, every tissue—feeding, nourishing and restoring them to normal activity.

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Temperance

TERRIBLE LURE OF LIQUOR

Power Which Drags Down Voluntaries of Cup Is Little Understood—Few Awful Examples Related.

"If there sat a glass of whiskey on that table, and I knew that if I should drink it I would lose my right arm, I could not help but take the liquor, even though my arm were chopped off piecemeal."

Thus expressed himself to the writer a 56-year-old man who had spent 18 months in a Michigan prison for the commission of a crime for which liquor was most largely responsible, writes William H. Vinn in the Detroit Journal.

How little we can understand the power which drags down the voluntaries of the cup. Said a man to one of our police captains in Detroit: "I have not a waking moment when I am free from the craving for liquor." If we knew more about the lives and experiences of the men whose forms go staggering by on our streets, or who stand before our bars of justice, pity would often replace blame and sympathy would occupy the place of scorn.

Last week I met a poor fellow on the street who had been released from police court in the morning. From his actions it needed no prophet to foretell that he would face the judge ere long, and sure enough he was in the same court next morning. For over a decade he has been under the complete domination of John Barleycorn.

His experiences cause one to think of the custom of certain African chiefs who express their peculiar affection for certain of their subjects by maiming their bodies. All sorts of cripples are thus made by these rulers and it is related that the persons so maltreated take a particular delight in their sufferings, for to them it is a mark of the esteem of their chief.

Some years ago, while under the influence of liquor, the man of whom we are writing lost a limb. He hobbled about on a peg-leg for a time, but drink still held sway over him. About four years ago, while drunk, he became mixed up with a railroad train and lost an arm at the shoulder—limb off on one side and arm on the other. Still he clung to the glass, or, rather, more properly speaking, the glass clung to him.

Somewhere in this city toils a little, sweet-faced lady of upward of 70 years of age, still earning her own living at housework of a light order. She is the mother of the man above referred to, and he is her all. Her one prayer is that she may be spared to bury her boy. Saving all that she could from her scant earnings, she procured a satisfactory artificial limb for her drink-crazed boy. Were that limb possessed of the power of speech it could tell many tales of adventure while supporting its owner or while reposing back of some bar where it had been "put up" for drinks.

One incident is recalled. Two years ago Judge Stein requested the writer to take this unfortunate man to the carers for the county house. Noticing his limb was replaced by a wooden peg, on inquiring we learned it had been put up for security for a drink bill in a saloon not two blocks away from the police court. On payment of 45 cents the limb was secured and the man sent to Eloise. At present the poor fellow is being upheld by the peg-leg again.

That was a peculiar stunt which was "pulled off" by a resident at McGregor mission many years ago. Becoming very thirsty, and possessing no belongings which would serve as security, he betthought himself of his false teeth, and back of the bar they went as warrant for the payment of the drinks. Still, there was more sense in this transaction than in the one above referred to, for while a drinking man needs all the legs he can get, he can very well dispense with the molars, which are a useless luxury at such a time, as he cannot drink heavily and eat.

No crusader ever followed Peter the Hermit with a greater devotion than the drinker pursues his "cup;" no howling or dancing dervish can equal the utter abandon of him who "tarrises long at the wine." What does he not surrender at the call of that demon rum! Fortune, family, friends, health, life even—all are ungrudgingly offered to his thirsty god, and he will beg, steal or starve that he may keep the fire aglow on the unholy altar. The great Paul tells us "God loveth a cheerful giver." In the Greek the word translated "cheerful" is "hilarious," from which comes our word "hilarious." Very few are the disciples of the Master who give themselves and their belongings as hilariously as does the votary at the altar of Bacchus.

Accident Days.

An investigation into the causes of accidents among industrial workers carried on for a number of years in Germany shows that the greatest number of casualties occur on Saturday, while Monday is a close second. The large number of accidents on Saturday is generally explained by the fatigue of the week tending on the men, but it is noted also that the Monday accidents are about as numerous. This gives rise to the suggestion that the day of rest is sometimes not too wisely spent.—Medical Record.

Never Beneficial.

"Alcohol is never beneficial to a person in health."—Dr. H. Lee Morris.

About the Camel.

Following is what Count Gleichen says of a camel: "A camel's hind legs will reach anywhere—over his head, round his chest, and on to his hump; even when lying down an evil disposed animal will shoot out his hind legs and bring you to a sitting posture. His neck is of the same pliancy. He will chew the root of his tail, nip you in the calf or lay the top of his head on his hump. He also bellows and roars at you whatever you are doing—saddling him, feeding him, mounting him, unsaddling him. To the uninitiated a camel going for one with his mouth open and gurgling horribly is a terrifying spectacle; but do not mind him, it is only his way. I heard of one or two men having been kicked at various times, but it is the exception, not the rule, for the camel is really a very docile animal, and learns to behave himself in the most trying position with equanimity, though I fear it is only the result of want of brains."

Uncle John's Dog Carriage.

An old dandy known as Uncle John and his team of dogs were once a familiar sight to the residents of Nashville, Tenn. They never failed to call a crowd of interested spectators. The old fellow was as proud of his horseless carriage as if he were the owner of the finest touring car in the country, and he paraded the streets with as much joy as the most finished artist in the ranks of the chauffeurs. He had his faithful dogs in good training, using neither reins nor whip, but guiding them by a word of command. He had only to say "Start!" and off they went at the dog trot; "Stop!" and they came to an immediate halt; a motion of his hand and they swung around a corner as deftly as the swiftest little runabout. Usually he had eight dogs in harness and three outrunners, but occasionally the whole eleven were in the traces, and a pretty sight they made.—St. Nicholas.

Faults of the Aeroplane.

Commercially the aeroplane is useless in its present state. It cannot carry any great weight, it will not stand any extra strain and is unable to fly unless the weather be almost perfect. Automatic stability is still in an imperfect stage, and the motors are not altogether reliable. Last, but not least, it is a very expensive machine, both in its first cost and in the outlay necessary to keep it in proper condition. These faults, as well as many others, must be overcome before we have a practical flying machine. Danger must be eliminated to a greater degree, and to do this it is necessary to produce a machine that will automatically balance itself. A thoroughly reliable motor and a machine capable of standing any extra strain suddenly placed upon it are other requirements of the future aeroplane.—Saint Nicholas.

What They Did With the Prophets.

"A little girl at our morning service recently," relates a clergyman, "kneel beside her mother while the commandments were being read. When the rector read, 'On these two commandments hang all the law and the prophets,' the little girl whispered: 'Mamma, how many—' 'Sh!' hissed her mamma. 'But mamma, how many prophets are there?' 'Why, Isalah, Jeremiah, Habakkuk, Jonah, Haggai, Malachi, Zephaniah, dearie. I can't think of all of them without looking them up, but I fancy there must have been about 20.' 'Twenty? And they hanged 'em all on two commandments!'"

Fish Took Cold Easily.

Fish are not equipped to combat rapid changes in temperature because the temperature of the water in the ocean, lakes and rivers beneath the surface remains virtually stable. Some fish, such as carp and trout, when taken from warm water and placed in water several degrees colder take cold. The cold attacks the skin and the fins, and various portions of the skin present a cracked, ridgeline appearance. If returned to warm water the fish usually recover, but sometimes the disease, which seems to be a sort of eczema, eats into the muscles of the fish and proves mortal.—New York Sun.

Unconscious Humor.

Our school teachers need no comic papers. Funny enough things come their way in the shape of letters from the parents of their pupils, as witness the following received by a teacher out in Kansas: "Respected Miss: Please excuse Willie for absents. He has fell down stairs and we feared his internal insides was hurt at first, but they ain't. The doctor says that no part of his anatomy was hurt but the breawing of the epydermis of the outside hide and also his hipp hurt some. But he narrowly escaped fatal death. So kindly excuse." "Progressive Milkman."

Progressive Milkman.

Competition among the milkmen is active in Evanston. A few mornings ago a woman moving to Evanston from Kansas City was surprised as she approached her new residence on her way from the train to see a stranger come up to her and call her by name. "I'm the milkman," he explained. "I heard that you were coming today. Let me carry your grips." He got her trade.—Chicago Tribune.

Reminiscence.

"You never speculated in corn?" said the Chicago man. "No," replied Mr. Cumrox, "I got an idea that my luck didn't run that way. Finding a red ear at a husking bee was how I come to get engaged."

Advertising Talks

MEN BEHIND THE COUNTER

Retail Clerk a Most Important Factor in Merchandising World—Qualifications He Needs.

Reams and reams of stuff have been written about the qualifications of a man in most every trade and profession, but when we get right down to cases the same qualities that make a successful clerk would make a successful man in any line.

I have read with much amusement articles on the clerk's deportment and things of that sort by men who have built up successful mercantile businesses, and they tell how the clerks should always be neat and clean, finger nails trimmed, voice modulated, and give advice of that nature in large doses.

I believe that any human being who amounts to much, no matter how he earns his living, has enough self-respect and pride to care for his personal appearance. The two qualifications most necessary to success are, of course, knowing what to do and how to do it. While service must be the watchword of every business, whether it be manufacturing or mercantile, I do not know of any man who must carry out the word "service" to its fullest extent more than the retail clerk.

I believe that salesmanship over the counter calls for just as high an order of salesmanship as salesmanship on the road, and in my experience behind the retail counter I made it a point to study the character and likes and dislikes of all the regular customers, so as to make them permanent customers, and to do the same with the chance customers so as to make them regular customers.

To go on in an abstract way naming the different qualities, specifying them as courage, perseverance, etc., which a clerk should have is simply to enumerate the qualities which are necessary to make any man a success.

I believe that it is the time that ensues between waiting on customers that works most damage in a retail store. The clerk should keep himself occupied during that time in keeping his stock in shape and figuring out little schemes for displaying the goods and talking them, so that when he goes to bat the next time a customer comes to his counter he isn't thinking of matters foreign to the business.

If the clerk has any ambition at all, and he isn't much of a clerk unless he does have, he desires to become the proprietor of the store himself, or to become a traveling salesman. It doesn't make any difference which desire he has, the means to the end are the same—to study his employer's business as if it were his own, to know all the why of everything, the buying, the accounting, as well as the selling.

I believe that every retail clerk will take a renewed interest in his work if he will think of his work not as simply the handing of something across the counter, but as work which is the most vital and most important in the business world.

Practically all the products of the world are eventually sold across the counter by the retail clerk, and to just the degree that he studies his work and its significance will he become a factor in the mercantile world.

Horse Sense.

If you work for a man, in heaven's name, work for him. If he pays wages that supply your bread and butter, work for him, speak well of him, stand by him, and stand by the institution he represents. I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none.

If put to the pinch, an ounce of loyalty is worth a pound of cleverness.

If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself.

And don't forget—"I forgot" won't do in business.—Fra Eibertus.

Many a hen cackles for another to lay; but a business man should not depend upon competitors to advertise for him.

Principles of Salesmanship.

Skill, Perception, Decision—these are the bedrock bases of salesmanship. Skill sweeps away the obstacle of non-acquaintance and creates a favorable impression. Perception recognizes an opening for what it is—a lead to opportunity. Decision materializes the opportunity by closing the bargain on the spot. Create—see—decide, and you will sell.

Worth Advertising.

A thing that is worth putting in the window is worth advertising.

WHY IT PAYS TO ADVERTISE

BY HERBERT C. MAY.

There are many owners of enterprises who must be convinced that advertising will benefit them. There are many others who believe they should advertise, and would, if they knew how.

By telling them what others have done, are doing and how they did it, it is possible to be an aid to them in learning how to apply advertising to their own particular needs.

They will learn through exchanging and discussing experiences and plans practised by others. These experiences and discussions are to be had by reading, by association, by listening to others talk and discuss advertising.

When you once thoroughly feel the necessity of advertising and begin its study it will be found to be one of the most fascinating studies you can make. Its foundation rests upon the science of psychology. What is more entertaining than studying how to influence and direct other people's minds to follow yours?

Every advertiser is or should be a firm believer in bringing to the non-advertiser a knowledge of the benefits to be derived from honest, truthful advertising.

The influence produced by the advertising of an article, a city or state, by several individuals, is catholic. The catholicism, even though each desires to sell only his own particular goods, in proportion, creates a greater demand than does a single advertiser. Each thereby receives greater returns than if he had the entire field and had to develop it himself.

In a few instances the public's confidence has been imposed upon by dishonest advertisers. This has caused some doubt to exist as to the truthfulness and honesty of all advertisers.

This doubt has almost been eliminated. It is a fact now that unless an advertiser's goods are meritorious and reliable, he cannot be permanently successful.

You have heard men say that they don't believe in advertising, that they give the customer the benefit saved thereby. That sounds very nice to the customer who wants to believe it without investigating. Have you ever found that he sold as good goods at a better price than the man who advertises?

Who pays for the advertising, anyhow? The advertiser doesn't, for he would go broke. The consumer doesn't, for he would refuse to trade with the advertiser.

Nobody pays for it—but it pays both the advertiser and the consumer. As the advertising becomes more effective, demand for the commodity increases and its cost of manufacture and selling decreases to the point where the manufacture and selling becomes so highly specialized that the cost is cut from 50 to 100 per cent.

The advertiser then finds that by lowering his selling price a larger field is opened up among a class of people who before could not afford to pay the price.

GET BUSY!

Do it. Get your body into action. Your brain imagines—your brain utilizes the thought. Inspiration conceived the Panama Canal; perspiration built it.

Schubert composed the "Unfinished Symphony" in his mind. We can hear it because he created it.

Marconi saw the wireless telegraph in his brain. There'd have been no Titanic survivors if he hadn't made the coherer.

Get your dreams into action. Idle dreamers live in the clouds and on their uppers. The practical dreamer lives in the clouds and on Fifth Avenue. Castles in the air are pretty, but the store feeds the kiddies.

Utilize your imagination. Visions of a future Marshall Field's are all right in their place, but a clever window display means customers now. Don't be a stick-in-the-mud. DO SOMETHING!

Advertising.

That newspapers are better mediums than magazines for advertising automobiles is the conclusion of the Henderson Motor Car company of Indianapolis. It has turned to the use of newspapers exclusively as a result of an experiment made with newspaper advertising on a large scale, the results of which are stated by the general manager in this paragraph:

"The returns from the beginning of our campaign were simply wonderful. We were forced to add and keep adding to our stenographic and clerical force until we were working almost twice as many stenographers as any automobile concern in Indiana. And still we were behind. It has simply been impossible to take immediate care of the flood of telegrams and letters of application for the Henderson agency which we have been receiving."

Those Priceless Moments.

Firemen say that the first five minutes at a house on fire are worth the next five hours. Similarly in advertising; the first five minutes spent on starting a campaign rightly are worth the next five hundred spent in carrying it out.—Thomas Russell, London, England.

1849 Auburn Savings Bank 1912

ASSETS \$6,044,258.01 SURPLUS \$531,431.05
DAVID M. DUNNING, President NELSON B. ELDRED, 1st Vice-President
GEORGE UNDERWOOD, 2nd Vice-P't and Att'y WILLIAM S. DOWNER, Treas & Sec'y
ADOLPH KEIL, Assistant Treasurer

PAYS 3 1-2 per cent. on Deposits

One Dollar will open an Account

In This Bank

Loans Money on good farms at 5 per cent.



Trustees:
EDWIN R. FAY
DAVID M. DUNNING
GEORGE UNDERWOOD
NELSON B. ELDRED
GEORGE H. NYE
WILLIAM E. KEELER
HENRY D. TITUS
ROBERT L. ROMIG
WM. H. SEWARD, JR.
HENRY D. NOBLE
FREDERICK SEFTON
JOHN DUNN, JR.
WILLIAM S. DOWNER

ORGANIZED 1865
Cayuga County Savings Bank
CORPORATED UNDER STATE LAWS
AUBURN, N. Y.
W. F. WAIT, President. D. WADSWORTH, Jr. Vice-President
W. H. MEAKER, Treasurer. E. D. METCALF, Vice-President
INTERESTS PAID ON DEPOSIT
Loans made on approved mortgages
All Business Strictly Confidential.

Underwear

For men, women and children. Large stock and extensive variety in our well lighted basement to choose from. We make a specialty of Underwear. It will be to your advantage and pleasure for us to show you what underwear men tell us is the largest stock in this section of the state. Our prices as well as the goods are on the ground floor.

Mail and telephone orders solicited and promptly filled.

BUSH & DEAN,
ITHACA, NEW YORK.

The store that sells Wooltex Coats, Suits and Skirts.



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 always on hand.

S. C. FRENCH Genoa, 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 Lighting Rods, Edison Phonographs and Records.

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

Progressive.

"Moving forward, advancing, improving." No matter what our political affiliations may be, we all hope to be classed as progressive. We believe this business of ours has moved forward, advanced and improved each season. Every season we are better prepared to supply your wants and this Fall is no exception. Our Overcoat values for

Men at	\$7.50 to \$40.00
Young "	5.00 to 30.00
Children "	2.50 to 12.50

are the best we have shown yet. [Every coat looks like a special at its price.

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

THE GENOA TRIBUNE

ESTABLISHED 1890
A LOCAL FAMILY NEWSPAPER
Published every Friday,
Morrison Building, Genoa, N. Y. E. A. Waldo.

Subscription.
One year.....\$1.00
Six months......50
Three months......35
Single copies......10
If no orders are received to discontinue the paper at the expiration of the time paid for, the publisher assumes that the subscriber desires the paper and intends to pay for it. No subscription will be discontinued until all arrearages are paid.
Rates for space advertising made known on application. Readers 50 per line. Specials 40 per line. Cards of thanks 50c.
Job Printing. This office is well equipped to do first class printing of every description at moderate prices.

Friday Morning, Oct. 25, 1912

Look out for the little colts.

Sharp tools make the work easier.

A gentle mother makes gentle chicks.

The hen should also be dusted occasionally.

Watch out for lice on the late hatched chicks.

Dutch cheese is an ideal food for young turkeys.

Give the young calf an early chance to nibble at grass.

There isn't a thing wrong with some horses except their owners.

Churning when cream is too warm has the effect of whitening butter.

Nature intends that the calf should have the first milk from the mother.

Handling colts from the start obviates breaking and substitutes training.

Use only a thoroughbred butter-bred sire for next year's crop of calves.

Farmers, as a rule, pay too little attention to the comfort of their work horses.

There isn't much pay about dairying, but no other job pays better for hard work.

The draft horse is one farm product that bulls and bears cannot corner nor control.

Sheep do have one real menace, however, in the summer. That is internal parasites.

Let us use more of our own dairy products at home. They are the best that can be produced.

A mule authority says: "There is nothing that walks that will beat an old jennet as a money maker."

Marking chicks or young turkeys with a poultry punch does no harm, and the fowls will always show the mark.

Ground oats, green clover hay, and sweet skim-milk make a good ration for lambs after they are twenty-one days old.

Be careful not to overwork the brood mare when she is nursing a promising colt, for overheating of her has a bad effect on the milk.

Pasturing grass too soon or too hard is an expensive way of saving feed. It costs several times the amount of feed saved.

The hog house if left open will supply a cool place for the pigs to lie in, and also protect the young from heavy storms and from the hot sun.

Having too many chicks in one brood, whether with a hen or in a brooder, is a common fault. Chicks in small broods always do better.

Have an aim in breeding, and try to breed all the colts to a standard or type. In this way you will get matched pairs which will bring better prices.

Experience the last year has shown it is best make such crops as cowpeas and alfalfa into hay to feed dry and to fill the silos either with corn or kafir.

This is the time of year when lice do the most damage in the poultry yard. The young chickens should be examined every week for head lice or for lice on the body.

When a man wants to use his horse, and has to chase him all over the farm in order to catch him, it is evident that either the man or the horse was not brought up right.

Where silage is used the land can be used to grow another crop of corn. There is no way to get so much off an acre as to put it into corn and put the corn in the silo.

Cattle certainly are scarce. If they were not the great hog runs would have the effect of bringing down the price of beef. Shortage of cattle cannot be made up as soon as that of hogs and we may look for short beef supplies for some time to come.

Most intelligent men realize that it costs just as much to raise a scrub as a well-bred animal. When it comes to selling there is a vast difference in the price that the two will demand. At the same time scrubs are still very much in evidence all through the land.

PUBLICITY LIGHT THAT SAVES

The Advertiser's Pledge of Honesty and Square Dealing is Like a Confession Before Men.

(Abstract of an address delivered at the banquet by the Fort Worth Advertising Men's club to the Associated Advertising Clubs of America, at Fort Worth, by James Schermerhorn.)

Publicity can do for us what the light that fell upon the Damascus road did for Saul; it can save us from ourselves. It is the searchlight turned back upon our own purposes and methods. It can save nations, states and parties by uncovering the refuge of deceit and the hiding place of duplicity. Some far-sighted corporations are beginning to love light rather than darkness. They are coming out of their secret places to give their side of the case to the common people.

Professional reserve is blinking in the sunlight of publicity. It thinks it may be able to stand it eventually. What a blessing to mankind if ministers, doctors and lawyers would daily let their credentials and records be known of all men, so that publicity could point the way straight to the right door in the urgent hour of stress and need.

The medical associations have a greater horror of getting into print than they have of transmitted infection through the marriage of the physically unfit—a frequent tragedy that might be averted if ethics did not impose solemn silence upon the learned men who could save the race through preventive publicity. Publicity can save bodily health through popular enlightenment and business through multiplied appeal.

As a man advertises from day to day in his own business, so is he. It is really the old-fashioned sign of conversion, "taking a stand in meeting." It is the formulation of your business creed, your confession before men.

You are putting into form your best promptings, your fondest hopes commercially. What you have written you have written, and when it stands out from the printed page day after day, it may speak to the necessities and purposes of others, but it speaks to your sense of consistency and integrity.

If at the outset your promises are fairer than your performances, there is hope; for your copy proves that you know what you ought to do in your dealings with the public. Give conscience time and it will catch up with your copy; for self-accusation is a self-starter and is not restricted by the speed laws.

Advertising may be self-revelation to begin with; but on a long contract it is pretty liable to become self-regeneration. For we all aspire to become what our friends feel we are capable of becoming. It is the distrust that despair. Publicity is the advertiser's pledge, his covenant with the consumer in the open.

Daily repeated and daily tested it should come to be in good time for true worth is not gained at a bound, but toils upward through the night—the lodestar of his better self, the light that saves!

The advertiser who will not listen to reasons and truths is much like the man who saw a camel for the first time and walking around it said: "There ain't no such animal what lives."

HOW TO REACH THE PEOPLE

Unit the Most Potent Force in Advertising, Says Thomas E. Dockrell—Home Paper the Best.

Thomas E. Dockrell, the well-known advertising expert, in a talk before Detroit advertising men declared that most of the world's ideas on advertising are upside down and needed reversal.

"The unit is what must be looked to," said Mr. Dockrell, "not the one supreme directing head. It is the unit in the store, the salesman or the salesgirl, that must be tuned to the sales, or all other work is nearly useless. A big department store is sometimes likened to a pyramid, with the thousand of employees at the base and the big owner at the apex. But this is an upside down view. Let us suppose the head of the business has a new glove manager and this manager has got the best goods and patterns and advertised in the best way, and the customer comes in and meets Allie, the 44-week salesgirl, and Allie doesn't rise to the business, what use has been all the other study and energy? We then see that Allie, not Mr. Wanamaker, is the apex, and that as in most cases the pyramid is set upside down and, all resting on the apex, it may topple over.

"The same with advertising. A manufacturer has a small quantity, say \$20 worth, of goods in a store in Peoria, Ill. He desires to see the goods sold and his trade in Peoria built up. How would he do it? There are four big circulation periodicals that are recognized as the biggest national advertising mediums. Suppose you suggested one of these as the advertising medium to reach Peoria people. He might not call you a fool, but he would remind you that he was after the Peoria field. The direct thing to get at the Peoria trade would be the Peoria newspaper, wouldn't it? There is your unit idea again. Get right at the spot and the medium for that spot. There is no question that the home newspaper is the medium to reach the people in any locality, and the addition of the units covers the broad field."

The KITCHEN CABINET

LACK of sleep, lack of exercise in the open air, lack of nourishing food and of congenial intercourse with friends, overwork, doing our work in the spirit of drudgery—all these things are leaks which sap our energy and rob us of the great reserves of life-force which enable us to achieve results.

—O. S. Marden.

EVERY DAY HELPS.

Do not despair if you have no glue at hand for the emergency. Just take a little of the white of an egg that is left in the shell, and it will answer every purpose.

Lemon juice and salt will take out rust spots. "If at first you don't succeed, try, try again." Lay the linen in the sun, for it has a large share in doing the work.

Scorched spots, unless badly burned, may be removed by keeping wet and letting them lie in the sun.

The sun is a wonderful bleaching agent, and all linen which has become yellow will whiten wonderfully if dampened and allowed to lie on the grass in the sun.

Add flavoring extracts, when possible, to the food when cold, as cooking dissipates the volatile substance.

Canned Tomatoes.—Wash and drop into sterilized jars; do not peel the tomatoes. Add a tablespoonful of salt to every quart jar, and fill to the top with boiling water, seal and set into boiling water to cover. Wrap well with old carpet to make it hold the heat.

Twelve to twenty hours. Then put into the cellar. These tomatoes will have a brilliant color, keep their shape and be fresh for use for almost any time in the winter. Delicious for salads as they are not cooked with mushy. See that the water in which they stand is boiling hot and covers them to a depth of four inches. A boiler is a good utensil to use if obtaining a number of quarts at a time.

If fat is dropped on the floor, pour cold water on it at once, and the more of it will harden and can be scraped up at once.

Cold water and a little washing soda or ashes put into a granite pan that has had food burned in it, will easily clean it off brought to the boiling point.

White spots caused from heat on polished surfaces may be removed by the application of a little alcohol or camphor.

Potash in solution should be used once a week to flush the sink drains and cut the grease. Follow by a good flushing with hot water.

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Potash in solution should be used once a week to flush the sink drains and cut the grease. Follow by a good flushing with hot water.

Nellie Maxwell.

The KITCHEN CABINET

IF THE day looks kinder gloomy,

And your chances kinder slim;
If the situation's puzzlin',
And the prospect awful grim,
And perplexities keep pressin',
Till all hope is gone,
Just bristle up and grit your teeth,
An' keep on keepin' on!

WHEN COMPANY COMES.

When company comes we like to serve them with just the best the house can afford, and happy is the housekeeper who recognizes her limitations and knows her resources from pocket book to energy and strength.

The house wife who has loads of silver, cut glass and fine linen, delights to give elaborate feasts, and they are all right for those who can afford them; but where there is one with wealth at her disposal there are thousands who enjoy entertaining, if it must be, simply.

When our women learn to do with what they have, or can have, without a burden of debt, happy that they have friends and can enjoy them, entertaining as becomes their circumstances, not aping after those who have large means at their disposal, we will have less nervous, discontented women and fewer business failures and discouraged men.

Our amusements and pleasures should be adapted to our position and circumstances. The tired business man who must struggle into a dress suit and start out at nine or ten o'clock at night for a party, sees very little enjoyment in anticipation; but if he could drop in to a simple supper or dinner, go home at a reasonable hour, he would be rested and ready for work the next day.

The truly great are they who live simple, sane and comfortable lives, entertaining at reasonable hours normal people.

When making custard pie, it is a little more elegant if a half cup of cocoanut is added just before putting into the oven, and when serving, a tablespoonful of whipped cream added, makes a really elegant dessert.

Hospitality is as old as the hills, the good book tells us, "that a dinner of herbs where love is, is better than a stalled ox, with hatred therewith."

Nellie Maxwell.



"Friends, I tell you I am not thinking of my own success; I am not thinking of my life. I believe in the Progressive movement. I am absorbed in the success of the movement."
THEODORE ROOSEVELT.
(In his speech at Milwaukee after he was shot.)

Wedding Party in White.

The rector of St. Peter's in London was surprised the other day when a bridal procession presented itself with every member of the party dressed in white. Such a thing had never been seen in London before, and, of course, no Englishman would be the first to depart from the established order of things. The audacious breakers of tradition were Australians, a Miss Sheppard and Mr. Sharpe. Most British colonies follow slavishly the customs of the home country. Some of them are more English than the English, if that is possible. But Australia is a long way off, and a generation is growing up there that has not the blind veneration for the customs of England. The comment of the English is that such a costume is extremely suitable in dog days—for Australians.

Corner in Attar of Roses.

As a result of a short crop, restricted harvest through heat and consequent high prices for the flowers, the price of attar of roses is likely to be unusually high this season. Private advices give the Bulgarian crop at 125,000 ounces, against 170,000 ounces last year, but other authorities consider this estimate to be overstated by 100 per cent. At any rate distillers have to pay as much as 5 1/2 cents a pound for the flowers, as compared with 3 1/2 cents a pound last year, and new season's attar is being quoted at \$21.90 net an English ounce. It is estimated that 225 pounds of flowers will be required to produce one ounce attar against the average requirement of 160 pounds. Local attempts to corner the supplies threaten to advance prices still further.

Discovering a Two-Cent Error.

It took the City Comptroller's office five days and necessitated an expense of \$30 to find an error of two cents in the city's books, according to Comptroller Kotecki, who charges that the records left by the previous administration were so unsystematically kept that it was necessary to trace the accounts back several months before the source of the error could be discovered. "It took all the time of one clerk for five days and much of the time of another during the same time before we finally discovered the error," said Mr. Kotecki. "This is only one instance of what we meet with continually." Mr. Kotecki said that under the new system devised by Deputy Clerk Fuescher the same error could have been discovered in ten minutes.—Milwaukee Sentinel.

Smoking Next to Arson.

An insurance company has sent large display cards to manufacturers and other employers, which bear in bold red letters this warning: "No smoking in this room. Smoking among inflammable materials comes very close to being arson." On the reverse side is printed: "Fires caused by discarded cigar or cigarette stumps probably cost the nation \$50,000,000 yearly." In the effort to reduce this source of danger the cards bears the legend: "Besides being a source of fire danger, the habit of smoking in workrooms is a source of inefficiency. Its abolition is a move in the direction of securing greater quantity and better quality of production, as well as in the direction of fire prevention."—New York Tribune.

Some tell the sex of the guinea fowl by its wattle. Those of the male are double the size of the female.

AWAKE TO THE OPPORTUNITY

People of Chicago Are Utilizing Their Back Yards and Changing the Aspect of the City.

The increased cost of living is beginning to change the landscape of Chicago as viewed from the elevated lines, according to a city salesman, who puts in a great deal of his time traveling around town these days, says the Chicago News.

"I have noticed this spring," he explains, "that nearly every back yard is being put out in vegetables. People have to do it, I guess. Until this year the city man home from his desk or his machine or whatever he worked at had little time for gardening. The janitor of the flat building usually kept a grass plot mowed, if there was a janitor and a grass plot, and in the case of homes the woman of the house sometimes planted morning glories or petunias along the fence and let it go at that, while in the poorer districts the tin can and the worn-out mattress held sway.

"All is changed these days, which shows how nature sometimes does things backward, according to our way of reasoning. It would seem that the more money we had to spend the more neatly we would keep our surroundings. But with money going out at the rate of \$6 a barrel for potatoes and 28 cents a pound for butter, the housekeeper has begun to dig up his back yard and set out neat rows of onions, lettuce, beets and turnips and put in his evenings weeding and hoeing, where formerly he read and smoked and allowed grass and weeds to flourish and cats to prowl. It is surprising, too, to see what an improvement it makes and how pleasing to the eye these back yards are."

ECONOMIC VALUE OF TREES

Roads Always in Better Condition Where They Have Been Planted and Properly Cared For.

We have spoken often for good public roads as the best investment, everything considered, that the country can make, but we are indebted to the Maryland State Grange for the sound suggestion that there are no really good country roads without shade trees along them. The practical, economic value of trees along the roadside is beyond dispute. They actually protect the road and lessen the cost of upkeep. How much they add to the money value of abutting farms, it would be difficult to estimate; but if, of two farms otherwise exactly equal in value and offered at the same price, one is fringed by shade trees and the other is bare, there is little doubt which nine buyers out of ten would prefer. In no other way can the attractions of a bit of country road be so much enhanced. Who that drives in the country doesn't feel grateful to the farmer whose trees beautify the scene?

Planting shade trees where none exist is not really expensive, and in the long run it pays quite as well, at least, as planting wheat. There are, of course, certain practical problems, such as avoiding too dense a shade upon grain land and selecting the right stock; but a treeless road anywhere outside the desert is a reproach to those who live upon it.—Saturday Evening Post.

Praise for Cedar Rapids.

An illustration of what may be done for a comparatively small city is furnished by Cedar Rapids, Ia. A river runs through the town, not a large stream, and in the center is an island of good size. It was decided to make that island a civic center, placing the municipal buildings thereon and erecting numerous street bridges to it. The banks of the river are bordered with undesirable buildings. These buildings are to be torn down, streets widened and the banks of the river beautified with really attractive buildings, such as would form a natural screen or border to a fine civic center.—New York Sun.

Trees Bring Income to City.

Roadside fruit trees line one of the turnpikes in Fairfield county, Ohio, for a distance of 15 miles. It is planned to use the income from the sale of the fruit for repair and maintenance of the road.

Subscribe for The Tribune.

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

The New Apple Law.

The Sulzer Apple Package and Grade Bill that was passed by the last Congress and signed by the President will not take effect until July of next year, but shippers and other handlers of apples throughout the country will generally do business in accordance with the law this season.

The bill provides a penalty of one dollar a barrel for violation of its provisions. It makes but one grade and this grade is divided into three classes, governed by the minimum size of the apples. For example, the first class is "Standard grade minimum size 2 1/2 inches in transverse diameter," then the apples in the barrel must be "apples of one variety, well grown specimens, hand picked, good color for variety, normal shape, practically free from insect and fungus injury," etc., or not more than 10 per cent, below these specifications. The other classes or sizes are 2 1/4 and 2 inches, and exactly the same principles apply to them. All barrels marked Standard Grade, etc., must also have branded upon them the variety, name and locality where grown, and the name of person by whose authority the apples were packed and barrel marked. Any sort of marking on the barrel that would indicate that the apples are of better grade or quality than they really are is a violation of law.

While this law does not take effect until next year, yet all apples, no matter how marked, now fall under the power of the Pure Food Act, and if apples are packed in the old way and branded Fancy No. 1, and the fruit does not conform to that brand, the packer comes up against the law and is liable to get into trouble. The size of the barrel must be: Length of stave 28 1/2 inches, diameter of head 17 inches, distance between heads 26 inches, circumference of bulge 64 inches outside. The limit tolerance of 10 per cent, is provided to allow for errors in packing. This means that if you are not more than 10 per cent below specifications, your pack is deemed up to legal standard.—Palmyra Courier.

Parcels Post Law.

In response to many inquiries for information, Senator Jonathan Bourne, chairman of the committee on postoffices and post roads, after whom the bill was named, has prepared the following summary of the provisions of the new parcels post law, which will become effective January 1, 1913:

Any article is mailable if not over eleven pounds in weight nor more than seventy-two inches in length and girth combined, nor likely to injure the mails or postal equipment or employees.

Flat rate of 1 cent per ounce up to four ounces regardless of distance.

Above four ounces, rates are by the pound or fraction thereof, and varying with distance as follows:

	Each additional lb.	11 lbs.	11 lbs.
Rural route and city delivery	.05	.01	.15
50-mile zone	.05	.03	.35
150-mile zone	.06	.04	.46
300-mile zone	.07	.05	.57
600-mile zone	.08	.06	.68
1000-mile zone	.09	.07	.79
1400-mile zone	.10	.09	1.00
1800-mile zone	.11	.10	1.11
Over-1800 miles	.12	.12	1.32

The postmaster-general may make provisions for indemnity, insurance, and collection on delivery, with additional charges for service, and may, with the consent of the Interstate Commerce commission after investigation, modify rates, weights and zone distances, when experience has demonstrated the need therefor.

AGENTS WANTED—To sell our Special Accident and Health Policies, issued to men and women; giving \$5,000 death, and \$15 weekly benefits; costing but \$5 a year. All occupations covered—easily sold. No experience necessary; exclusive territory; large commissions with renewals given; permanent income guaranteed. NATIONAL ACCIDENT SOCIETY, 320 Broadway, New York Est. 28 years. 18w4

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 elevator 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.

Home Town Helps

ALONG THE PUBLIC HIGHWAY

Magnificent Idea Would Be to Plant Fruit or Nut Trees on Each Side of the Road.

Away back in 1769 the Bavarian government issued a decree requiring all land owners to plant fruit trees along the public highways bordering their estates, and the work was systematically under way about the middle of the last century.

And now it is said that Bavaria has a wealth of fruit trees, amounting to something like \$170,000,000.

Such a requirement might impose something of a hardship upon small estates and farm lands in America, but one wishes that public sentiment might have influenced the establishment of so gracious a custom a hundred years ago, apportioning the burden wherever it belonged. Fancy the pleasure of a walk or a drive along public highways in the gala springtime of the year, with trees just bursting into blossoming glory! Our grandfathers and our great-grandfathers failed to leave us the beautiful and valuable heritage, but it is never too late for a beginning. And without any consideration of the practical end of it, its feasibility or otherwise, why could not such a movement be started in America, just a movement, based upon pride rather than compulsion?

We have our dreams of the country beautiful and we expect that sometime we shall have reason to grow glad and proud of the wonderful stretches of land that can hold their own throughout the world. And in those dreams nut trees are just as riotously abundant as the more luscious, but not more tempting, fruit trees.

FOR THE LAWN OR PARKWAY

The Cannas, as an Ornament, May Truly Be Considered as Absolutely Indispensable.

As an ornament in the lawn or parkway the canna has become indispensable. It is noted for its endurance of the hot sun. Its leathery foliage always looks fresh and green; the hotter the sun the more abundantly the canna flower.

Cannas also do well in the shade, although they flower far less freely under such conditions. Cannas should be planted in very rich garden soil, which should be mixed if possible in equal proportions with well rotted manure.

When the plants are growing freely, they should be watered freely. Set the plants 18 inches apart each way and if more than one kind is used be careful to plant the taller varieties in the center of the bed—if it be circular—with the dwarf varieties outside or in front. Varieties may be obtained which will reach the height desired. Cannas beds as a rule should be planted to a single color. An excellent border for a canna bed is salvia.

There are hundreds of named varieties of cannas, with large flowers and with small, tall and dwarf growing. A large variety in color both of blossoms and foliage may be obtained.

Should plants which have been started in a greenhouse be set out, they should not be transplanted until all danger of frost is passed.

Artistic Park Building. In small cities and towns we find but one park, as a rule, and this of very limited extent. Scientific planning and planting will make this area appear several times as great and possess at the same time the highest artistic value. Gracefully winding roads and paths, with changing views and vegetation at each new turn will make a very small park or garden seem of unusual interest and extent.

It must not be thought from the foregoing that the very best effects may be gained in this way or that the fundamental elements of a fair-sized park are its roads, paths, and other accessories, for these are really its necessary evils. The essential element in an ideal park is its natural landscape beauty, the undulations of surface; canyons, hills, long level stretches, or water, etc. All these, in proper combinations and modifications work the ceaseless change and give a fresh charm to every part. After this comes the vegetation, and last of all those most distinctly man-made things, as: walks, drives, bridges, buildings, etc.

Don't Expect Too Much.

Though this is the land of big things, of marvelous growth and development, even in plant life, we must not expect to have a finished garden in a day. An attractive picture of a park or home grounds cannot be built in a day, week, month or year. Properly to plant—the proper stuff, in proper place and at proper distance apart—requires much knowledge, experience and study, with not a little ingenuity or genius; also an artistic taste. Now that we have all of it put down on paper, it must appear that this work should be done only by one experienced in the work. The work in too many gardens is absolutely meaningless; there is no good reason why the plants are placed where they are. Such places have no character. —Los Angeles Herald.

Winter is Not Far Off.

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

Underwear for Men, Women, Boys and Children, from the Finest Medicated Woolen Garments.

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

I sell the well known Welles-Goodyear brand of Footwear in all combinations and Arctics 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

DON'T KICK!



If you are not doing as much business as you should

There's Something Wrong

with your method of attractive trade.

Try a Campaign of Catchy Advertising In This Paper.

SPECIAL NOTICES.

House to rent (and house to sell in Genoa village; also farm to sell). 13w2 Mary H. Sill, Genoa.

FOR SALE—A few thoroughbred Shropshire yearling rams at \$12 and \$15 Ram lambs at \$10.

FLOYD E. DAVIS, Ludlowville, N. Y. R. D. 9 12w2 Miller phone

FOR SALE—Grade Shropshire ram, coming 2 years old. A. J. Bothwell, 12w2 Genoa, N. Y.

FOR SALE—Ounk stove. 12w1 Inquire at Genoa Mill

FOR SALE—100 pounds of salt pork. 12w3 WM. HOSKINS, Genoa, N. Y.

WANTED—A boy, competent to milk one cow and do chores, and go to school one mile away. Good home for good boy. WARD LAMKIN, King Ferry, N. Y.

Southern Cayuga Phone, 21A 12w2

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

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

FOR SALE—Piano, stand, couch, lounge, washstand, dishes, feather beds, pillows, saw, etc. LOUISE G. BENEDICT, Genoa, N. Y. 10w1

We wish to announce to the public that we will run our cider mill Mondays, Wednesdays, Fridays and Saturdays. COUNSELL & SWINWALL, 10w1 King Ferry.

FOR SALE—Steinway piano 52w1 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 4w1 J. G. ATWATER & SON

We pay the highest market price for poultry, Mondays and Tuesdays. 3w1 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. 49w1 Genoa.

FOR SALE—House and lot on Indian Field road. Inquire C. B. Kenyon, King Ferry, N. Y. 26w1

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. 17w1

60 Beautiful Styles Free



Drop a postal card to-day and receive a style book free, showing 60 styles of Women's, Misses' and Children's Coats and Suits in all the newest styles and materials.

You can buy a high grade Suit or Coat for less than you pay for a cheap and inferior article.

SUITS FROM - - \$12.50 UP
COATS FROM - - 9.00 UP

THE AUBURN GARMENT CO.,
62 North St., Auburn, N. Y.

ECZEMA AND OTHER SKIN TROUBLES

Instantly relieved and quickly cured by **ITCHIKILL**. ECZEMA in its most virulent and obstinate form has succumbed to the curative and healing qualities of ITCHIKILL. ECZEMA OINTMENT through a new remedy to the public it has been in use for generations with but one result, a complete cure. ITCHIKILL is perfectly harmless, will not injure the most sensitive skin, immediately stops the itching where applied, and a few applications will convince the most skeptical that they have at last found a cure. Price 50 cents. Can be obtained through all up-to-date druggists, or direct of manufacturers. FREE TRIAL to convince you what we say is true, we will mail all sufficient upon request a FREE TRIAL SAMPLE. Write CONTINENTAL DRUG CO., Dept. L, 2208 Third Ave., New York City.



From Auburn to New York . . . \$8.60
Round trip, November 14, Autumn Excursion. Return limit, November 23rd.

For Railroad tickets or additional information consult nearest New York Central Lines ticket agent, or address General Agent, Rochester, N. Y.

MOSHER, GRISWOLD & CO.

Hats, clothing
Furnishing Goods

We offer you an extra large assortment of all of the new shades in

Men's, Boys' and Children's Clothing and Furnishings

Values Right. Prices Right. Call and see our stock before buying.

MOSHER, GRISWOLD & CO.
87 and 89 Genesee St., Auburn

DON'T

Don't knock your town!
Don't refuse to advertise!
Don't patronize mail order houses!
Don't fail to give us your orders for all kinds of job printing!
Don't forget to stand by your home paper, and it will stand by you!

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, Midds, 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.

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.

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.

Village and Vicinity News.

—Miss Elsie Addy is spending this week with Mrs. D. C. Mosher.

—Three ladies from Ithaca were in town Monday in search of antiques.

—Miss Clyde Mastin visited friends in Moravia the latter part of last week.

—Mrs. Wm. Searles is visiting relatives at Jamestown and Chautauque, N. Y.

—Chas. A. Cannon returned to Auburn Monday afternoon, after spending a few days in town.

—Mrs. Jane Loomis returned last week from Port Byron, where she had been visiting her son, C. D. Loomis, and family.

—Mrs. Mary Sill returned last week from her farm near East Genoa, where she has been having repairing done for the past six weeks.

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

—Mrs. Mary Tilton of King Ferry and Mrs. Robert Baker of Aurora have been guests of Mrs. Geo. Bower and Mrs. Walter Tilton this week.

—Mr. and Mrs. Earl Underwood of Washington, D. C., and Mrs. Orson Williamson of Syracuse have been guests of their sister, Mrs. W. D. Norman, this week.

—Dr. and Mrs. J. W. Whitbeck left Wednesday for their new home in Interlaken. They were guests of Mr. and Mrs. Frank Gillespie several days before they left town.

—Mrs. M. K. Willoughby, who has been ill for two or three weeks and last week suffered an operation for trouble of the ear, was taken to the Auburn hospital Tuesday for treatment by an Auburn physician.

Our own make winter bran and midds at Genoa Mill.

—Mr. and Mrs. Claude Sellen returned to their home in Shelby, Ohio, Wednesday, after spending some time in Genoa and vicinity. They were accompanied by Miss May Jewett of Moravia who will spend some time with them.

—Sunday morning at the Presbyterian church the theme will be "Arise, Shine!" Sunday school at usual hour. The Christian Endeavor society will have rally exercises in the place of the regular evening service. All are cordially invited.

—Hon. Fox Holden of North Lansing, chairman of the board of supervisors of Tompkins county, has tendered his resignation to the town board of Lansing, to take effect Nov. 1. It is said that the cause for Mr. Holden's resignation is ill health.

LOST—Pair of Shur-on glasses with case, marked W. C. Crozman, Auburn. Finder please return to WALTER TILTON.

—Republican rally in Academy hall, Genoa, to-night, at 8 o'clock. Hon. Sereno E. Payne, candidate for Congress, and other speakers will discuss the issues of the campaign. Singing by male quartet. The ladies are included in the invitation to the public.

—Mr. and Mrs. H. M. Slater of Detroit, Mich., were recent guests of Chas. Carson at this place, for several days. Mr. Slater was a resident of Genoa many years ago, and went to the front in the civil war with the "boys in blue" from Genoa, and was a comrade of Mr. Carson. Mr. Slater has been a policeman in Detroit for the past thirty-two years.

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

—If the proposition to appropriate \$50,000,000 for good roads is favorably considered by the voters at the coming election, Cayuga county will receive \$22,441 of that amount for the improvement of the highways of this county. Tompkins county's share will be \$526,954; Tioga, \$503,156; Cortland, \$491,744. Of the total amount asked, the city of New York must pay 70 per cent.

—Always read the Special Notice column.

—Mrs. Julia Mead of Moravia is visiting relatives in town.

—J. H. Riley of New York was a recent guest at J. S. Banker's.

—Miss Florence Stephenson spent Sunday with Mrs. W. R. Mosher.

—Mrs. S. Wright visited her sister, Mrs. John Welty, in Auburn this week.

—Earl Steele of Moravia, who has been very ill with typhoid fever at his home in that place, has recovered.

—New York state's education building at Albany was dedicated last week. The total cost of the building is \$3,500,000.

—James Conaughty, Carlton Smith and Frank Brambley pressed 107 tons of hay in six days and set four times on the farm of Henry DeShong, at Levanna, recently.

—Geo. W. Gifford of Aurora, aged 74 years, died very suddenly Monday morning of heart trouble. He leaves a wife and one daughter. A son, Henry Gifford, died about a year ago.

—Mrs. Allen, wife of Rev. F. L. Allen, a former pastor of Genoa Baptist church, has been the guest of Mrs. L. Allen during the past week. They are now living at Frankfort, N. Y., where Mr. Allen is pastor of a church.

—Miss Mary Waldo is in the Auburn City hospital, where she submitted to a serious operation Saturday morning last. Miss Emma Waldo remained in the city until Monday night, and encouraging reports have been received daily since then.

—The statement of Col. Roosevelt's physicians that "we find him in magnificent physical condition, due to his regular physical exercise, his habitual abstinence from tobacco and liquor" must have been quite a blow to those who insist he is an "awful" drinker.

—Dr. Henry Foltz of Cortland was the victim of a peculiar accident Thursday last, while he was hunting with a friend. His companion emptied a load of buckshot in his face, mistaking the doctor's gray beard for a gray squirrel. It is feared that Foltz may lose the sight of one eye.

—Martin & Stewart of Kensington, Pa., have been awarded a contract for the construction of the water works system of the village of Locke on a bid of \$8,615. Work will be started at once. The plans call for a reservoir and pipe system to supply the village with water from a nearby stream.

—The Ladies' Aid society of the Presbyterian church will hold a bake goods sale at the Hagin store, Saturday, Nov. 2. Goods on sale from 11 a. m. through afternoon and evening, consisting of bread, biscuit, pies, baked beans, cookies, fried cakes, salads, cakes, etc. Remember the date.

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.

—A schedule of meetings has been arranged by the Progressive party for this county to be addressed by prominent orators. The dates this week in this part of the county are: Friday, Oct. 25, Venice Center; Saturday, Oct. 26, Court House, Auburn; Monday, Oct. 28, Kelloggsville and Sempronius. All of these will be evening meetings. Other meetings are being arranged for Moravia, Union Springs, Genoa and Cayuga.

—Farmers throughout all Central New York are bitterly resenting the trespass of hunters, who overrun woodland and meadow in great numbers, doing damage to crops, fences and other property, without permission of owners. Farmers think they should be given constable's power to arrest trespassers on their premises, as this would give them opportunity to protect their property against lawless hunters.—Skaneateles Free Press.

—Good opportunity for a dentist to open an office in Genoa.

—Mr. and Mrs. Reuben Lane were recent guests of their son and family in Cortland.

—Mrs. H. D. Blue has sold her farm near Lake Ridge and will soon come to Genoa to reside.

—Rev. J. A. Rodger of Skaneateles, who has been ill for several months, has resigned the pastorate of the Presbyterian church of that place. Mr. Rodger is now at Erie, Pa., where he is taking treatment, and is reported to be improving.

—A big Republican rally to be addressed by Hon. Job E. Hedges, candidate for governor, and other prominent speakers, will be held in the Burtis Auditorium, Auburn, on Wednesday evening, Oct. 30. The public, ladies included, is urged to attend.

—Everybody is cordially invited to attend a Halloween social given by the young people Thursday evening, Oct. 31, at the home of Mr. and Mrs. Frank E. Young at East Genoa for the benefit of a new lighting system in the M. E. church of that place. Supper ten and fifteen cents.

—The Bible sent out nearly two years ago by Free and Accepted Masons of Chicago, to be carried around the world, will be received by Syracuse Lodge, No. 501, on November 14th. Its arrival will be observed by ceremonies, which will be made the most important event of the year in Masonic circles.

—According to those who go by signs, there must be another tornado in Western New York to complete the rule of three. Both the Syracuse and Geneva tornadoes came on Sunday at about the same hour and both hit the suburbs of those cities. If the third tornado must come, we recommend that it descend upon the Montezuma marshes.—Ontario County Journal.

Dills--Sellen.

A pretty October wedding took place at the spacious home of Mr. and Mrs. Frank Sellen of Genoa on Tuesday, Oct. 22, when their daughter, Mary E., became the wife of Mr. Robert Dills of Union Springs.

The ceremony took place at 5 o'clock in the front parlor, where a corner had been filled from floor to ceiling with branches of beautiful autumn foliage. Rev. T. J. Searle, pastor of Genoa Presbyterian church, wearing a robe, performed the ceremony in an impressive manner, using the full ring service. As the bride and groom, unattended, came down the stairs and entered the parlor, Mrs. Frederick Trumpeter sang "Romanza" from Faust, and also played selections from Wagner during the ceremony. Gerald Hewitt, a little nephew of the bride, acted as ring bearer. The bride wore a gown of white satin, with Duchess lace trimmings, and carried a bouquet of bride roses. She also wore a wreath of bride roses in her hair.

After congratulations and best wishes had been extended, a wedding dinner was served by Cateress Van-Allen of Moravia. The bride's table was decorated with bouquets of yellow chrysanthemums, and was lighted by candles.

The bride and groom left by auto during the evening for a trip to New York and Washington.

The wedding gifts included silver, cut glass, and other articles, and a valuable set of Haviland china, from the parents of the groom.

The guests were Mr. and Mrs. Jacob S. Dills and Miss Elizabeth Dills, parents and sister of the groom, Mr. and Mrs. Asa Hoff, Wm. Brown, Mrs. George Fordyce, Mrs. Frederick Gaile and Mrs. Tooker, all of Union Springs, Mrs. Wm. Dille of Brooklyn, Mr. and Mrs. Floyd Avery of Syracuse, Mrs. Wm. DeShong and Claude DeShong of Aurora, Mr. and Mrs. Frederick Trumpeter, Mrs. Henry DeShong, Roy DeShong and James S. Morse, all of Levanna, John Snyder of Scipio, Mrs. A. L. Ibach, Mr. and Mrs. Dell Dates, Mr. and Mrs. Walker Wood, all of Moravia, Mr. and Mrs. Norman Arnold of Venice, Mr. and Mrs. O. D. Hewitt and children of Locke, Mr. and Mrs. Claude Sellen of Shelby, Ohio, Mr. and Mrs. Lewis Sellen of Lansing, Mr. and Mrs. Charles Miller and son, and Rev. and Mrs. Searle of Genoa.

Old newspapers for sale at this office. You will need them when you clean house. 5 cents a bundle.

Kill Two Birds With One Stone.

Get the world's best catalogue and magazine for one price instead of spending hours over an old mail order catalogue that has been in your house six months or a year; why not take Good Housekeeping or some other national magazine and read about the goods you are interested in, then go to the store that carries these advertised goods and see the article itself before purchasing. I choose to sell the goods in my line advertised in Good Housekeeping, because Dr. Wiley chose that magazine to fight frauds, and there is not an unreliable article offered for sale in its columns. The great magazines are the most up-to-date, reliable catalogues in existence to-day. You get the new things every month. I am proud to offer to you every article advertised in my line. Read these great catalogues, then come to my store and examine the goods.

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

THEY'RE WILD ABOUT IT.

THE HENTY LAYING MASH

Boys, we've got the greatest feed of the day—"Henty" makes the eggs from the feed—"Not air." Don't keep chickens without "Henty."

J. H. Cruthers, Genoa.

Youth's Companion for 1913.

The Youth's Companion appeals to every interest of family life, from housekeeping to athletics. It begins with stories of youthful vim and vigor, with articles which disclose the secrets of successful play in great games, with charming tales of life at the girls' colleges. But the Companion does not surrender these readers when they have entered the more serious paths of life. Mothers will welcome the page for little children and the doctor's weekly article. Fathers will find the important news of the day as it is, and not as it is rumored to be. The entire household will appreciate the sketches which touch gently on common foibles or caricature eccentricity. In short, for less than four cents a week The Companion brings into the home clean entertainment, pure inspiration, fine ideals, increase of knowledge.

Names rarely seen in tables of contents will be found in The Companion's Announcement for 1913, which will be sent on request—with samples of the paper, to those not familiar with it.

Every new subscriber for 1913 will receive free all the issues for the remaining weeks of 1912; also, free, The Companion Window Transparency and Calendar for 1913, in rich, translucent colors—the most beautiful of all Companion souvenirs.

The Youth's Companion,
144 Berkeley St., Boston, Mass.

New Subscriptions Received at this Office.

Card of Thanks.

We wish to extend our thanks to the many friends and neighbors for the kindness shown us at the time of the death of our son and brother; to East Venice Grange for its services at the grave, to them and to East Genoa friends for their kind words of sympathy and beautiful flowers; also to all the others who sent flowers.

Mr. and Mrs. Matthew Armstrong,
Mr. and Mrs. Henry Austin.

Ladies, Attention!

On and after Nov. 1, I will have on display at Smith's Store, Genoa, a nice line of feathers, wings, breasts, plumes, ribbons and velvets to close out. Will do trimming and remodeling of hats. Would like to see my old customers, also all others who would like work done.

Mrs. S. Wright.

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School Tax Notice.

Having received the warrant for the collection of taxes in School District, No. 1, 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.

18w1 E. W. STARK, Collector.
Oct. 19, 1912. King Ferry.

Notice.

All persons are forbidden drawing sand or gravel from my bank without permission. Those who have done so, kindly call and settle at once.

Mary H. Sill.

18w1

Remember that we print calling cards, programs, auction bills, circulars, stationery, by-laws, and all kinds of fine job work. Also orders taken for engraved cards and invitations.

Ithaca Auburn Short Line
New York, Auburn & Lansing R. R.
In Effect July 20, 1912.

SOUTHBOUND—Read Down				STATIONS		NORTH BOUND—Read Up			
27	23	21	201			200	22	24	25
Daily	Daily	Daily	Daily			Daily	Daily	Daily	Daily
except Sun.						except 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	AUBURN	9 23	11 09	4 59	8 59	
6 35	2 00	8 45	6 55	Mapleton	9 08	10 54	4 44	8 44	
6 46	2 11	8 56	7 06	Merrifield	8 56	10 43	4 33	8 33	
6 55	2 20	9 05	7 15	Venice Center	8 44	10 34	4 24	8 24	
				GENOA	8 29	10 19	4 09	8 09	
7 10	2 35	9 20	7 30	North Lansing	8 18	10 08	3 58	7 58	
7 21	2 46	9 31	7 41	South Lansing	8 05	9 55	3 45	7 45	
7 40	3 00	9 50	8 05	ITHACA	7 30	9 20	3 15	7 10	
8 05	3 25	10 15	8 30		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.

-: Campaign Facts :-

MR. SULZER'S IDEALS.

The New York Evening Post quotes these words from a statement made by William Sulzer at the end of the session of the Legislature in 1893, when he was Speaker of the Assembly: "All legislation came from Tammany Hall and was dictated by that great statesman, Richard Croker."

Mr. Sulzer now says he "never had a boss." It is the humble and useful tool of Croker fulsomely praising "that great statesman," the Tammany boss, had changed since the time that it was made, people might overlook this declaration of political degradation. But Mr. Sulzer has ever since been a faithful servant of Tammany, supporting the organization in the worst periods of its history. All its bosses in turn have been sufficiently "great statesmen" for Mr. Sulzer not to question the wisdom of anything they did, excepting when they slighted him. To-day he regards "Boss" Murphy as such a "great statesman" that he relies upon his "help" in restoring the Government to the people.

PUBLIC CONFIDENCE IN HEDGES.

Job Hedges is respected by people of all parts for his honesty, integrity and sincerity of purpose. He has the capacity and the independence to redeem the State Government from Democratic maladministration. He is thoroughly familiar with the needs of the residents of all sections, and no man has been nominated in years who is more thoroughly in touch with public affairs. Mr. Hedges deserves the vote of every man who desires clean, sane and progressive administration inaugurated at Albany.

Under a Democratic administration dictated by Tammany it cost the State an average of \$1,715 more a mile to build the same class of good roads than it did under Republican Governor Hughes, so the New York World, a Democratic paper, has demonstrated by facts and figures.

TAMMANY ECONOMY.

Under the Levy election law it is costing the counties and towns of the State of New York half a million dollars a year more to conduct elections than it did under the Republican statutes. In 1909 the State paid under the Republican administration for the conduct of elections, \$198,485; in 1910 the State paid for similar purposes, \$196,300; in 1911, under Tammany dictation, the State paid from its treasury, \$391,712 05; in 1912 the Legislature passed and Governor Dix approved appropriations for the Election Bureau of \$349,900. This burden is in addition to all other State, county and town expenses. This is Tammany economy with vengeance.

Does any sane man suppose that William Sulzer will be any more independent as Governor of the State of New York with Charles F. Murphy as "boss" of Tammany Hall, than when he was Speaker of the Assembly and received his orders from Richard Croker?

HEDGES' PUNGENT WIT.

Job E. Hedges, the Republican candidate for Governor, is waging one of the most strenuous campaigns which New York State has witnessed in years. He has cut entirely away from the hackneyed form of campaign oratory and his speeches have been remarkable for wit as well as eloquence. He does not believe that a statesman must pull a long face and suppress all sense of humor. He has not changed his policy since he became the Republican standard bearer. During recent addresses he has delighted large and enthusiastic audiences with his terse, epigrammatic utterances and his novel way of putting the issues of the campaign. Some of the epigrams which have been widely quoted are appended:

"I believe in the square deal, but I don't believe in one man dealing all the time."

"The man doesn't live who can be part of the active working force of Tammany Hall and raise the political moral level of the State of New York."

"I would not walk a foot for a quarrel and at the same time I would not run an inch to avoid one."

"I believe that the Government is a thing to live under, not on. That's the reason I don't belong to Tammany Hall."

CAYUGA'S VOTE MADE LEVY POSSIBLE.

Cayuga county occupies a rather unique position in regard to the monstrosity known as the Levy election law. The Bull Moosers have charged "that it is a bi-partisan conspiracy." Well, now, let us see. Here are the facts taken from the journals of the State Senate and Assembly: The bill was passed in the Senate June 29, 1911, by a vote of 26 ayes, all Democrats, to 18 noes. It was passed in the Assembly June 27, 1911, by a vote of 76 ayes, all Democrats, and was carried by a majority of one. The Republican members of the Assembly voted solidly against the bill.

Right here is where Cayuga county's connection with the bill became manifest. For the first time in thirty years Cayuga county had elected a Democratic representative to the Assembly. Had he voted against the measure it would have been lost. He voted for the measure and it was his vote which carried it. Do the taxpayers of Cayuga county want another Democratic representative?

SULZER'S QUICK CHANGE.

"I am a firm believer in the doctrine 'to the victors belong the spoils,'" said William Sulzer in 1910, before he was a candidate for Governor. Now Mr. Sulzer says: "I am in favor of the merit system and have been a consistent friend of civil service reform all my life." Sulzer bears the Tammany brand and can always be depended upon to "deliver the goods" to the Tiger.

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



Advertising Talks

RETAIL ADVERTISING

From the Viewpoint of the Country Merchant.

The following is a portion of an address delivered by David Oransky, a well-known merchant and advertiser of Atlantic, Iowa, before the meeting of the Western Iowa Editorial association at Council Bluffs:

It is a sad but too true fact that the country merchants as a rule are not extensive advertisers. I am convinced that they should advertise regularly and persistently. I believe so, not only because some people who are supposed to know say so, not only because my actual experience in connection with retail advertising in a small town has demonstrated to me the far-reaching benefits, both direct and indirect, to be derived from persistent advertising.

In this great period of advancement and progress, mere storekeepers can no longer succeed. It takes live, wide-awake, aggressive merchants to succeed today. The successful merchant of today, whether in the large city or the small town, must deal with modern conditions. One of the most important of these is the fact that this is a great age of publicity. Printer's ink is today selling more goods than ever before in the world's history and from present indications, its usefulness in this respect is only beginning.

People depend upon their newspapers and magazines for information on what to buy and where to buy. If we would be successful we must tell the public what we have to offer. We must, through the judicious use of printer's ink, convince the people that our wares are desirable and that our values are consistent with the prices asked. The ultimate end of the non-advertising retailer is very propheticly depicted in a little incident credited to Mark Twain. During Mark Twain's newspaper days, one of his readers found a spider in his copy of the paper and wrote Mark asking what it meant. The reply was that the spider was looking over the columns of the paper to ascertain who were the non-advertisers, so that he could weave his web over their doors.

So if the small town merchant does not advertise the people of his community are not advised of the fact that he has reliable and desirable goods, or that he offers excellent values. They read the announcements of the large city merchants; they are attracted to the cities or, in too many instances, they fall victim to the alluring literature of the mail order houses. Trade which rightfully belongs to them is leaving solely because of lack of publicity. For this reason it is obvious that extensive advertising is one of the strongest weapons that the country merchant possesses against the giant mail order houses.

But, if it is true that it pays the small town merchant to advertise extensively, if it is true that advertising is one of the merchant's most extensive means of combating the mighty mail order establishments, then, you ask, why is it that he advertises so little.

There appears to be two reasons. The first applies to, I hope, but a very small per cent. of the existing dealers. They are not progressive; they believe what was true ten or twenty years ago is true today; they forget that this is an age of publicity; they do not understand the mighty power of advertising; in short they are what we would term "old fogies." But, gentlemen, do not class all merchants who are not liberal users of printer's ink as back numbers.

Advertising is a difficult proposition and it is especially difficult for the small town merchant. I say, advertising pays, but that doesn't mean that if I buy large quantities of space and fill it full of type that I get results. The very fact that this is an age of publicity makes it all the more difficult to prepare winning advertisements. Hundreds of advertisements are being printed daily. The country merchant's printed announcements must compete with those of the city merchants' and mail order houses, which, by the way, are carefully prepared by advertising specialists. The advertiser must therefore make his advertisements attractive. He must study first of all the layout, he must carefully plan an arrangement so that he may obtain an effective appearance.

But although the arrangement and layout should be the first consideration of the advertiser, it is evident from the appearance of most country merchants' ads that their first consideration is the text. Here again the merchant has some difficult work mapped out for him. He must first determine what to advertise, and then come the description and argument. Assuming that he has gained the attention of the reader, the success of the announcement now depends upon the ability of the advertiser to create a strong desire for his offering.

The most profitable and most difficult method of advertising, and which method is seldom used by the small town merchant, is to exploit the quality, style, newness, worth and desirability of his merchandise with consistent price as a minor consideration. But can you imagine the country merchant with so many different lines of goods on his shelves attempting to determine the logical items to advertise, attempting to describe the features of his merchandise which will appeal to the public, attempting to choose or rather find the words, phrases and expressions which will suggest the desirability of his wares? Does not this suggest to your mind some of the problems of the country advertiser?

Or, if he chooses the less difficult but more frequently used method of appeal, he will talk price in his announcements. He will continually be holding "special sales," selling goods for cost and less. And if he gives values even half as great as his advertisements tell about, he will find himself conducting business at a loss or, if, after leading his customers to expect wonderful bargains, he attempts to obtain regular prices, he will soon discover that his ads have lost all effectiveness.

But in this age of publicity, the public looks to the merchants' announcements, not always for the story of a wonderful bargain event, but they are expecting to find information on what is good and what is bad, information to help them decide what they want, information concerning the most advantageous place to secure what they desire.

So the successful advertiser in city or village must choose for his subjects goods in which the public is interested; he must describe the goods in an interesting, truthful and forceful manner; he must advertise frequently and regularly, but most important and difficult of all, he must make his ads attractive, appealing and easily read.

It is my opinion that the newspaper can increase the pulling power of the ads 25 to 50 per cent. by a little effort along the lines of effective display.

So, gentlemen, I say again that advertising is a most difficult proposition for the country merchant. We merchants need your co-operation and help. You publishers need our support. Let us get closer together on this problem of publicity. It must be solved by both merchant and publisher alike before either of us can succeed in the fullest measure in our undertakings.

Waiting for business to get better doesn't help improve it to any noticeable extent.

ADVERTISING GETS RETURNS

No Other Legitimate Method Equal to Publicity, Intelligently Directed, for Selling Goods.

Effort intelligently directed through publicity brings larger returns than any other legitimate method. This is often demonstrated in business of many sorts and nowhere does it show up with such continuous activity as in newspaper advertising. Rightly placed an advertisement is an invitation to a possible customer that has a vital weight. The advertisement of a reputable business, in the pages of a reputable newspaper, is illustrating the word of honor of the man behind the publicity. A merchant tells through an advertisement what he wants the public to know. He states a fact. That fact, if he is the reputable man he should be, can be depended upon, day after day and issue after issue of the paper in which his publicity is gained. It is the trade mark of his calling, the guarantee of honest merchandising and the advertisements of these reputable dealers are readable.

And advertising brings in larger returns. It is impossible to find a method that will make more dollars, for the investment, as can be brought out in trade directed by intelligent advertising of honest merchandise or honest needs or wants. The money spent in this way reaches directly more people than could possibly be found by any other square method.

And there are countless illustrations where it has been shown that advertising pays. There is a recent case where a local man applied for the fulfillment of a desire through the classified columns of this paper. The cost, entirely, was less than a dollar, for four insertions. The first day's paper brought him thirty-eight replies and during the running of the advertisement there were fifty responses. It would have been impossible to have gained what was thus gained, in any other manner, than by the expenditure of a great many times this much money.

Advertising and Religion. Advertising in some aspects is a good deal like religion. Those who "get religion" from an evangelistic burst of oratory are often disappointed in its effect upon their lives. Spasmodic advertisers are frequently the converts of an advertising enthusiast who predicts great and immediate results in the business.

There are backsliders in advertising as well as religion. The percentage is probably just as high and they all blame "the religion" instead of their understanding. Real advertising must be as much a part of the business itself as true religion is of right living.—Paul W. Mtnalick.

WRATH CAME IN VERY HANDY

So Mad After Spot With Sweetheart That He Whipped a Bandit.

Sam Jones was mad clear through. He had just had a quarrel with his sweetheart, and although he had concealed his anger until he left her home he was now boiling over with rage. As usual, Sam had got the worst of the little spat, for in spite of his 6 feet 2 and his great strength his diminutive lady love had wound him around her finger like so much ribbon.

As Sam alighted from the elevated train at his home station his cheeks were still flushed with helpless anger and he was just "spolling" for a fight or almost any kind of a chance to even up matters on some one. His wish was destined to be granted sooner than he knew, for when he descended the elevated steps to the street a figure blocked his path, a revolver was held a few inches below his nose, and a gruff voice commanded, "Come on! Shell out, Jack!"

Without a second's hesitation Sam smashed the would-be robber full in the face with his brawny fist and sent him reeling several paces backward and stunned him so that he dropped his weapon. Both Sam and the thief were so surprised that they merely stared at each other for a few seconds, then the latter remembered that he possessed a good pair of legs and started to run at express speed.

"Here's a good one," Sam laughed grimly as he set out in hot pursuit of his assailant. "This fellow intended to hold me up and now I'm going to hold him up just to balance things a trifle." Sam was soon forced to give up the chase, however, for he was burdened with a heavy ulster, while the holdup man wore a light sweater.

"Gee," chuckled Sam, "if I hadn't been so hot under the collar as I was, as a result of that little fuss with Alice, I'll bet I'd have shelled out like a little lamb when he presented the invitation. I'll go up there tomorrow night with a big box of chocolates and square things up."

ROMAN ROADS IN ENGLAND

Project of Putting Old Highways in Useful Condition is Being Revived.

British motorists are showing some interest in a project which is being revived of reopening and putting in usable condition the old Roman roads that led out from London to the surrounding cities and that connected up the outlying places. The ancient highways, built by the Roman generals for military purposes, were well constructed and their routes were exceedingly straight, but they have apparently in many instances been practically abandoned.

Few expert students of the subject are aware of the great network of highways which were driven across England, Wales and Scotland by the Roman generals. The straightness of these roads probably is explained by the fact that the cities and towns they linked up were founded subsequent to the road making. The roads were constructed for military purposes—the subjugation and control of the turbulent Britons—and had no set objective. Camps grew into cities and towns founded at points of military vantage. These naturally lost their importance in many instances when the conquerors withdrew, and their very sites are forgotten.—Feld.

Eagles Clearing Away Pests.

The wild boars and foxes of Santa Rosa Island, Cal., are being exterminated rapidly and in a novel manner. The American eagle is doing the work. The eagles that have their habitat in the rocky eminences of the island grow to immense size, the smallest mature bird measuring about four feet from tip to tip and the largest being seven feet or more in sweep with wings extended. They can carry thirty or forty pounds dead weight for miles with apparent ease. The eagle swoops down upon its prey and rises to a height of fifty feet or more with the struggling animal clutched in its talons. If the pig shows too much fight it is dropped, the fall killing the animal. Then the eagle descends and carries off the carcass to the distant shore. Foxes also are the prey of the eagles.

Fellow Feeling.

An advertising man of Cleveland was going home one night in a street car. It was late and the man who sat next to him began to talk.

"What business are you in?" he asked.

"The advertising business." "Is that so? I used to be in the advertising business myself. Quit it, though, and went into the rag and old bottle business; got a horse and clean up my sixty every month."

"There seemed to be nothing for the advertising man to say, so he said it."

"Yes," continued the talkative man, "I was in the advertising business—was a sandwich man for a clothing store for six months! Say," and he leaned over, confidentially, "ain't it hard work when the wind blows?"—Saturday Evening Post.

Dig at Dubbleigh.

Dubbleigh—Your little dog barked at me but stopped when I looked him in the eye. Do you suppose he noticed my presence of mind.

Miss Keen—Possibly. They say animals often see things that human beings cannot see.

Bridegroom and Bride

Analogy Between Man's Earthly and His Heavenly Relations.

SUPPOSE that after getting married an earnest man should discover that his bride cared nothing at all about any of the things in which he was interested, that she could not sympathize with his aims and purposes in life, and that she preferred the company of other people, or even her own company, to his, and was altogether taken up with pursuits that did not seem to him worthy of pursuit—could that man rejoice over his marriage?

And the wife; would not she be also terribly disappointed—unless she had married the man only for his money without any intention of caring what he thought or did? And even in that case, could she hope to know any of the deeper joys of life? Could she help giving way more and more to a sense of dissatisfaction and discontent?

Would not such a marriage be a cause of unhappiness to both husband and wife?

All Members of the Bride of Christ.

Well, then, how about this case?

The church is the Bride of Christ. Church members—if they are in fact members of the spiritual church—are members of the Bride of Christ. Yet is it not evident that a very large proportion of those who consider themselves members of the Church of Christ, and who are recognized as such, prefer the company of other people to the company of Christ, and even when alone, prefer their own company to his? Is it not a fact that the majority of church members show much more interest in their own affairs and in their own comforts and pleasures than they show in the progress of the Kingdom of Christ or in overcoming the obstacles to its progress. In other words, do not professing Christians very commonly act like the wife who takes no interest in her husband or in his plans or in his work, and shows no sympathy with him in regard to the things in which he is most intensely concerned?

Can such a condition of things be anything but a cause of grief to the celestial bridegroom?

And can it bring any satisfying joy to the terrestrial bride?

How about our own lives, yours and mine?

Suppose we go through life without learning to love the things that God loves, to desire the things that he desires, and to take a deep interest in the carrying out of his purposes—would we be able to enjoy Heaven if we could get to Heaven? What would we do there? What pleasure could we find in trying to do the very things that we did not want to do in this life?

Out of Place in Heaven. One can imagine a fashionable church member asking, as soon as she had entered the pearly gates: "Where are the whist tables, and which is the way to the theater? Where is the ball to be given tonight?" And one can faintly conceive of the intense astonishment of her angel guide that any one could take any interest in such things in the presence of the king, and of the glorious work that he is doing. But if such pleasures as these are really the most enjoyable and most desirable occupations, why should we not expect to find them in Heaven? And if secret prayer is an unwelcome duty and if prayer meeting and hymn singing are so dull and tiresome as most Christians seem to think them, what would be the good of going to Heaven, where worship is more in fashion than card-playing, or dancing?

Paul said: "All things are lawful for me; but not all things are expedient. All things are lawful for me; but I will not be brought under the power of any." The real question is not whether we may do this, that, or the other thing, but whether the thing we do comes between us and Christ, or not; whether it interferes with our fellowship with him and the service that he requires of us, or not.

Foes in the Household.

It might be well if Christians were to take to heart what Rev. Stephen S. Wise said the other day to the members of the Free Synagogue of New York, of which he is rabbi: "The dignity of Jewish life is less marred by baseless attack from without than by ceaseless self-conscious babble within. We are in no little danger today of paying more attention to what others are saying against us than to what we are doing for ourselves. The wrong done to us is usually curable and may be borne without permanent hurt to our souls. The only irreparable wrong which can be done to Israel is done by Israel." That is as true of Christians as of Jews. The church can never succeed while it thinks lightly of its own mission in the world where its head has placed it.—Congregationalist.

Pray Trustfully.

What your prayers are, you will be. O my brethren, with deep earnestness would I urge you to pray—habitually, reverently, trustfully to pray to your heavenly father—and never to rise from your knees until you feel that you rise victorious, and that you, too, have been saying to God in the heart-felt purpose which gave might to the olden patriarch, "I will not let thee go, except thou bless me."—Frederick W. Farrar, D. D.

FIND AMUSEMENT IN PUZZLE

Object of Invention By Maine Man is to Remove Rings From Around Body of a Grotesque Manikin.

An amusing and by no means easy puzzle has been invented by a Maine man. The object of the puzzle is to remove a ring from around the body of a grotesque manikin. For the purpose of the puzzle the legs and the rest of the figure are in separate sections, the legs being pivoted at the lower part of the body. Also, the legs are bowed outwardly so that their



Amusing Puzzle.

width is more than the inside diameter of the ring. The arms of the figure are stretched far out so that the outside diameter of the ring is less than the distance between the outstretched arms. At first glance, taking these things into consideration, it would seem impossible to remove the ring, but it can be done and, as you will realize on second thought, the secret lies in moving the legs to the right position.

GAME APPARATUS IS UNIQUE

Pastime Called Gun Billiards Requires Considerable Skill in Playing—Affords Much Amusement.

In describing a game apparatus invented by A. Reibstein of New York, the Scientific American says:

"The object of this invention is to provide a new and improved game apparatus, which is preferably called gun billiards, and arranged to require considerable skill in successfully playing the game, and to afford amusement to the players and the onlookers. For the purpose mentioned, use is made of a continually moving ball carrier having spaced supporting means for supporting balls carried



Game Apparatus.

past the muzzle of a manually-controlled gun, for knocking off the balls from the carrier onto a counting table having retaining means for the ball. In the accompanying illustration the game apparatus is shown in a perspective view."

MAN'S LANGUAGE TO BRUTES

Peculiar Click and Chirp Used to Start and Hasten Horses Used in Many Parts of World.

The tale of the farmer in the Arabian Nights who could understand the language of animals and fowls in his barnyard probably had its origin in the ancient myth which asserted that in primitive times men and beasts were able to converse together.

In truth, as everybody knows, there are certain sounds, or words, which horses, dogs and other animals can be taught to understand; and, on the other hand, some of the sounds uttered by domestic animals have a meaning that man can understand. All this is, of course, a very different thing from language, and yet it has a certain scientific interest, evidenced by the various investigations that have been made.

It has been shown, for instance, with reference to the language used in talking to domestic animals that people unconsciously attempt to lower their language by abbreviations, etc., to the comprehension of brutes, very much as they do when they talk to young children. A curious fact is that the peculiar click and chirp used to start and to hasten the movements of horses are employed in widely separated parts of the world, but sometimes in a reverse sense. In India, for example, those sounds are used to stop instead of to start horses.

Food for Fishes. "Now, Susie," said the Sunday school teacher, "you may read the next verse."

The little girl read, "Cast thy bread upon the waters."

"Why should we cast our bread upon the waters?" asked the teacher.

"'Cause the fishes have to be fed," was the reply.

Brother Was Too Small. Elsie, aged 4, was taken in to see the new baby brother that had recently arrived. "Mamma," she said, after looking the baby over, "why didn't you pay a dollar more and get a size larger?"

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 Seneca, 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 19th, 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 Genoa, County of Cayuga, on or before the 1st day of November, 1912. Dated April 19, 1912. CHARLES W. SMITH, Executor. ULYSSES G. SMITH, Executor.

AMASA J. PARKER, Attorney for Executors, 119 Geneva 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 Seneca, County of Cayuga, on or before the 1st day of November 1912. Dated April 22nd, 1912. AUSTIN B. COMSTOCK, Administrator. BENJAMIN C. MURPHY, Administrator, 122 Geneva St., Auburn, 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.

IF YOU ARE ILL

from any disorder of the STOMACH, LIVER or KIDNEYS, or if your bowels are inactive at times, or you should suffer from headaches, get a 50 cent bottle of SEVEN BARKS of your druggist. If you are run down and don't feel as young and chipper as you used to, give SEVEN BARKS a fair trial; it will purify your blood, clear your system and brain, and make life worth living. It is absolutely harmless, is highly palatable, and will not disturb the most delicate stomach.

For sale at druggists at 50 cents per bottle. Don't fail to try it. Address LYMAN BROWN, 68 Murray St., New York, N.Y.

Dentists.

J. A. Spaulding, D.D.S. H. W. Reynolds, D.D.S.

Preserving the natural teeth our specialty.

Fillings, gold, porcelain, silver and gold inlays, Crown and bridge work just like the natural teeth.

Plates that fit.

Vitalized air for painless extracting. Write or phone for appointment.

Beil 57-J. Miller 90.

ON THE BRIDGE, MORAVIA.

SHERWOOD THE OPTICIAN MAKES GLASSES THAT FIT WHERE OTHERS FAIL.

66 Genesee St. AUBURN, N.Y.

FARMERS

Please Notice!

Wood and iron work of all kinds. Wagons and farm tools repaired on short notice.

WILLIAM HUSON, Genoa

Our Ready-to-Wear Department

Is complete in every detail. New garments are being received daily.

COATS—A wonderful assortment in the new mannish mixtures.

SUITS—The latest colorings, the most up-to-date materials in only the latest styles.

DRESSES—To suit every taste, for every occasion.

SKIRTS, PETTICOATS, WAISTS. Everything for a Woman's wardrobe. The quality a little better at the same price, or the same quality at a little better price at

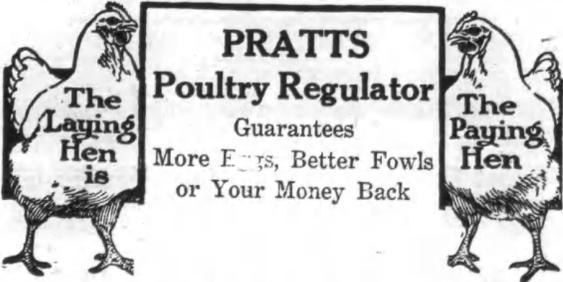


John W. Rice Company

103 Genesee Street, Auburn, N. Y.

Having made extensive alterations in our store we are now able to carry a much larger and better stock of goods than before. Our ready-to-wear department is complete. Coats and Suits for Children, Misses and Women at all prices. Some special values.

You should see our New Dress Goods and Silk Department, all colors in Dress Goods and Suitings at 50c, 75c, \$1.00 and up to \$3.50 yard. Silk from 50c to \$2.50. Corduerys, Velvets and Velvetens all colors. Give us a call.



PRATTS Poultry Regulator
Guarantees More Eggs, Better Fowls or Your Money Back

J. S. BANKER, Drugs, Genoa, N. Y.

Place your Insurance with the **VENICE TOWN INSURANCE CO.**
\$1,150,000 IN FARM RISKS!
WM. H. SHARPSTEEN, Secretary,
Office, Genoa, N. Y.



1912 NOVEMBER 1912						
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

WHO IS THIS?

By Rev. Parley E. Zarnann, D.D.,
Secretary of Extension Department Moody Bible Institute, Chicago

TEXT—And when he came into Jerusalem, all the city was stirred, saying, Who is this?—Matt. 21:10.

Jesus Christ had not been long at his work on earth until people began to ask questions about him and that of the text occurred in the midst of a great scene. It was asked amid the enthusiasm, excitement, and intensities of the first Palm Sunday when Jesus and a number of those who believed on him were coming to Jerusalem for the feast. The multitudes spread their garments in the way; others cut down branches from the trees and strewed them in the way; and the multitudes that went before and that followed cried, saying, Hosanna to the son of David; blessed is he that cometh in the name of the Lord; Hosanna in the highest. The throng moved near the city gates and passed into the city. This caused great excitement and all the city was moved, saying, "Who is this?"

In the days of his flesh Christ caused people to think and talk about him, and his influence is ever the same. It is still true that he cannot be hid and the question of the first Palm Sunday is an everlasting question, and there is a profound sense in which you and I are called upon to study Jesus, to understand his works, to interpret his life and to decide for ourselves who he is.

There are some interesting answers to the question. Some call him the great teacher and refer to the sermon on the mount, the parables, and the extracts of some of his public addresses. Some say he was a marvelous miracle worker; and that is true. He opened blind eyes, unstopped deaf ears, healed withered hands, allayed burning fevers, and brought the dead back to life; and all of these are parables of the power with which he works in the spiritual world. Some call him the sympathetic friend, and we remember his tender dealing with the woman taken in her sin, his solicitude and helpfulness in the case of the widow at Nain, and his affection for the friends in the home at Bethany; and it is still true "There's not a friend like the lowly Jesus." Some call him the matchless man, referring to the beauty of his character, the purity of his life, the universal character of his teaching and his world-wide outlook. Some speak of him as the mighty Saviour, and tell, with glowing heart, of his power to save; and still he is able to save unto the uttermost. Some recall the prophecy spoken by Isaiah and say he is the wonderful, and that this characteristic applies to all the other names.

In the first and second chapters of the Epistle to the Hebrews Christ is set forth as the perfect son of God and the perfect man and there is given a seven-fold proof of each. In chapter one we find that God hath in these last days spoken unto us by his son, he has become heir to all things, he made all things, he is the effulgence of God's glory, the express image of his person, he upholds all things by the word of his power, and when he had by himself purged our sins he sat down on the right hand of the majesty on high. In chapter two we find that he is a perfect man, but was made a little lower than the angels, he took man's nature, he endured man's temptation, he tasted man's death, he met man's foe and destroyed him, he wrought out man's salvation, and achieved man's victory. Without doubt he is the one perfect man.

"No mortal can with him compare,
Among the sons of men;
Fairer is he than all the fair
Who fill the heavenly train."

And let us not forget that all that may be said of him, and all that is true of him as a man is but a faint gleam of the glory which is his as the divine son of God.

The world's greatest mountain is Calvary, the little hill outside the city gates where Christ was crucified to save us all. Here we can see God's love for the sinner and the sinner's opportunity. Let that cross be the great answer to the question of the text.

Who is this? This is Jesus of Nazareth. You have seen him; you have heard him; you know the redemption which he wrought. What will you do with Jesus? Your joy for time and your destiny for eternity depend on your answer. I plead with you to make your eternal decision now; to join the innumerable throng which acclaim him as Lord of the heart, and king of the life, and which says:

"I could not do without Thee,
O Saviour of the lost;
Whose precious blood redeems me,
At such tremendous cost."

A prayerful hearing of the sermon is as important as its prayerful preparation.

NOTES From MEADOWBROOK FARM



Don't plant corn in weedy ground.

It never pays to hurry a colt at first.

Never feed a horse when it is very warm.

Move the brood coops as often as possible.

You cannot begin to feed and train a colt too early.

Lice will find a sitting hen if nothing is done to prevent it.

The aim should be to make each heifer better than her dam.

A thermometer for churning time earns its way summer and winter.

Don't wait for the beetle to appear on the early potatoes before you spray.

Scours are brought on by feeding cold milk and in keeping in dirty, wet pens.

It takes pretty good grit to let some old hens go, and yet it is a wise thing to do.

The Silver Campine is not a new breed, but one not generally known in this country.

The ewe has been found as economical as the cow in turning hay and grain into milk.

Work done for your cows, sheep and hogs now will show itself next fall in the returns you get.

The sow that is so clumsy or nervous that she always kills half her pigs had better go to market.

A large udder is not always a sure sign of a good milker, but more often than not it is a good indication.

If you take the young colt with the mother when at work, put a halter on it and hitch it to the side of the mare.

When the lambs are ten days old there is no danger in docking them—after that dock them just as soon as possible.

The printer and butter spade should be soaked first in hot water and then in cold water for some time before they are used.

The horse's stomach is in no condition to receive food immediately after severe labor, hence the necessity of a short period of rest first.

The calf should be taken from the cow very soon after birth. It learns to drink much more easily than if left several days with the cow.

Unless it runs smoothly and does not vibrate, a separator will not do its best work. A solid foundation means long life for the machine.

Dairy farmers wonder how they ever got along without cream separators. Five years from now they will wonder how they ever got along without silos.

Stallions and mares having small heart girths or light flanks are objectionable from the breeder's standpoint. A horse needs lots of room for heart and lungs.

Rape is a cool weather plant and does best in northern latitudes. Drill in 1 1/2 to 2 pounds to the acre as early in the spring as the danger from hard freezing is past.

The value of silage to sheep has been well enough established for us to know that in the future it is going to play an important part in the production of mutton and wool.

If the hogs are lousy get some crude oil and just as soon as warm weather comes pour a gallon or so of the oil on the holes where they wallow. Grease of any kind is death to lice.

Tar paint nor any other application of that kind will kill the peach tree borers already in the trees. The sharp wire is the only remedy then and the closest inspection is necessary to find his lair.

Save "polling" beans whenever possible by planting along the garden fence or in corn. Sunflowers, too, make good supports for beans, but it is preferable that the rows be planted north and south, so that the beans may get plenty of sun.

The value of stable manure or other fertilizer in the orchard depends upon the conditions of soil and climate. Some soils grow excellent fruit without any fertilizer while others must be fed. Simply a case of selection and good judgment.

Cherries require very little pruning.

The cow and the sow make a good farm team.

Drive a colt the first time with a fast walking horse.

The hens will relish a feed of scalded oats at any time.

Pull radishes just as soon as they are big enough to bite.

"Study to be quiet" is a fine thing in handling a team anywhere.

Chaff from the hay mow floor makes the best litter for chicks.

Too sudden a change of diet for the young calf is bound to start trouble.

Covered cream or milk cans on the way to town bespeak a careful dairyman.

There is every indication that grass fat beef will bring a good price this summer.

When the calf is two weeks old some skim-milk may be added to the usual feeding.

A horse that is watered two or three times a day is apt to drink too much at one time.

Fine corn meal for the skim-milk calf is a good substitute for the more expensive oilmeal.

Clean the mud from the horse's limbs during seeding operations, and prevent scratches and fever.

Quality in vegetables is the result of quick, unchecked growth, and this means plenty of water at all times.

It is not a difficult proposition to raise calves when the feeder uses some precaution in their management.

After turkey chicks are six weeks old they must be allowed to range else they will be sadly stunted in growth.

It is a mistake to try to fatten the brood sow. She should not be kept with the hogs that are being prepared for market.

While it requires one sort of education to make a good riding or driving horse, it requires another to make a cart horse.

Hens that roost in a damp, close house are apt to give out in the leg joints with a trouble somewhat akin to rheumatism.

It is easy to notice the effect of grass on the milk, but, with the cows that have silage, the change will be less perceptible.

Fruit trees planted in the hog pasture will supply shade and abundance of food in the fall when the trees come into bearing.

Better dairying should be the aim of every dairy farmer. It is only as he strives for better things that he can approach his ideal.

The man who makes a success at dairying or any other line of work starts with the right aim and never changes or loses sight of it.

Tests at experiment stations have shown that 20 per cent of the cream is saved by the use of a separator as compared with hand skimming.

There is no problem that is of greater importance today than conservation of soil fertility. The dairy cow, the hog and the hen help solve it.

Good care consists in doing everything from milking and caring for the cows to marketing the butter or cream as if your whole life success depended upon it.

Mix plaster of Paris and turpentine, mould in the shape of eggs, and put one in each nest to kill lice and mites. Do not use with eggs that are hatching.

There are 23 silos within a short distance of this farm. Many farmers have been closely pressed in order to find feed for their stock but none of the silo owners were.

A city chicken man has found a good way to break a broody hen. He puts an alarm clock in the nest and when the clock goes off that hen goes off too—and never comes back.

The cost of hauling over our country roads is now about 23 cents per ton per mile. In European countries the cost is below 10 cents. Our bad roads are an expensive proposition.

Shallow cultivation of corn is most in favor with the experiment stations, but much seems to depend upon climatic conditions. In dry climates you can safely cultivate deeper—three to four inches.

There is nothing like pasture to make good gains on any kind of stock when fed in connection with corn. In hog feeding we do not think we are putting it too strongly to say that pasture saves 35 per cent in feed.

The injury to various fruit crops by insects of all kinds is very great, as every one knows, but Prof. Stedman says that the damage to truck crops by insects every year exceeds the damage to fruit crops. And yet how few gardeners take steps to protect their crops.

HOME TOWN HELPS

TRUE SPIRIT OF THE WEST

Broad Interchange of Ideas One of the Secrets of That Section's Rapid Growth.

The western cities have commenced their annual gadding around among their neighbors. Just as soon as the snowdrifts melt and train schedules become regular, "boosters" organizations from every Trans-Mississippi hamlet and metropolis pack their grips, charter a train and zigzag through three or four states, which is some territory as the west goes.

They have two missions—to spread the gospel that their particular locality is the best in the country in which to be happy and prosperous and spy out, absorb and appropriate any improvement, method or custom of value which their guests may have and they lack.

This interchange of ideas regarding business methods, municipal government, how to raise bumper crops and swat the greedy corporations is the secret of the growth of the west, and also explains why it annually presents a new batch of political and civic ideas and backs them with a solidarity that is amazing.

In unity there is strength, and in co-operation and neighborliness there is growth. It is peculiar of the west and to the west that while the cities fight among themselves for supremacy they will drop all differences and fight much harder for the west.—Philadelphia Evening Times.

SERVES A DOUBLE PURPOSE

Cultivation of Garden Reduces Cost of Living and Helps to Beautify the City.

There is no good reason why the occupant of a small lot in city or town should complain about the high cost of living in the summer time, if he is willing to endure sore muscles for a brief period and to undertake perhaps unaccustomed labor with a spade and rake.

Every back yard on which the sun shines with reasonable warmth can be made to produce fresh vegetables enough to supply the average family in abundance and variety not surpassed by the menus of expensive hotels.

Every food requirement can be met with vegetables grown in the back garden. It is indeed difficult to find the soil or location which will not produce good crops if proper skill and care be used in fertilizing and preparing the soil and in choosing the seed.

Statistics have proved that the high cost of living is not due to increased expense in producing food, but that the big proportion of the high prices goes to the middlemen. Every owner of a garden is independent of the middleman. No time may be lost by the man who wants to try gardening in preparing the ground and sowing the seed.

Beautiful Cities of the Future.

The development of American cities, especially since the civil war, has been so rapid that it has been almost entirely commercial. Like Topsy, American cities have "just grown." They began with a cluster of shacks at some road crossing and in their growth they followed the lines of least resistance. Streets took the places of cowpaths and gradually a town came into existence and the authorities thought that all that was necessary to prepare for future growth was to adopt a city plan of square streets or streets conforming to the topographical conformation of the place. In many places the main thoroughfares are narrow and these in later years have become congested, the cities have taken on a hodgepodge look and there has been no room for beautifying things unless radical changes should be made. Many an American city has waked up to these conditions and the result has been that all over the country the architectural physicians have been called in to help things out. If the pace keeps up these architects venture to predict that within twenty years the United States will have a score, if not more, of beautiful cities, which cannot be surpassed anywhere in the world for their size.

Rose-Slip Day.

Tacoma, in the state of Washington, has worked out an idea that is worth copying. It has a Tacoma Rose society, and this society has hit upon the plan of giving away rose slips in order to encourage the cultivation of roses and to help along the campaign for a city beautiful. The first rose-slip day was celebrated this year. The society was not prepared for the demand for slips. Crowds, many of whose members were children, clamored for cuttings. The society had only 35,000 to give away, and this did not come anywhere near meeting the call. It has now announced that it will be glad to receive cuttings from any citizens who are pruning their bushes, and next year it hopes to distribute 500,000 slips.

What such a planting of roses will do for Tacoma can be imagined. Of course, rose-growers on the Pacific coast enjoy certain advantages which their eastern kindred slip for in vain. But the Tacoma idea is worth copying, if not in roses in something else.



God Demands Recognition

By Rev. J. H. Ralston,

Secretary of Correspondence Department of
Moody Bible Institute, Chicago

TEXT—Psalm 46:10—"Be still, and know that I am God."

While we rarely find a professed deist nowadays, few men recognize God as he manifests himself. Yet, while men do not recognize God who has revealed himself, they are constantly manufacturing gods to suit themselves, and these are as numerous as those of Egypt in the days of the Pharaohs.



In the text there is the call of God to give attention to himself—"Be still, and know that I am God." God is intensely interested that man should recognize him, not only because man would thus greatly bless himself, but God demands this recognition because he is sensitive to the appreciation of those whom he has created in his own likeness and image. We must maintain this, notwithstanding the specious plea that it would be ignoble in God to demand such recognition.

This matter can only be settled by an appeal to authority, and multitudes believe that the Bible is such authority. In Exodus 34:14, we read: "Thou shalt worship no other God, for the Lord whose name is jealous, is a jealous God." Joshua called the attention of Israel to the same characteristic in God when he wished Israel to return to God, to the enjoyment of their divine heritage.

In the text God does not ask man to know him; he simply asks that we recognize him as God, and appeals in the 8th and 9th verses of this chapter for the use of the physical senses: "Come, behold the works of the Lord, what desolation he has wrought in the earth; he maketh wars to cease unto the end of the earth, he breaketh the bow and cutteth the spear in sunder; he burneth the chariot in the fire." Our attention is also called to what we have heard with our ears, and our fathers have told us what he has done in the time of old. Were not God's dealings with the Egyptians to prove that he was God? Was not God back of the blessing of Israel by Balaam, while Balaam's purpose was to curse? Has God not set up one and put down another? Has he not despoiled the devices of the crafty that their hands cannot perform their enterprise, and has he not taken the wise in their own craftiness, and is not the counsel of the froward carried headlong? And what shall be said of the occurrences of modern history? Had God anything to do with the earthquake in San Francisco; the burning of the General Schofield, and the sinking of the Titanic? Of the latter event it is said that in the last moments of that fated vessel's remaining afloat, all classes of people prayed, and the band played until the very end, "Nearer, My God, to Thee." And what was this but recognition of God, and possibly with many, too late?

To say that God has nothing to do with these things on the ground of that it would be violence to the reign of law, dishonoring to him as an infinite being, and entirely relieve man of moral responsibility, is really not worthy of serious consideration. The consciousness of God's immanence in all such things would be a deterrent from sin on the part of some, and would be an incentive to good on the part of others.

How are men to know God? Simply by being still. By searching, men cannot find out God. As David would lie in the fields at night and look up into the starry heavens, it would not be for the purpose of finding out God, but as he gazed he could not help but exclaim: "When I consider the heavens, the work of thy fingers, the moon and the stars, which thou hast created, what is man that thou art mindful of him, or the son of man that thou visitest him?" As Moses would have Israel to recognize God, he said: "Stand still, and see the salvation of God." As Isaiah would have Israel see wherein their strength lay, he said they should sit still. So the method of knowing God is to just keep the eyes and ears open, to stop, look, listen—God is here, there, everywhere. The results of this will be a more serious consideration of one's obligation to God. The life of the Christian will be made richer, and as the darkness of the hereafter is approached, there will be a preparation to meet God, with whom, whether he will or will not, man has much to do. To know God, and him whom he has sent, is everlasting life.

When the dust of business so fills your room that it threatens to choke you, sprinkle it with the water of prayer, and then you can clean it out with comfort and expedition.—James Siskler.

Only in a world where there is suffering could God prove that he is love.

The man who buries his talent might as well bury himself.

The KITCHEN CABINET



WHEN we have nothing else that we can do for the good of mankind, and are so poor that we have nothing else that we can give, we can always and everywhere give kindness. Kindly sympathy in another's interests, kindly judgment of his efforts, honest pity for his mistakes and failures, sincere pleasure in his successes—these are always in our power if we are not too self-engrossed to bestow them, and these will do so much to fill the days with sunshine and the future with radiant hope.

APPLE DISHES.

There is no sauce quite like the green apple sauce, which is prepared as soon as the apples are large enough to cook. The skins are tender, and so we leave them unpeeled, and sweeten them just before taking off. Many like to put the sauce through a sieve, before serving.

Fried Apples.—When the Duchess apple is about half grown they begin to be good for frying. Core them without peeling, cut in half inch slices and fry in hot fat; sprinkle generously with sugar and add a shake of salt and paprika. Turn carefully with the pancake turner to keep them in shape.

Fried Apples and Onions.—This is a most appetizing dish for those who enjoy onions. Cut up the apples as for stewing. Slice a few onions, a third as many as of apples, or just one for flavor. Fry the onion in the hot fat, add the apples, removing the onion before it gets too brown, or adding some water to cook them all together. Season with salt, and if the apples are sour, a generous measure of sugar. Serve as a garnish for pork chops or as an extra vegetable.

Apple pie is too well known, except to mention. There is none excels it. When well made and served with cheese it is a popular pie. Apple pie a la mode is simply apple pie served with a spoonful of ice cream on top.

A very good filling for a cake, and one which keeps its flavor, is the following: Grate a good-sized apple, add it to the well-beaten white of an egg and a cup of powdered sugar. Beat until stiff. This makes a pretty dessert served with a thin custard poured around it.

The ways of serving apple in dishes is legion. As salad, a combination of diced apple, celery, nuts and salad dressing makes a dish most welcome and refreshing.

Apple sauce cake is one in which a cup of sifted apple sauce takes the place of eggs. A most satisfactory cake to keep.

Nellie Maxwell.

The KITCHEN CABINET



TODAY is your day and mine, the only day we have, the day in which we play our part. What our part may signify in the great whole, we may not understand, but we are here to play it, and now is our time. This we know; it is a part of action, not wishing. It is a part of love, not cynicism. It is for us to express love in terms of human helpfulness. This we know, for we have learned from sad experience that any other course of life leads toward weakness and misery. —David Starr Jordan.

WHAT TO HAVE FOR LUNCHEON.

As variety is the spice of life, we are always on the lookout for something new, or odd, or unusual in the eating line. There is no excuse for monotony in the summer months, when there are such good things from farm and garden.

Cheese Omelet.—Soak a cup of bread crumbs in two cups of milk; add a pinch of soda, half a teaspoonful of salt, a pinch of cayenne and a teaspoonful of melted butter. Beat two eggs, add to the bread and milk and add a small cup of grated cheese. Bake in a hot oven until light brown.

When one has a few pieces of leftover steak, cut in small pieces and add to a good-sized onion which has been fried in hot fat. Dredge the onion with flour before frying. Add a cup of tomatoes and sufficient water to keep from burning. Season with paprika and cook slowly two hours.

A pretty way of serving eggs on toast is to cut half inch slices of bread with a large biscuit cutter. With a smaller cutter stamp out a circle half way through the slice, then hollow out the place and brown the bread in butter. Drop an egg in the hollow and place in the oven to bake. Season and garnish with parsley.

Golden Rod Eggs.—Prepare toast, cut in squares or circles. Cook a few eggs in the shell until hard; the number will depend upon the number to serve. Make a cup of rich white sauce by cooking together two tablespoonfuls each of butter and flour, adding the flour when the butter is bubbling hot. Then add a cup of milk or thin cream, a half teaspoonful of salt and a few dashes of paprika. Chop the whites of the eggs, add them to the sauce. Butter the toast and pour over the white sauce. Put the egg yolks through a ricer and sprinkle over the white sauce.

Nellie Maxwell.

KANSAS HAS GROCER-EDITORS

Merchants Are Printing Small Journals to Advertise Their Goods Among Customers.

The Kansas grocer is breaking into journalism. In a number of the small towns of the state, small two, four or eight page newspapers are being published by the men whose regular business is to weigh out sugar and measure up the supplies for the kitchen tables of their customers.

While he stacks the articles in the market basket of the housewife, the editor-grocer finds out who the newly arrived visitor in the community is, who was married during the week, and other items to fill up the local columns of his paper. At intervals of one, two or four weeks, the store newspaper makes its appearance.

The store paper is generally published in a town too small to support a regular weekly, and in such places meets a need of the storekeeper by advertising his place of business and at the same time with its news features fills a niche in the community that gives it a welcome place. In a town where no paper is published, effective advertising, which is just as essential to the success of the small storekeeper as to the owner of the city department store, becomes a problem. Window displays and hand bills left in buggies and autos reach only a part of the field.

Printer's ink publicity of some kind is essential if the merchant wants to keep the people informed of what is going on in his store. It must be sent out at regular intervals. Probably not more than one-half of his customers take any one newspaper. Those living on farms owe no allegiance to any particular town. The county seat paper may appeal to some. Others will take the paper published in the town where they know the most people, while still others will take nothing but the city daily.

These conditions make a place for the store paper. No subscription fee is charged. The local news in the paper makes a demand for it and in this way the merchant keeps the name of his store before the people of his community and keeps them advised of bargains, changes and new goods.

Real advertising is only incidentally writing. It is salesmanship that simply happens to be talking per the printed page—happens to be because it found a magnificent big opportunity to talk thus through the eyes of 10,000 humans at once instead of through the ears of the 10,000 in succession.

GOOD DISPLAY IS VALUABLE

Goods of the Merchant, Attractively Shown, Helps Sales—Signs Draw Attention.

"Many stores are so prim that neat in the arrangement of goods that there is little or no inducement to buy," says a writer in the Dry Goods Economist. "This may read like a paradox, but the point is that, while neatness and cleanliness are to be commended, the goods must be so displayed and ticketed that they will induce purchases. When goods are on the shelves or under the counter, where they cannot be examined or seen, people will only buy what they come for."

"If displays cannot be made on the counter, then a table or some other stand should be set apart for making reasonable displays of goods, with price tickets on them. These displays should be changed every two or three days."

"In this connection dealers will always do well to make use of the various signs and store displays provided them by the manufacturer. These things are always valuable in drawing attention."

"But pursuing this policy you will find that customers, as soon as they have made their regular purchases, will examine these displays to see what you have new to offer, and many sales will be made which otherwise would have been lost."

"The variety five-cent and ten-cent stores, especially those of the better sort, give lessons in the art of display that can be used with benefit by tradesmen in every line."

Big Advertising Waste.

The business man's waste paper basket has increased 100 per cent. in size during the last seven years. The fact leads to the inquiry, Why? The answer is to be found in the mass of ineffective and undigested circular and other advertising matter that daily pours into the office of every active business man only to find a resting place in the waste basket. Some of these advertisements are so poor that their typographical appearance condemn them; some are so badly written that they create no desire to purchase; others have merit and carry a message, but the message has been sent to the wrong person. Much of the waste basket could be eliminated by the employment of more intelligence in the preparation and distribution of advertising matter.

Why "Knocking" is Bad Business.

If you knock your competitor you are told you are making a psychological error. True, but what does it mean? Simply this: that the normal mental tendency is fair-play. If your ad violates that standard in the buyer's mind, you will create a repulsion, thereby spoiling your chances for a sale.—A. T. Osborn.

Foster, Ross & Company

THE BIG STORE

Long Ulster Coats, English Walking Coats, Johnny Coats

Fashion has decided that these will be the great Vogue this Fall and Winter. They are here in great variety and in the proper styles but this notice is specially meant to draw attention to the splendid stock of yard materials for the making up of these and other garments.

- A beautiful line of Zibeline Coating mixtures \$2 to \$3 a yd.
- A fine line of double-face Coatings in plain and plaid backs in special patterns, \$10.50 to \$20 a pattern.
- Imported Scotch Mixtures, very nobby, a choice assortment, \$2.50 to \$3.50 yd.
- A very fine stripe Boucle Coating, something quite new, 54 inches wide, \$4 yd.

We carry also a great line of medium priced Coatings for Ladies' and Misses' Garments, in stripes, plain and fancy mixtures, from 1.25 to 2.00 yd.

Full range of Black Kerseys for Coats, 1.75 to 3.00 yd.

Foster, Ross & Co.

SECOND HALF FALL TERM

Of the Auburn Business School will begin MONDAY, NOV. 4. Business and Shorthand courses, taught by experienced teachers mean thoroughly trained young men and women for office work. Call, write or telephone 708-J.

H. F. Crumb, Prop.
51 to 55 Genesee St., Auburn.

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 Mary J. Branch, 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, &c., of said deceased, at his place of residence in the town of Genoa, County of Cayuga, on or before the 30th day of April, 1913.

Dated October 24, 1912.
GAIL J. THAYER, Executor.
S. Edwin Day, Attorney for Executor, Moravia, N. Y.

The Surprise Party.

Mother was invited to a party and Dorothy, five years old, was in mother's room while she was dressing.

"Where are you going?" asked Dorothy.

"I'm going to a surprise party, dear," replied the mother.

"Are we goin' with you?"

"No, dear; you're not invited."

The little girl was thoughtful for a moment. Then she said:

"Say, mother, don't you think they'd be lots more surprised if you did take me?"—Milwaukee Free Press.

Low Finance.

Joe Rank of Atchison tells this story: "A colored man was charged with stealing \$9.70. His lawyer, after a long fight, succeeded in securing his acquittal. After the acquittal the lawyer told the darky that he ought to have some pay for his hard work. 'Have you got any money at all?' inquired the lawyer. 'I've still got that \$9.70,' said the negro."

If you have anything to sell, if you want anything, have lost or found an article, make it known through a Special Notice in THE TRIBUNE.

QUINLAN'S

A new assortment of Trimmed Hats for Saturday

Price \$2.98 to \$5.00

CHILDREN'S HATS

98c to \$1.98

One lot of Fancy Feathers, worth \$1 to \$2, special for Saturday, 25c and 50c

Women's and Misses' Coats and Suits at greatly reduced prices for Saturday

\$32.50 Suits \$28.50. Suits in plain tailored effects, in plain and two tone serges and mixtures, special for Saturday, \$28.50

\$27.50 Suits \$23.50. Newest models in blacks, navy and mixtures, special for Saturday, \$23.50

\$23.50 Suits \$19.50. Handsome suits, plain tailored, in black, navy, brown and mixtures, special for Saturday \$19.50

Coats, three-quarters and full length at \$9.98, 15.98 and up

Street dresses of serges and corduroy, \$5.98, 6.50 and up

Separate skirts in serges, mixtures \$3.98, 4.98 and up

Silk and Messaline Waists \$2.98 up

See window

QUINLAN'S,

Millinery, Cloak and Suit House,

145 Genesee Street, Auburn, N. Y.

John W. Rice Company

103 Genesee Street, Auburn, N. Y.

Having made extensive alterations in our store we are now able to carry a much larger and better stock of goods than before. Our ready-to-wear department is complete. Coats and Suits for Children, Misses and Women at all prices. Some special values.

You should see our New Dress Goods and Silk Department, all colors in Dress Goods and Suitings at 50c, 75c, \$1.00 and up to \$3.50 yard. Silk from 50c to \$2.50. Corduroys, Velvets and Velvetens all colors. Give us a call.

