

THE GENOA TRIBUNE

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Friday Morning, Feb. 6, 1914

He Was the Goat.

The first time William Randolph Hearst ever made a public speech was when he was nominated for congress in New York some years ago.

The New God.

I look about me and behold How all is changed. The sound and sane, The kind, the true, the hale and old

His Awful Burden.

It was sentence day in the court of general sessions. A long, incongruous line of prisoners formed in the aisle.

Its Tablet.

De Pachmann, the pianist, and Goldmark, the famous opera composer, met in front of the latter's Vienna home

She Weeded.

One of the stories Lady Dorothy Nevill used to tell in telling was of a certain lady not very well versed in the ways of society.

Corrected.

"He says he is always outspoken in his wife's presence." "He means out-talked."—Houston Post.

THE Most Successful Merchants in the United States Are the Largest Advertisers. See the Point?

The Chemical Detective.

Great is the chemist. A glue factory, which was proud of the sticking qualities of its glue, received many complaints that its glue was not sticking.

Interstellar Space.

That interstellar space is not absolute void, but is partly filled with particles of matter, however small or invisible, is the theory that an American astronomer has evolved through the study of comets.

Rough Training at Eton.

Early in the last century many boys at Eton, England, had to undergo a rough training. An old Etonian who left the school in 1834 describes his experiences there as "worse than that of many inmates of a workhouse or jail."

Ancient Egyptians.

That the ancient Egyptians were not negroes is certain, and it is equally certain that they did not belong to the Semite or Jewish race.

Explorer's Remarkable Feat.

Sir James Barrie's affection for explorers is no new thing. All who know his "Edinburgh Eleven" will remember the eulogy of Joseph Thomson, the Dumfriesshire Scot, who did pioneer work of the Livingstone kind in Africa.

Your Silver Teapot.

When the inside of a silver teapot starts to tarnish the following idea is very good to make it look like new: Put a large piece of washing soda into the teapot and fill with boiling water.

His Chief Objection.

Turning to the newspaper reporter, who was his passenger, the aviator exclaimed: "It's all off; the propeller is broken, and we are doomed to fall 6,000 feet!"

Strength in the Arms.

Equality of strength in both arms occurs almost twice as frequently with women as with men, more men than women being stronger in the right arm than in the left.

Agreed.

She—So they returned your manuscript. It is too bad. He—Yes; that's what the editor said about it.—Boston Transcript.

Five Buttons.

Chinese coats have five buttons, signifying the five Confucian virtues—humanity, justice, order, prudence and rectitude.

Advertising Talks

GREAT POWER OF LITTLE WANT ADS

Have Prevented Suicides, Reunited Families and Done Other Remarkable Things.

The want ad is the modern miracle worker. It performs feats daily that could be accomplished in no other way with the same swiftness and sureness.

Want ads have been published asking for rain and it rained. Can any one question the cause of the downpour?

The want ad is the modern miracle worker. It performs feats daily that could be accomplished in no other way with the same swiftness and sureness.

ABANDON THE MAGAZINES

Corset Manufacturers Turn to Newspapers as Mediums for Reaching Public.

The advertising manager of one of the largest corset houses in the country expressed the opinion recently that, as advertising mediums, the general magazines have "struck twelve."

These little stories contained between the lines of the want ads

are stories of the young and old as well as of those in the prime of life. Here we see a little girl seeking a home:

CONDITIONS FORCE A 12 YEAR OLD

girl to seek a home. No relatives known financially able to care for her. Can you assist? X The Tribune.

In another place a childless couple

or perhaps one whose children have grown up—are looking for a child to adopt.

A home broken up is indicated by the following:

WILL J. M.—YOUR BABY DAUGHTER ill; wife heartbroken; let us hear from you. C M. The Tribune.

The list—fortunately not large—of those who will be "responsible only for debts contracted by myself"

indicates broken partnerships either business or matrimonial. But the following perhaps has a happier explanation—the children have grown up:

FOR SALE—SULKY CART FOR TWINS.

X, The Tribune. This advertisement would indicate that some young couple were setting up housekeeping:

WANTED—SECOND HAND SET OF

silver for family of two. X, The Tribune. But this one appears to contain the story of a jilted or socially disappointed young man:

FOR SALE—BRAND NEW DRESS SUIT

for young man. X, The Tribune. And this one, that illness no longer afflicts some member of the family:

INVALID'S CHAIR FOR SALE.

X, The Tribune. In the want ads one can find for sale cradles, feathers for the nest, and even tombstones. A second-hand marriage license has yet to be advertised.

Why Buy at Home

Because my interests are here. Because the community that is good enough for me to live in is good enough for me to buy in.

Because I believe in transacting business with my friends. Because I want to see the goods I am buying.

Because I want to get what I buy when I pay for it. Because my home merchant will take care of me when I run short of cash.

Because some part of every dollar I spend at home stays at home and helps work for the welfare of the town and the county.

Because the home merchant I buy from stands back of his goods, thus always giving value received.

Because the merchant I buy from pays his share of the county and town taxes.

Because the merchant I buy from helps support our poor and needy, our schools, our churches our lodges and homes.

Because if ill luck, misfortune or bereavement comes, the merchant I buy from is here with his kindly expression of greeting, his words of cheer, and, if needed, his pocketbook.

Let us make this town a good place in which to work and live. It's easy and certain if everyone will do his share.

The dollar sent away seldom returns, while the money spent at home is apt to leave a scuffling at your door.

Genoa Roller Mills Grinding Six Days in The Week WE ALSO KEEP ON HAND Ceresota, Hull's Superlative, Occident, Gold Medal, S. & M., Silver Spray, Graham, Bolted Meal and Fresh Buckwheat flour. Feeds of all kinds and Poultry Supplies. W. F. Reas & Son

Your Best Cow will beat her own record and all your herd will show improvement if you use Pratts Animal Regulator. It aids digestion; increases the flow of milk; reduces the cost of keep, and makes a big difference in net profits. 25c. pkg. to 25 lb. pail at \$3.00.

J. S. Banker, Drugs and Books THE GENOA TRIBUNE and N. Y. World \$1.65

Is a Cayuga County Institution offering all the advantages of a modern Bank and Trust Company at your doors. It pays interest on deposits at the rate of 3 1-2 % Deposits made the first three days of a month draw interest from the first.

It pays checks without presentation of pass books. Resources \$2,466,698.39 Deposits \$2,135,883.80 RALPH R. KEELER, President GEORGE W. BENHAM, 1st Vice Pres & Treasurer

SPRING GOODS ARRIVING Silks, Dress Goods, Wash Goods, Laces, Nets, Allovers, Flouncings, Hosiery, Gloves, Underwear, Ruffings, Ribbons, Neckwear, Fur and Feather Trimmings, Feather Scarfs and Muffs. BUSH & DEAN, 151 East State St., ITHACA, NEW YORK.



