

# A Special Selling!

## \$1.35 SHIRTS \$1.35

This offering includes an extra quality of Madras Shirts from one of the reliable manufacturers — and the selection is complete, comprising all the favored weaves and patterns.

It's impossible to appreciate the fullness of these values until you see the high quality of these shirts. They came too late for our holiday selling and in order to move them quickly we are offering these shirts at \$1.35. Not one in this lot worth less than \$2.00, and most of them are good values at \$2.50. Every size from 13½ to 17½.

**SCHAUL & ROOSA CO.**  
117 Main Street  
HORNELL, N. Y.

## Of Interest to Farmers

### NEWSPAPERS TO HAVE PLACE IN FARM WEEK

Fourth Annual Conference Arranged for First Two Days of Annual Gathering at Cornell

The newspapers of the state will again have an important part in Farmers' Week at Cornell, which is scheduled for the State College of Agriculture at Ithaca for Feb. 12-17. The first two days of the week, Monday and Tuesday, have been set aside for the newspaper conference, the fourth held in connection with the annual get together of rural New York.

Prominent newspaper men from New York and from other states will address the conference. Special emphasis will be placed on practical methods of covering the news of rural activities in the newspapers of New York, especially those published up state having a large rural constituency. This discussion has been called for by publishers who realize the importance and value of news of this

kind but have had difficulty in getting it.

There will be a competitive newspaper exhibit for which prize ribbons will be awarded. Separate classes for weeklies and dailies will be offered in front page display, editorial writing, and the like.

On Monday night a banquet will be attended by the newspaper men, members of the editorial boards of the Cornell student publications, and of the classes in agricultural journalism. Last year a similar dinner proved one of the most enjoyable features of the conference, in the opinion of the visiting editors.

### Agrigraphs

Price per ton is a poor way to figure the cost of mixed fertilizers.

Save all trees for lumber that will make lumber. Use only defective ones for firewood.

The farmer who uses printed stationery not only appears business-like

to others, but sets a business standard for himself.

Eventually you will take a farm inventory — why not this month? Bulletin SD, which the State Agricultural College at Ithaca will send you free, tells how.

Uncle Ab says: "The man of most use to his neighborhood puts as much thought on his own job as he demands of the President on the affairs of the nation."

No training will give to all the people of the state the same good results that a good agricultural training will give. It is the foundation of your prosperity. — James J. Hill.

"A file of bulletins from the Agricultural College and from Washington is worth more to me in my business than any other help I get," says one successful farmer. The State College at Ithaca will send a list of its free publications for the asking.

### Homespun Yarn

When you patch that torn place on the wall paper tear the patch instead of cutting it; it will show less.

Slates may be out of date in the schoolroom, but one hung up in the kitchen is helpful to jot down things needed from the store.

Embroidered pillowslips that break in the centers don't have to be thrown away. They make nifty petticoats for the little girls.

The power of the press goes into the kitchen! Several newspapers under the oilcloth on the kitchen table make the oilcloth last longer.

Aunt Ada's Axioms: "The right rural life not only satisfies the hunger of bodies that must be fed; it also satisfies that hunger of the heart for human sympathy."

Don't overwork one flat iron. If the irons are numbered with white chalk, you can be sure you're using them in rotation, and can tell which has been heating on the stove the longest.

To be happy at home is the ultimate result of all ambition, the end of which every enterprise and labor tends, and of which every desire prompts the prosecution. — Johnson.

Have you a little country theatre in your town? The plays for it may be selected from a list published by the College of Agriculture at Ithaca. Send a postcard asking for it.

### Births

Dec. 17th, to Mr. and Mrs. Bert Crawford, of Argonia, a son.  
Dec. 28th, to Mr. and Mrs. T. E. Martin, of Belmont, a daughter, Elaine Ruth.  
Dec. 22nd to Mr. and Mrs. Jesse York, of Greenwood, a daughter.  
Dec. 26th, to Mr. and Mrs. Duane Burch of Cuba, a daughter, Helen Louise.

### Marriages

Mrs. Nettie Clark and Lewis Mil- low, of Rushford, were united in marriage Dec. 23rd.  
Miss Minnie L. Connor and Clair Burlingame, of Cuba, were married Dec. 27th.  
Miss Anna Smith, of Whitesville, and Clyde Shellman, of Lawrenceville, Pa., were married Dec. 23rd.  
Miss Margaret E. Kingsley and Harlan I. Strahan, both of Fillmore, were married Dec. 24th.  
Miss Genevieve Allison, of Cuba, and DeWitt G. Dewey, of Dunkirk, were married Dec. 22nd.

### Deaths

Mrs. Jane Conway, an aged resident of Friendship, died Dec. 26th, while seated in her chair conversing with her family. The remains were taken to her former home in Indiana for burial.

The city worker may get more money than the farm-hand; but he also spends more.

Uncle Ab says: "Money may be the root of all evil, but it is also the basis of a satisfying farm life."

When all is said and done, increased production of high-grade products is the surest way to farm profits.

Good clover seed costs fifty cents to a dollar more a bushel than does poor stuff, but it's worth a lot more.

The first farmer was the first man, and all historic nobility rests on possession and use of land. — Emerson.

Good farmers keep financial records. Have you the book from Cornell on how to take farm inventory and make a credit statement? A postcard to the College of Agriculture at Ithaca asking for SD will bring it.

Don't put off seed-buying. At the tail-end of the buying season you get the tail-end of the seed supply and the

whole supply is none too plentiful this year.

Sombody says that each stump costs a farmer 25 cents a year to maintain. This may be true of stumps in cultivated land, but hardly true of land in permanent pasture, tho the stump occupies ground space that might be producing grass.

Some people can make a big stir in this world without doing any talking. They are editors.

Some people are great believers in telling the whole truth, especially if it is tinged with scandal.

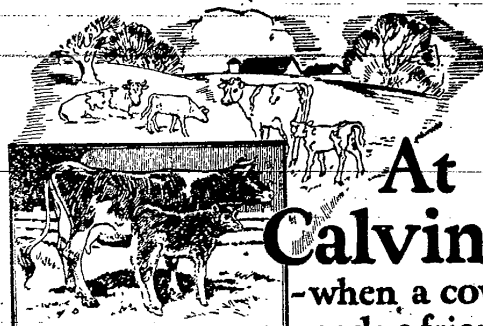
Greetings! Another year of opportunity is before you.

Some people don't know when to quit because they never start.

By wishing your enemy a happy New Year you might convert him into a friend.

Years are much like kings. As one dies there is always another ready to take its place.

Most editors are fair judges of human nature. Otherwise they would not long be editors.



## At Calving - when a cow needs a friend

### "The Home Cow Doctor"

—this is the title of a genuinely authoritative book on cow diseases, and how to successfully treat them at home. We want you to have a copy of this book, and will send it free on request. We merely ask you in return to give us the name of your local dealer. Drop us a postal today for your copy. The book has been worth hundreds of dollars to many cow owners, by telling them just what to do at critical times.



NO NEED to tell you that calving is a severe strain on the vital organs of even the most vigorous dairy cow. In the shock and strain lurk many hazards to health and milk-giving.

The genital and digestive organs, carrying the burden of this function, need help. They need a real friend—before, during and after.

Here is where Kow-Kare comes in strong. It contains the medicinal properties to build up the genital organs to vigor, and regulate the digestive functions as nature requires. Because of its success in bringing cows safely thru calving in perfect condition its use in this emergency is known in most well-regulated dairies.

The use of Kow-Kare is neither expensive nor difficult. Just a tablespoonful of the medicine in the feed twice a day for two weeks before, and for two or three weeks after calving. A few cents spent to assist nature will repay you with a healthy, productive milkier and a vigorous calf.

Kow-Kare is equally effective in treating Retained Afterbirth, Abortion, Barrenness, Scouring, Bunches, Milk Fever, Loss of Appetite, etc. Many dairymen feed Kow-Kare one week each month to every cow, and realize big increases in milk yield thru the added vigor of the herd.

Try Kow-Kare and you will use it always. Feed dealers, general stores and druggists sell it, large size \$1.25, medium, 65 cts. Sent prepaid if dealer is not supplied.

DAIRY ASSOCIATION  
NORWICH, NEW YORK.

# Gus Veit & Co.'s Great Sale

## LISTEN FOLKS--OUR REASON

We have, owing to the business depression, caused by the railroad strike, a stock of Men's and Boys' Suits and Overcoats that is twice as large as it should be at this time of the year.

This Surplus Stock Must Be Converted Into Cash at Once To Accomplish this prices must be cut down to figures that will be irresistible—This means a loss to us.

WE ARE GOING TO TAKE OUR LOSS GAMELY

We are determined that all who come to buy real bargains shall not go away disappointed.

SALE STARTED THURSDAY, JANUARY 4th

**REMEMBER** You are NOT buying inferior or second grade merchandise, but the very best quality obtainable anywhere, any time

ALL SUITS and OVERCOATS That Sold at \$25 to \$27, REDUCED TO	18.95	ALL SUITS and OVERCOATS That Sold at \$30 to \$32, REDUCED TO	22.95	ALL SUITS and OVERCOATS That Sold at \$35 to \$37.50, REDUCED TO	27.95	ALL SUITS and OVERCOATS That Sold at \$40 to \$45, REDUCED TO	30.95
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Pants, Shirts, Hosiery, Underwear, Neckwear, Wool Shirts ALL GO AT 1-3 OFF  
Work Gloves, Hats, Caps, Nightgowns, Sweaters

BOYS' SUITS with Two Pair Pants That Sold for \$9, REDUCED TO	6.95	BOYS' SUITS with Two Pair Pants That Sold for \$10, REDUCED TO	7.95	BOYS' SUITS with Two Pair Pants That Sold for \$12.50, REDUCED TO	8.95	BOYS' SUITS with Two Pair Pants That Sold for \$13.50, REDUCED TO	9.95
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Do you realize what these prices mean to you?

Each one means a saving

# GUS VEIT & CO.

Main Street at Broadway  
HORNELL, N. Y.

This sale opened on Thursday, January 4th  
Closes Saturday, 20th  
The early bird gets the best selection