

Here's to Health!

There's nothing like a generous daily quota of rich, finest grade milk to build a child's body into health and strength.

CITY DAIRY Phone 26

How do You Get to Sleep?

A Genuine SIMMONS INNER-SPRING MATTRESS



Simmons Slumber King

AND BOX SPRING TO MATCH Will Let You Sleep Better

BOX SPRING or MATTRESS \$24.50 each

Genuine Simmons Innerspring Mattress and Box Spring. Prices as low as 19.95 each

PARKER'S

116 E. MILLER Next to Grange Hall NEWARK'S SIMMONS HEADQUARTERS Where Convenient Terms Can Be Arranged

SHIPPING RATES CUT ON APPLES

Albany - Discovery by the State Traffic Bureau of an unintentional error made by railroad companies in their freight tariffs will result in lowering the cost of shipping New York State apples and pears to southern points.

The Interstate Commerce Commission some years ago permitted the carriers to increase certain of their freight rates but limited the increase on agricultural products to five per cent.

The railroads have just informed the Traffic Bureau of the Department of Agriculture and Markets that apples and pears will be restored to the lower level effective Dec. 5.

The Traffic Bureau cited examples of savings to New York shippers as follows from Lyndonville, Orleans County, and Barker, Niagara County, typical apple shipping stations:

To Nashville, Tenn. present rate 70 cents per hundred pounds, new rate, 67 cents; to Atlanta, Ga., a reduction from 84 cents to 80 cents; to Columbia, S. C., a reduction from 79 cents to 76 cents.

Leaders to Obtain Recognition Pins At 4-H Banquet

4-H leaders of Wayne County will receive recognition pins and certificates at the Annual Leaders Banquet Friday evening, Nov. 15, at Sodus Grange Hall.

Prof. Albert Hofer, assistant state club leader of Cornell University will speak on "Leadership."

Mrs. Louise Lockner, chairman of 4-H Executive Committee, will be mistress of ceremonies and in charge of the program.

Two or three 4-H members selected as the outstanding speakers in the recent 4-H speaking contest, will be invited to speak at the banquet. Achievement certificates and pins of bronze, silver and gold will be awarded by the Executive to all 4-H leaders completing a year or more of service.

WARNING GIVEN ON MALADY

Warning parents of young children that whooping cough is a serious menace and among the communicable diseases of childhood is the leading cause of death to infants under two years of age.

Dr. Donald B. Armstrong, third vice-president of the Metropolitan Life Insurance Company, advocates a nation-wide campaign to protect babies from exposure to this disease.

Many parents belittle this childhood ailment to the extent that it is accepted as "just one of those things that Johnny must have sooner or later."

Yet, whooping cough is a serious disease with a death rate that now exceeds that for diphtheria, and that is more than twice the rates for scarlet fever and measles combined.

The disease proves fatal for one out of every ten babies who contract it in their first year of life.

Complications Dangerous

Medical authorities point out that actual "whooping" is not a universal symptom of the disease and that, contrary to general belief, the ailment itself is not seasonal in its attacks but has an incidence that is fairly uniform throughout all periods of the year.

Dr. Armstrong's warning against whooping cough is the first note in a nation-wide campaign to combat the disease which the insurance company will stress, among other facts, the point that whooping cough is a highly contagious and often fatal disease, especially for babies and young children; that it is most important to keep infants away from those who have or are suspected to have whooping cough; and that its chief danger for older children is the attendant weakness which makes victims especially susceptible to pneumonia or an allied infection.

In fact, medical records show that pneumonia is a complication in nearly 75 per cent of all attacks of whooping cough that end fatally.

Doctor's Care Needed

"A child with whooping cough is an ill child," Dr. Armstrong says, "and if you suspect that your child has contracted it, he should be put to bed in a room by himself, and the family doctor called. Other children, especially infants, should be protected from exposure to the patient.

"The doctor can do much to relieve the child's distress and to guard against complications and serious after effects. Careful feeding is important. Simple, nourishing food, that is easily digested, should be given during both the acute stages and convalescence. Rest also is particularly needed, as well as plenty of fresh air and sunshine. Over-activity and excitement should be guarded against, and in cold, windy, or wet weather, the child should be kept indoors.

Motor fuel from vegetable oils is coming into use in at least three Chinese provinces.

RURAL TRENDS

ROGER M. KYES Director, National Farm Youth Foundation

WE ARE STILL FARMERS

Until we Americans learn to stop selling the farmer short, there is no other hope than that of even greater insecurity than we have today.

Should we have the courage to face the fact, however, there is a grand and glorious future ahead for the American people. It took a little more than a generation to get into the mess we are in at present. It will take about the same time to get out.

The question is whether or not the American people have the courage to try. Twenty-five to thirty years seem a long time, yet the years pass quickly if we are all busy.

Problem Fundamental

The first thing that must be understood by everyone is that our problem is a fundamental one. It has two parts: First, for a generation we have put industrial efficiency above human values. The result has been the destruction of the security and well-being of our people.

Second, we have forgotten in our mad race for industrial efficiency that America is still primarily an agricultural nation.

Our policy for the past generation has been that of taxing agriculture for the benefit of industry. Year after year, the American farmer has sacrificed one-third of his income to the cause of industry.

Today his taxes are increasing in order that greater relief and social protection be provided in the cities. Legislators, politicians and the like have used every special privilege they could think of to develop industry at the expense of agriculture.

One-Crop System Hit

Doesn't it seem silly to tax our biggest investment for the benefit of a smaller one? Based on money value, one-third of all the property used to produce goods is invested in agriculture. This is a greater investment than we have in all the manufacturing plants in the nation combined. If forestry and timber products, which come from rural communities, are included with agriculture, the combined total represents more than half the investment devoted by this country to producing the things which the American people consume.

Our industrial spree not only worked a hardship on farmers, but it has also tainted some of them with bad habits. It was termed "the application of technology to agriculture." The result was cash crop commercial farming, which usually meant a one-crop system such as corn, for example. As in industry, everything went fine as long as there was an adequate market. Suddenly this market disappeared. That created surpluses. Heavy fixed investments in agricultural machinery and over-valued real estate soon brought havoc to the cash crop farmer. Finally, so many farms were being lost by foreclosure that the situation

changed from an economic to a social problem. The result was a surge of plans to relieve the agricultural crisis. The remedy, like most brought forth under such conditions of crisis in a given part of the country, was proposed on the basis of the needs of the farm group yelling the loudest rather than on fundamentals, or the best interest of agriculture as a whole.

The fundamental problem is not surplus, not soil depletion, not farm tenancy. These are only symptoms which will disappear when a cure is effected.

The real difficulty with agriculture is that the American people and their government have overlooked the fact that the economic policies of our nation must be based upon agriculture, because we are still an agricultural nation. All other economic activity should be treated as secondary to agriculture and should be geared to a sound agricultural economy.

A generation of progress in this direction will bring permanent national security.

An outstanding trait of a normal human being is his ability to profit from experience and thus to change his behavior.

One way to remove chewing gum from clothing is to rub the spot with ice until the gum rolls into a ball, and then to scrape it off.

Seven counties in Western New York produce about 20,000 acres of tomatoes, valued at a million to a million-and-a-half dollars.

Quick and Friendly Loan Service. We'll lend you up to \$300 in 24 to 48 hours... LOAN SERVICE CORPORATION 34 Seneca Street - 2nd floor Over Kelly's Dry Goods Store Geneva, N. Y. Phone 2334

HART'S MARKETS AND BAKERY. QUALITY FOODS At Low Cost - - - - - PREMIUMS At No Cost!

Gigantic CANNED GOODS Sale. HERE'S THE CHANCE TO SAVE YOU'VE BEEN WAITING FOR - WHILE PRICES ARE STILL LOW - AND ONLY FINEST QUALITY

Table of canned goods prices: BEETS 10c, CARROTS 10c, BEANS 15c, CORN 29c, BEANS 15c, SUCCOTASH 25c, PEAS 23c, TOMATOES 25c, COFFEE 31c, PRUNES 25c.

MEATS. WILSON'S CERTIFIED COOKED HAMS 21c, PORK LOIN 16c, FRANKFURTS 15c, ROAST BEEF 23c, FISH FILLETS 15c, GROUND BEEF 17c, FRANK FURTS 19c, BACON 12c, LIVER SAUSAGE 25c, PORK SAUSAGE 17c.

BUY NOW and SAVE WAYNE SUPER - CUT RATE DRUG STORE. 120 E. UNION ST. NEWARK

1 lb. HOREHOUND DROPS 13c

30c HILLS COLD TABS. 13c

100 SODA MINT TABLETS 7c

10c SHOE POLISH PASTE 3c

25c SANITARY BELT 6c

\$1.00 FEVER THERMOMETER 49c

5 GEM TYPE SINGLE EDGE BLADES 4c

LARGE SIZE HERSHEY MILD and MELLOW BAR 8c

COUPON LIFEBOUY SOAP 2 for 7c

COUPON GLYCERINE AND ROSE WATER 23c

50 SANITARY NAPKINS 39c

35c ATWOODS BITTERS 19c

25c CITRATE of MAGNESIA 7c

25c WOODBURY SHAVING CREAM 12c

25c PEROXIDE 9c

1/2" x 5 yd. ADHESIVE TAPE 4c

RAT-TAIL COMBS 6c

SUCCESSFUL PARENTHOOD. By MRS. CATHERINE C. EDWARDS, Associate Editor, Parent's Magazine

Parents are probably weary of being told that they should know their child's teacher. They consider, with good reason, that with going to a monthly PTA meeting (if something more exciting doesn't turn up) that they do know the teachers in the local school. But do you consider that the teacher knows you upon such perfunctory acquaintance? She probably knows you as chairman of this or that committee far better than she knows you as Mary's or Billy's mother or father.

Another thing, you hear parents complain because they don't have any say about what is taught in the schools. After all, planning school-curriculum is a job for professional educators. Still, parents certainly are in a position to learn whether or not a certain course of study is effective. So if parents are dissatisfied with what their children are being taught, they should first acquaint themselves thoroughly with the methods and subjects they criticize, and then take their complaints to the school authorities. Above all, don't grumble to the children about the good old days when you went to school!