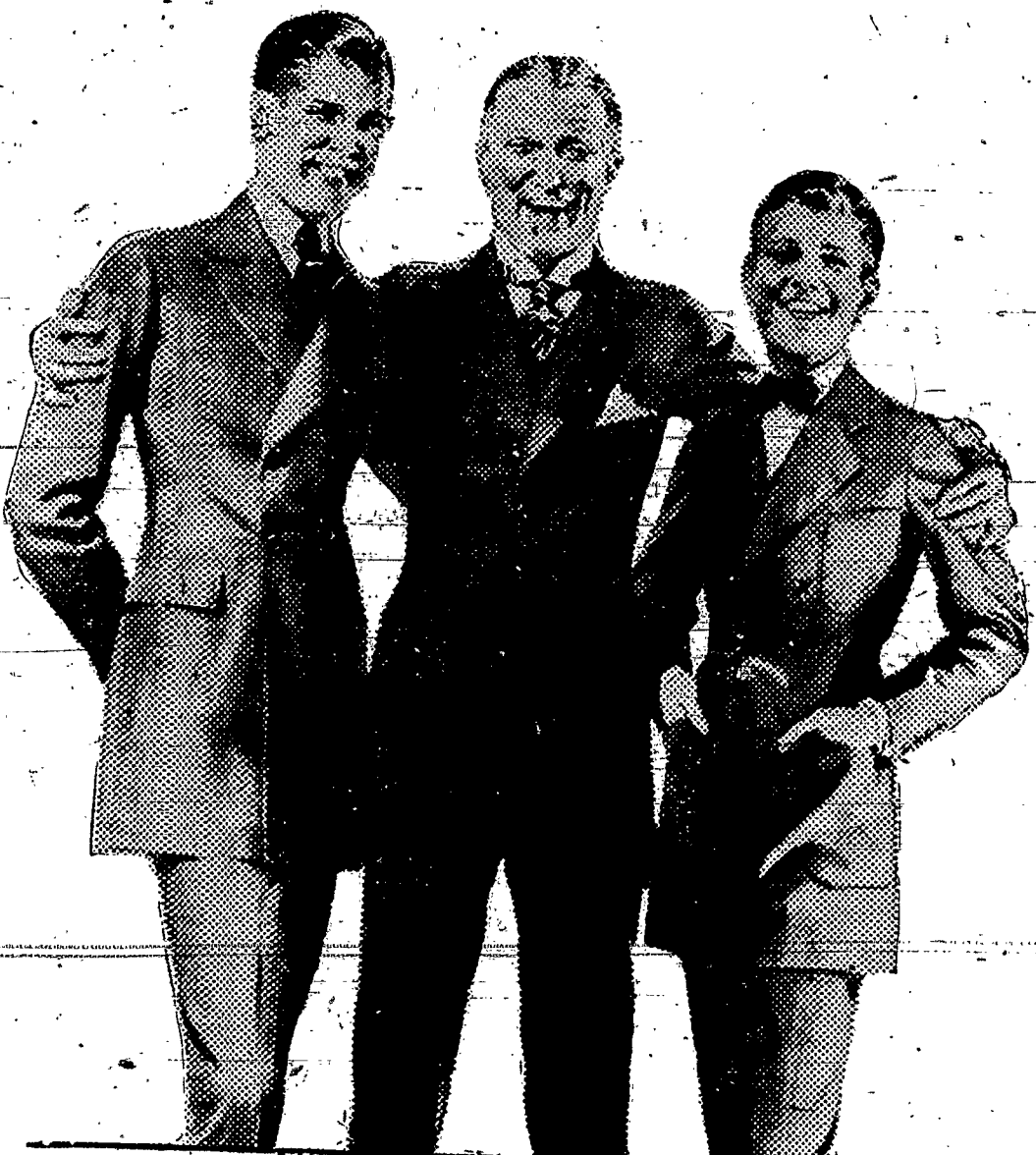


**STYLE HEADQUARTERS**  
Society Brand Clothes



A name that means style  
NO other name in the clothing world means style so spontaneously as Society Brand. Not only are they authoritative in style but proportioned to fit all types of men without tedious measurements and fittings.

**Society Brand Clothes**  
FOR YOUNG MEN AND MEN WHO STAY YOUNG

They express alertness and are made to retain their stylish lines until the very fabric wears out. Always all-wool.

**Rogan & Johnson**  
—Clothing and Furnishers—  
16 Seneca Street - Geneva, N. Y.

**BIG REDUCTION ON AUTOMOBILE TIRES**  
In order to dispose of a quantity of Automobile Tires of a make which we have discontinued stocking, we are going to unload these tires at a discount of—  
**10 to 15 Per Cent. During the Next Ten Days**  
These are all "Firsts" and each Tire is guaranteed.  
**COME IN THIS WEEK AND TAKE YOUR CHOICE**

**THE RO-DE COMPANY**  
19 Tillman St. - Geneva, N. Y.

**FOR SALE!**  
The Murphy Property, Castle Heights  
Spacious grounds and large, old-fashioned house, two large barns; property well situated and a bargain if sold at once.  
**Thos. H. Sweeney & Sons, Agts.**

TIMES WANT ADS. BRING RESULTS.

**SCHOLARSHIP ESSAY AWARD**

**High School Pupils To Enter Ship-by-Truck Week Prize Contest**

High School pupils of the country are to be given an opportunity to compete for a four-year university scholarship to be awarded for the best essay submitted in connection with Ship by Truck—Good Roads Week, May 17-22, according to an announcement made today, which said that the essays will be read and the prizes awarded by judges to be appointed by the Federal Bureau of Education.

The contest, it is said, is for the purpose of focusing public attention on the necessity for good roads and the feasibility of the motor truck as a short haul medium.

According to plans approved by Commissioner of Education, P. P. Claxton, contestants to be eligible to compete for the national prize, first must have won one of the prizes to be awarded by various organizations and individually in their respective communities. The national prize is to be known as the H. S. Firestone University Scholarship, and will be given in any college or university chosen by the winner. All High School pupils may submit a 500 word essay, which must be entitled, Ship by Truck and Good Roads, but if the national prize is won by any pupil other than a senior, the award will be deferred until the winner is ready to matriculate at the institution of his choice.

Judges who will make the national award will be named by Commissioner Claxton before May 22nd, by which time all essays must be submitted. School Superintendents and principals of High Schools are being acquainted this week with the terms of the contest and, it is expected, more than one million essays will be written upon this subject, serving to accentuate the interest and to widen the scope of discussion to be created by Ship by Truck—Good Roads Week during which time caravans of motor trucks will tour every section of the country.

Organizations whose members are lending the weight of their influence and activities toward making the week a success, include the American Automobile Association, the United States Chamber of Commerce, the American Automobile Chamber of Commerce, the National Grange, the Ship by Truck Bureau, the Army, the Navy, and churches and schools generally.

State Superintendents of instruction are being requested to direct their contest within their commonwealth. Prizes are to be awarded in each community and will be determined by local committees.

**Coal Dealer Who Charged Too Much Refunds \$1.00**

Phelps, April 28—Customers of U. C. Burnette, a local coal dealer, were amazed with surprise yesterday when Mr. Burnette announced a refund of \$1 per ton on a certain lot of coal which he distributed about the middle of April. The coal in question, which had been shipped from the mines subsequent to April 1st, arrived here ahead of the invoice, leaving Mr. Burnette in doubt as to the wholesale price he would be required to pay as there was a rumor of a sharp advance over the preceding month. Local demands for the fuel however, were so urgent that Mr. Burnette decided to deliver it at a price which he felt sure would cover any reasonable wholesale increase, his patrons accepting the high rate as a matter over which they had no control and as in line with the modified invoice which evidently had gone astray, reached Mr. Burnette yesterday and from it he learned that the wholesale advance had not been so great as he anticipated. The figures also showed Mr. Burnette that he had made \$1 per ton more than a fair profit in the deal so to make matters right and to avoid being classed as a profiteer, he is refunding the excess charge on that particular car.

**Drive for Funds.**

Phelps, April 28—A drive for funds to meet the expense of improvements and repairs to St. Francis church, of which Rev. Edw. B. Simpson is pastor, which has been under way for the last ten days, netted pledges amounting to \$2,070, payable in whole or in installments due May, August and October. The improvements comprise the installation of a new heating plant, painting the church, new windows for the basement and other minor repairs.

**Losses Overcoat**

Phelps, April 28—An overcoat belonging to Ross Hooper, a high school student, was stolen last Friday night, while a dance under the direction of the Senior class of the High school was in progress in Follock's hall.

**Phelps, April 28—Miss Sarah Hollaway, nurse physical training instructor at the Phelps High school was called to her home yesterday by the critical illness of her father.**

**Irving Westfall who has been spending the past week with his parents, Mr. and Mrs. George Westfall, returned to his home at Hartford City, Ind. last night.**

**Loyde Boswell has been spending a few days with his grandparents, Mr. and Mrs. William Laughlin.**

**ALOQUIN**

Aloquin, April 28—Mr. and Mrs. Oliver Ptero and family of Geneva called at the W. A. Kisor home Saturday evening.

E. Fitzgerald of Geneva is tearing down the house known as the Bellis place.

Mr. and Mrs. Eugene Smith and family expect soon to move to Geneva.

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**WRIGLEY'S**

The largest electric sign in the world advertises

**WRIGLEY'S**

At Times Square, Broadway  
NEW YORK CITY

250 FEET LONG—70 FEET HIGH  
MADE UP OF 17,286 ELECTRIC LAMPS

The fountains play, the trade mark changes, reading alternately WRIGLEY'S SPEARMINT, DOUBLEMINT and JUICY FRUIT, and the Spearmen "do a turn."

This sign is seen nightly by approximately 500,000 people, from all over the world.

**Sealed Tight—Kept Right!**

**FERGUSON'S CORNERS**

Ferguson Corners, April 28—Mr. and Mrs. Fayette Preezer spent the weekend with their daughter Mrs. Ray Desbro of Seneca.

S. P. Clark left for Fairport Sunday where he has a position in the American Can Co.

Mr. and Mrs. Claud Tomlin of Bennington and Clarence Tomlin of Rushville spent Sunday with Mr. and Mrs. Bert Tomlin.

Mr. and Mrs. Will Oswald and Mrs. S. P. Clark spent Friday afternoon in Geneva.

Mrs. Fred Allen's mother and father who have been living in Pennsylvania, have come to make their home with her.

Mr. and Mrs. Bert Scott were in Penn Yan Sunday to attend the funeral of Mrs. Jennie Yenge.

Arthur Allen of Branchport and Charles Allen of Hall spent Sunday at the home of their parents Mr. and Mrs. Fred Allen.

Mr. and Mrs. Guy Whitbeck and family spent Sunday in Gorham with Mr. and Mrs. Bert Winagle.

College Baseball.  
At Cambridge, Mass.—University of Maine 7, Boston University 6.

**AUTOMOBILE**

Washing and Polishing  
Repairing  
Welding and Brazing  
Washington St. Garage  
Phone 1081-J

**Chemists Know**

**KIRKMAN'S BORAX SOAP**

**CHEMISTS know which soaps are best for washing.**

Their tests show that most soaps are "loaded" with inexpensive fillers which have no washing value.

These same tests show there is nothing but honest washing quality in every cake of Kirkman's Borax Soap.