

TOLD BY SIGNS AND OMENS

Superstitions of the Virginia Mountain Folks.

BIRDS AND HEADACHE

Interrelation of Sassafras, Kitchen Fire and Cow—Poverty Shunned by Peacocks—Influence of the Moon on Crops—A Stern Code of Perpetual Disaster.

Washington, self admitted centre of culture and enlightenment, looks upon superstition as a form of devil worship that vanished with witch burning. Yet within two hours ride of the Capitol are communities that despite public school and church choir factions problems and things are as deeply saturated with superstition as the scholarly bats that flitted through the intellectual twilight of the Middle Ages.

In the upper reaches of the Virginia counties that flank the Blue Ridge on the east and climb the mountain shoulders until they look down over the summit into the Shenandoah Valley the daily life of the hill dweller is hedged in with countless signs and omens, all portents of evil. Through them he walks gingerly, fearful lest in propitiating one genius of disaster he offend against another.

"Sides, I want yer to go fer ther doctor. Yer ma's adlin' this mawnin' an' er durned whippo' will set on ther horse block an' hollerer las' night 'tel I cloddid him off. Yer know what that means!"

Whippoorwills, that the ignorant may know as much as Hance, mean early and sudden death. For years they had made that block a rendezvous for their nightly chorals, while the family remained healthy as hostlers. But it shook not the old man's belief in the faith of his fathers. The doctor was hurriedly fetched, only to find ma recovered "as peart as a cricket."

"Don't yer put that sassafras wood in ther kitchen fire!" cried the old lady to her helping hand one day, a twelve year old girl, as yet unlearned in the lore of the hills. "Every single cow on ther place'll go dry of yer do. Put it in pa's fire."

A listening city man wondered at this fine distinction.

"Law, chile," sagely explained the old lady, "it's jes' puttin' sassafras in ther kitchen fire what makes cows go dry. It don't make no difference in no other fire. Why, when I wuz er gal over'n Rappahannock—" and wise saws and ancient instances were copiously cited to sustain the theory of interrelation of sassafras, kitchen fire and cow.

"Peacocks won't stay 'ith us," explained the old lady when the city man suggested them as an ornament to the velvety blue grass lawn. "They won't stay 'ith po' folks."

"We used ter have er beautiful pair on 'em. They stayed here fer years 'tel we los' that lawsuit 'ith ther Cyarters an' got po'. Ther very next night them peacocks went down ther moun't'n pas' Dorse Heflin's place an' ole man Coozer's, who's both po' folks an' didn't stop 'tel they got plum' ter Col. Waller's, that owns 'bout half o' Warren county."

"They're been ther ever sence, an' they'll stay ther 'tel ther Wallers gits po' an' then they'll move on. No, 'tain't no use ter git peacocks hyah."

Cuttings and combings from the hair must be carefully collected and burned in the kitchen fire, that altar to the god of bad luck. Otherwise a general run of ill fortune will sit by the hearth for an indefinite term.

If the birds get the hair the ill luck is more specific. The miserable man has a headache that no coal tar product can relieve until the nestings leave their hair lined home. The unfortunate woman loses her remaining locks, unhelped by hair tonics.

"I've always had good crops," said a clever and comfortable farmer of the foothills, "because I always plant things that yield above ground, like corn and wheat, on the light of the moon and those that yield beneath like potatoes, on the dark. I've never failed. Yes," he reluctantly admitted, "I do use lots of fertilizer. But the moon—" and the city man listened to a monologue on its virtues as a crop raiser.

"When yer hev er dawg thet don't know 'nuffter bark when he trees er varmint," confided a dweller in the Rappahannock Valley, "thar's only one way ter learn him how. Take er green gourd that's been raised in ther northwest corner ov er fiel'—yer mus' pull it on er Saddy—an' ther first time that dawg trees an' don't give tongue take ther gourd an' bus' it wide open over his head. It'll learn him ter bark treed all right."

When the city man came home he found himself stopping to make a gross mark with his toe every time he turned back and shuddering whenever he heard a howling dog, the deadliest of mountain death omens. He insists that every one is superstitious at heart.

The strangest coin is the ideal money spoken of by Montesquieu as being found in certain parts of Africa. It is an ideal money called "maconte," but is purely a sign of value without a unit.

Trusts in England are dealt with severely.

Seneca Falls, N. Y.

Seneca Falls is the largest municipality in Seneca County, having a population of between seven and eight thousand.

It is pleasantly located on Seneca River, which drains the waters of Seneca Lake. The river at its point of junction descends abruptly, resulting in a series of falls or rapids, which power is utilized by a number of manufacturing concerns whose products, widely distributed, have given the name of Seneca Falls a wide renown. Seneca Falls is growing rapidly by reason of considerable extensions being made to several of its factories.

The Goulds Manufacturing Co.

The Goulds Manufacturing Company is located at Seneca Falls, N. Y., on the Auburn Branch of the New York Central Railroad, about midway between Syracuse and Rochester.

The works were founded in 1848 and the manufacture of pumps, and pumps only, have been carried on for fifty-seven years. The business has steadily increased until "Gould's Pumps" are well and favorably known the world over. The company employs upwards of 900 hands, occupies over 360,000 square feet of floor space and manufactures over 1,500 different kinds of pumps, from the small "Bucket Pump" to large pumps for water works, with capacity of 5,000,000 gallons in twenty-four hours.

In 1901 the power pump business had assumed such large proportions that the Triplex Power Pump Works were built and this plant was believed at the time to be amply large to handle the increase of business for a long time to come, but already two extensive additions have been made to the machine shop, which is now over 500 feet long. A new foundry, 360x144 feet, is under construction, and other large additions are planned to keep pace with the constantly increasing demand for Gould's Efficient Triplex Power Pumps.

These works have a central power station generating electricity which drives the machines in various sections of the plant, which is equipped throughout with labor saving machinery, electric cranes, pneumatic hoists and tools. The works are carefully up to the best modern practice in every particular.

Rumsey & Co. Limited.

One of the prominent features of Seneca Falls is the immense factory of Rumsey & Co. Limited, manufacturers of pumps and hydraulic engines.

The business was founded by John A. Rumsey in 1840 and is the oldest factory in its line in the world. Over a thousand varieties and sizes of hand and power pumps are manufactured, including house pumps, well pumps, ship pumps, deep well working heads for hand and power, triplex power pumps for waterworks and factory use, electric triplex and centrifugal pumps, and electric underwriters' rotary fire pumps.

The factory contains floor space of nearly four hundred thousand square feet and is equipped with every improved modern facility for the manufacture of the highest grade goods. The company market their product in every country in the world and their reputation for superiority has been universally attested.

Besides their factory in Seneca Falls the company have large branch houses and distributing agencies in the principal cities of the United States, in New York, Chicago, St. Louis, New Orleans, San Francisco, Pittsburg and in Mexico.

A handsomely illustrated catalogue containing full specifications and price lists is issued annually by the company. A perusal of this gives one some definite idea of the magnitude of the industry and of the wonderful variety of the manufactured product.

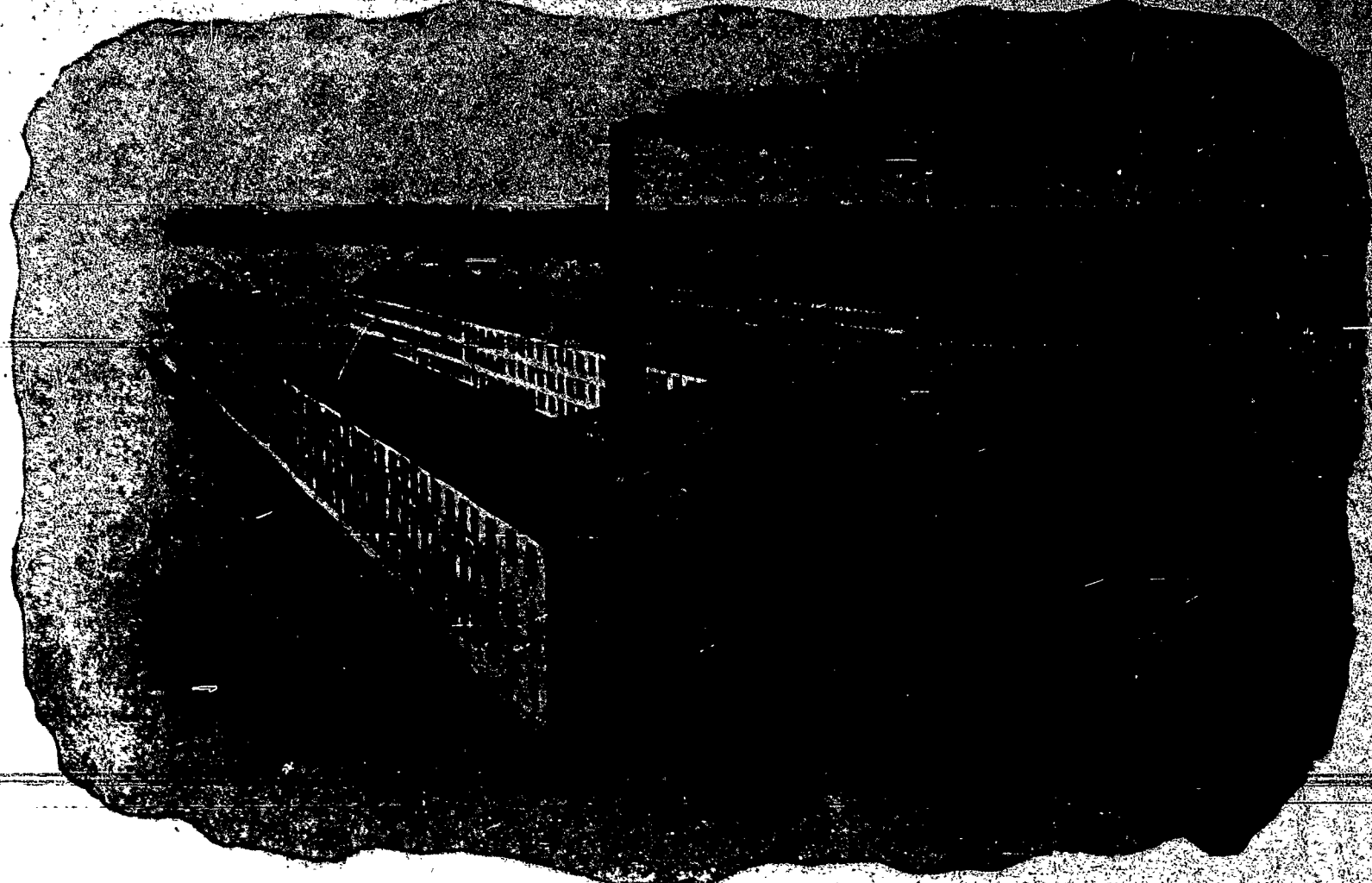
The officers of the company are: Henry R. Micks, president; L. Rumsey Sanford, vice-president; B. A. Wesell, treasurer, and Philip R. Micks, secretary.

Women as Floorwalkers.

Women are fast replacing men as shopwalkers in millinery and dress shops. In the large and fashionable West End drapers' establishments the tall, imposing, frock coated man still reigns supreme as shop sentry, but in the smaller shops all over London the woman "walker" is rapidly gaining ground.

It costs much less to employ female shopwalkers and it is said that a woman establishes more friendly and confidential relations with the customers than is possible in the case of a man. By reason of this intimacy she can offer very valuable advice to proprietors as to the class of goods which are popular with the customers.

In 1910 the first large copper coins were minted in England.



The Lisk Manufacturing Company, main factory, Canandaigua, N. Y.

Canandaigua, N. Y.

The Lisk Mfg. Co., Canandaigua.

Closely identified with the growth of Canandaigua, and one of the most important factors in its industrial and social development is the Lisk Manufacturing Company. Since the company was brought to Canandaigua by the local Board of Trade, some fifteen years ago, the general prosperity and well being of the community have increased wonderfully. The company all along have evinced the greatest interest in the town's affairs and endeavored in every way to contribute to its advancement. One of the best indexes to the progressiveness and prosperity of any community is to be found in real estate values and it is a significant fact that since the location of this industry in Canandaigua the value of real estate has increased one hundred per cent and over. The factory itself occupies an area of five acres, gives employment to 750 workers and pays every week \$10,000 in wages.

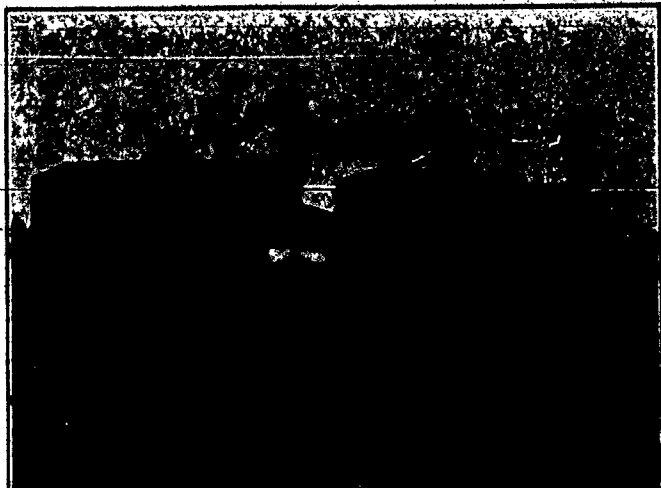
It is the third largest manufacturing plant of its special line in the United States and its product is marketed throughout every state in the Union and in Canada. Previous to locating in Canandaigua the company had established themselves at Clifton Springs, N. Y., in 1891, being then incorporated with a capital of \$30,000. Their present capitalization is \$2,000,000. A comparison of these figures shows the rapid growth of the company's business, and gives some idea of the magnitude of their present operations. They manufacture a complete line of tinware, copper, galvanized and steel ware. Their

goods are sold exclusively to the retail trade and are not handled by jobbers. They issue annually a handsome catalogue showing illustrations of all articles manufactured by them. They are the sole owners of all the best patents and have many specialties which have become widely and favorably known, such for example as their anti-rusting tinware, which has established for itself a wide popularity. The company's signal success is due in large measure to the high quality in material and workmanship displayed in their manufactured products and the careful attention paid to every detail of construction their goods being of the highest grade only. At the St. Louis Exposition of 1904 the company was awarded the gold medal by the international jury of awards for their anti-rusting tinware.

The company indeed, even with their present largely increased capacity of production, find it impossible to adequately supply the demand for their goods.

Another factor which has largely contributed to the company's success is the good feeling which has always existed between them and their employees. Courteous treatment, consideration, good wages, and every endeavor to promote the welfare of their workers have created a spirit of harmony which has reacted on both sides with beneficial results.

The officers of the company are: J. P. McLaughlin, president and general manager; I. M. Martin, first vice-president; J. L. McLaughlin, second vice-president; L. A. Parkhurst, secretary and treasurer; C. D. McLaughlin, western manager.



The McKeechne Brewery

The J. and A. McKeechne Brewing Company.

The J. and A. McKeechne Brewing Company, the only brewery in Ontario County, was established in 1843 by the McKeechne Brothers, James and Alexander, who had come over from Scotland only a short time before. The ale produced by them soon gained a high reputation, and Canandaigua Ale has become a household word all over the western part of the state as a product which can not be excelled.

After the death of Alexander McKeechne in 1884, the brewery was converted into a stock company and conducted under the management of James McKeechne, and upon his demise by his nephew, John McKeechne. The latter in 1904 was compelled by ill health to retire from active affairs, and the brewery consequently was sold to several Buffalo gentlemen, who, with Mr. C. P. Hugo Schoellkopf as president and G. A. Wegner as secretary and treasurer, reorganized the company and at once set out to introduce a number of up-to-date improvements. Among others enameled steel tanks made by the Pfandler Company of

Rochester, N. Y., were introduced to replace the old oak vats, in which the ale formerly had been stored. New well-drained and ventilated cellars were added and everything done to modernize the establishment and bring it fully up-to-date.

The efforts of the company were soon rewarded by an increased demand for their product. In the brewing of their ales the company use none but the best quality New York state-malt and hops exclusively and the process of manufacture is in strict accordance with the very letter of the Pure Food Law, and indeed has always been so long before any such law was ever dreamed of.

Recently the company have engaged as head brewmaster Mr. J. Johnson of Whitehaven, England, who for nearly twenty-five years has held similar positions in that old country and for the past number of years has been retained in the capacity of expert and consulting brewer. Under his able management the product of the brewery has still further improved and the company's patrons may expect even more than before the best ale that can be brewed from the best material.

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