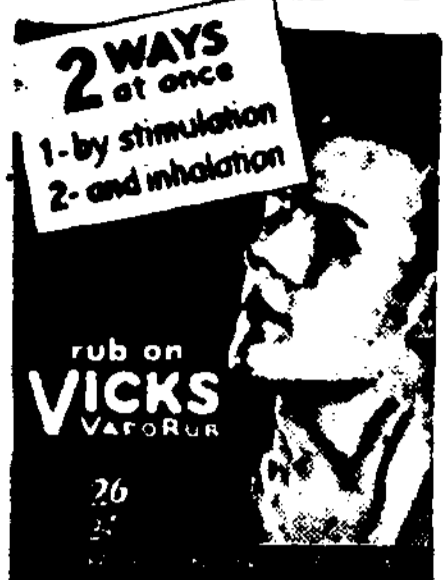


attacks COLDS



2 WAYS at once
1-by stimulation
2-and inhalation
rub on VICKS VAPORUB
76

How to Keep Well

By Dr. W. A. Evans
Frobisher and Shannon introduce us to a new group of larvicides to be used against mosquitoes. The most powerful member of this group is iodine. When 1 part iodine crystals is added to 1 million parts water, the wigglers or larvae are killed after an hour or more of exposure. The younger forms are very promptly killed, and the older ones finally succumb. Pupae are much more resistant. The drug can only be used to advantage against the wigglers. On the other hand, preservatives of potash in solution is not harmful to wigglers, though it will kill adult mosquitoes instantly, or nearly so, on exposure. Iodine in solution in water, 1 part to 1 million, does not impart any taste or change the appearance of the water. It may eventually be found that iodine in the drinking water in that strength is a good quality, but for the present at least, Frobisher and Shannon advise against its use. They think the dosage cannot be regulated closely enough, and if the water be used for indiscriminate drinking it may be consumed by some who will be harmed by it. They advise that its use be limited to waters stored in cisterns, tanks, and barrels for domestic purposes, but not for drinking. Bromine has the same action, but it is less effective. Chlorine will kill larvae when dissolved in water in strength of 1 to 10,000. This may prove a more satisfactory agent

(than iodine, though the dosage must be heavier. Time will be required to determine whether any of them can be safely used in drinking waters. There are many larvicides in use against mosquitoes. Among these are Paris green, some of the boracic preparations, and tobacco tea. Each is effective. The objection to these is that they are poisonous and when they are used precautions must be taken to prevent them from killing men and animals. Fortunately, they have been so used up until now that they have been found effective and also safe. However, no one advises the use of Paris green as a larvicide in water barrels, cisterns, and tanks, and these are favorite mosquito breeding places. Iodine is safer than arsenic and perhaps it may supply just what was needed for stored waters within the house.

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By The Chicago Tribune

Bolero Model in Sheer Woolen

SCHEME—PARIS IS DOING!
By Annette



At just this time of the year, one begins to weary of summer clothes, and longs for a new dress of darker hue. And here's a beauty with a certain definite smartness of Fall, yet with gaiety enough for late Summer. It is yankee-blue sheer woolen. It has a trim tailoredness all its own. The double-breasted revers and cuffs are eggshell faller crepe silk. It's delightfully young. Black crepe satin with pinkish-beige crepe satin is another splendid choice. Crepe marocain, flat crepe silk and cañon-falls crepe are also appropriate. Style No. 570 is designed in sizes 14, 16, 18, 20 years, 24 and 28-inch bust. Size 16 requires 2 1/2 yards 36-inch, with 1/2 yard 38-inch contrasting. Our Fall and Winter Fashion Magazine is ready. It contains styles for children, the miss and of course, a most attractive selection for adults including slenderizing effects for stout. You need this presentation of Fall fashions as a guide in selecting the styles you will wear in the coming season and, incidentally, you will save money by choosing your frocks from our Pattern models. Price of book, 10 cents. Price of patterns, 15 cents in stamps or coin (coin is preferred). Wrap coin carefully.

Order Blank for Patterns
Demand ~~Blank~~ ~~Patterns~~
Fashion Service
Fifth Avenue and 28th Street,
New York City
(Price 15 cents each)
Inclosed please find 1
Please send me the patterns listed below:
Pattern Number
Size
Name
Number and Street
City
State

FLAN DANCE BOAST
A card party and dance on Oct. 22 and a message read on Oct. 27 have been planned by the Ladies' Club No. 24, who conducted their first meeting Tuesday at their club rooms. The card party will take place at the club rooms and the message read will be at Pepp's Inn and in conjunction with that affair the regular business meeting will be conducted.

Mail this coupon
Tom Hines's Rivanos Barrels Co.
137 Van Rensselaer St., Buffalo, N. Y.
Please send me coupon for one FREE jar of Hygeia Strained Vegetables containing as much vitamin-D as two teaspoonfuls of cod-liver oil. Try a sample jar free—at your druggist. Clip the coupon below.

Weddings

Schaffer—Measday

The marriage of Miss Dorothy Mae Measday daughter of Mr. and Mrs. George Measday and George W. Schaffer, son of Mr. and Mrs. George V. Schaffer of Emerson Street took place Saturday afternoon at 3 o'clock in the North Presbyterian Church, Rev. Robert Findlay officiating. The church was decorated with fall flowers and palms. Mrs. D. H. Brunese sang "O Promise Me" and Miss Florence Rapp "At Dawning." Miss M. Kuywaski played the organ. The bride, who was given in marriage by her father, wore white satin with a train and a lace trimmed veil caught with orange blossoms. She carried Easter lilies. Miss Blossom Measday, the maid of honor, wore pink taffeta and carried an arm bouquet of pink roses. Miss Emma Crona, bridesmaid, was in peach colored lace and carried an arm bouquet of tall-lilies roses. Russell Stark was best man and Charles E. Crona usher.

The bridegroom's mother wore blue satin with a shoulder bouquet of tea roses. A wedding dinner for 60 guests was served at Wautoma Beach. Parties were given for the bride before her marriage by Mrs. C. E. Crona, Mrs. W. Kuhman, Miss Blossom Measday and Mrs. D. H. Brunese. Mr. and Mrs. Schaffer will make their home in New York City.

Baldo—Boscarino

The marriage of Miss Jane M. Boscarino daughter of Mr. and Mrs. Alfio Boscarino of Lander Street and Joseph P. Baldo, of East Rochester took place at St. Francis Xavier Church Saturday, Rev. F. Kunt officiating. The bride wore white satin, a tulle veil and carried lilies of the valley. Miss Rose Burgio, the maid of honor, wore pink with a satin hat. The bridesmaids were Miss Fay Coco, who wore peach satin; Miss Angelina Guerra who wore green, Miss Catherine Burgio, yellow and Miss Betty Palsone, blue. Mary Boscarino and Tiny Infantino were flower girls and Joseph Coco ringbearer. Charles Baldo was best man. A reception followed the ceremony at Culver Hall. After a wedding trip to New York, Pittsburgh and Philadelphia the couple will make their home in East Rochester.

Tuite—Engleit

The marriage of Miss Eleanor Engleit daughter of Mrs. Helen Engleit of Flower Street to Joseph Tuite, son of Mr. and Mrs. T. J. Tuite of Hampden Road took place last Thursday morning at St. Michael's Church. The Rev. Theodore J. Winterroth performed the ceremony. Paul Tuite, brother of the bridegroom, acted in the sanctuary. The bride wore a gown of ivory satin and a tulle veil trimmed with lace and caught with orange blossoms. She carried a shower bouquet of bridal roses, lilies of the valley and gypsophila. Mrs. Mary Miller, sister of the bride, was matron of honor. She wore a gown of green satin with hat, pumps and lace mitts to match and carried yellow roses and gypsophila. The bridesmaid was Miss Mary Louise Tuite, sister of the bridegroom, who was in a gown of pink satin with hat, pumps and lace mitts of the same shade. She carried pink roses and gypsophila. Miriam Engleit was flower girl and she wore a frock of blue taffeta with hat to match and carried a basket of flowers. Arthur Engleit, brother of the bride, was best man, and the ushers were Nelson Miller and James Tuite. Prerequisite events were given by Mrs. J. W. Pero and Miss Eda Pero, Mrs. W. Klingler, Mrs. F. Klingler, Mrs. F. George and Mrs. Nelson Miller.

A reception at the home of the bride's mother for immediate families followed the ceremony. Groves—Brodeur
The marriage of Miss Cecelia A. Brodeur, daughter of Mr. and Mrs. William Brodeur of West Henrietta



Road, Honeyo Falls and Alfred C. Groves, son of Mr. and Mrs. Clarence Groves of Caves Place took place Tuesday at St. John the Evangelist Church, the Rev. John E. Sullivan officiating. The church was decorated with palms, dahlias, carnations and baby's breath. The bride wore maroon transparent velvet with shoes and hat of the same shade and carried

Instructors in Home Economics to Confer

A conference of supervisors in home economics will be conducted in Syracuse tomorrow and Saturday, and Miss Jessie A. Winchell, director of home economics in the Rochester public schools, and Miss Ruth J. Young, of the home economics staff, will attend. The session tomorrow morning will be devoted to a discussion of "Publicity." Prof. Henry Hopper of Syracuse University will talk on "The Psychology of Advertising." "Newspaper Publicity" will be discussed by a member of the staff of a local newspaper and "Publicity as a Factor in Selling" by the advertising manager of a business house. Tomorrow afternoon the topic will be "Training of Teachers in Service." The specific subjects will be: "Method of Teaching Suitable for Adult Classes," "Recruiting and Training Teachers for Adult Classes," and a discussion of entrance

Wood—Eckstern

Miss Anna I. Eckstern of Magnolia Street and Edward J. Wood, Jr. of Waterloo, were married Saturday afternoon at a church at the home of the Rev. George Middleton who performed the ceremony. The bride who was attended by her sister, Miss Jennie H. Eckstern, wore brown with hat and slippers to match and her bridesmaid, green. After a wedding trip Mr. and Mrs. Wood will live in Melrose Street. requirements and the required courses; "Improving Teachers in Service," and three-minute reports from each city on some recent special example of good teaching. Saturday the topic will be "Courses of Study" with the following subdivisions: "Federal Aid Available," three-minute reports of course of special interest to students in adult classes, "Fostering Offerings," "Length of Courses," "Units of a Course" and "Subject Matter."

Miss M. Clarke of Glasgow, Scotland, has just bequeathed \$100,000 to the Glasgow Royal Infirmary in memory of her father and grandfather.

IT PAYS TO TRY DOLLAR DRY. Ring MAIN 24

AN OUTSTANDING MENIHAN ARCH-AID SHOE
and an outstanding contribution to Fall Fashion...
It is of black or brown suede, cleverly trimmed with stripe of calkin to match; a center buckle on the strap and a shiny leather heel and a smart, bright nose. It's Menihan Arch-Aid—which means that it will FIT.
\$8.50 a pair
ARCH-AID BOOT SHOP
86 EAST AVENUE

Does your BABY get enough VITAMIN D
VEGETABLES in their natural state contain valuable vitamins and mineral salts. But vegetables contain little or no vitamin-D—the vitamin that is so essential to the proper development of bones and teeth. That is why physicians prescribe cod-liver oil in daily doses. Now your baby may have tasteless vitamin-D as he eats his daily feeding of strained vegetables. By exclusive license under Steenbock Patents, each two-ounce feeding of Hygeia Strained Vegetables contains as much vitamin-D as two teaspoonfuls of cod-liver oil. Try a sample jar free—at your druggist. Clip the coupon below.

FRESH
Only the very choicest fish brought in by our trawlers are selected as good enough for 40-Fathom Fish.
The tender, toothsome filets of 40-Fathom Fish... freed from bones and waste and wrapped in parchment... are rushed on ice by fast express to the store where you can buy them ready to cook... and fresh today!
TODAY
40 Fathom FISH
40 40 40 40 40

HYGEIA strained VEGETABLES
Mail this coupon
Tom Hines's Rivanos Barrels Co.
137 Van Rensselaer St., Buffalo, N. Y.
Please send me coupon for one FREE jar of Hygeia Strained Vegetables containing as much vitamin-D as two teaspoonfuls of cod-liver oil. Try a sample jar free—at your druggist. Clip the coupon below.

He blamed the Cook but Oxygen had stolen the flavor

OXYGEN, not the cook, is most frequently to blame for a muddled, flavorless cup of coffee.
Coffee flavor is highly perishable. Air (Oxygen) robs coffee of its strength and flavor.
Just read these amazing facts established in the laboratories of a leading Eastern University:
(1) Loose or bag coffee loses 65% of its flavor in nine days after roasting.
(2) Coffee in old-fashioned cans loses 45% of its flavor in nine days after roasting.
All due to the attack of Oxygen!
Think of it! Forty-five to sixty-five per cent of the flavor gone from nine-day-old coffee. Even vacuum packing, a definite improvement over old-fashioned methods, removes only part of the air from the can, leaving sealed in enough Oxygen to cause flavor loss and deterioration.
The new Vita-Fresh Process removes the air so completely that the most rigid chemical analysis reveals no trace of Oxygen in the Vita-Fresh can after packing.
Remember—Oxygen is the destroyer of coffee freshness and flavor. The Vita-Fresh Process alone gives full protection to coffee goodness. Maxwell House and Maxwell House only give you this guarantee of full flavor, full value in every pound.
Your first sip will be a taste thrill
If you would know how vastly superior, how thrillingly delightful, completely fresh coffee is, ask your grocer today for a pound of Vita-Fresh Maxwell House Coffee. Just one sip, and you will understand why lovers of fine coffee everywhere are switching to this finer blend, which comes to you with the fresh breath of the roasting ovens still on it.
Your money back if you don't agree it's finer
After trying Vita-Fresh Maxwell House Coffee, if you and your family do not agree that it is the finest coffee you have ever tasted—simply return the can with unused portion to the grocer from whom you bought it and he will gladly return the full purchase price.

MAXWELL HOUSE Coffee
VITA-FRESH PROCESS FULL FLAVOR - FULL VALUE
Good to the Last Drop
A PRODUCT OF GENERAL FOOD CORPORATION