LOCAL MATTERS

RECEIVING MILK FROM 200 FARMS AT BOONVILLE PLANT

Lewis County Condensed Milk Company Installs New Machinery and Production of Evaporated Milk is Facilitated in Every Way.

The Boonville Herald says: The Lewis County Condensed Milk Company, which several months ago purchased the plant of the Rogers Milk Company, is operating all of its departments at about 60 per cent of its capacity. The new concern began operating the plant in a small way on March 1, the first product being cheese. About a week or so later they began evaporating and then condensed and sweetened-condensed. Since taking over the plant a number of changes and necessary repairs have been made. Additional machinery has also been installed, some of which has been brought from the Turin plant. A big improvement has been made in the method of handling raw materials and finished product, which has greatly reduced labor costs and increased production.

Fourteen and 16 ounce cans are unloaded by a track conveyer at the rate of about 50,000 cans per day. The work of unloading is being performed by one man and the cans are fed directly from the car to the sterilizers and thence to the fillers and into the labeling and packing rooms by conveyors that are almost human in facility and efficiency.

The condensary is now handling about 60,000 pounds of milk a day, the supply coming from Boonville, Constableville, Talcottville and Turin. Inasmuch as the plant is equipped to handle 100,000 pounds of milk a day the condensary will welcome a number of new patrons and they are prepared to pay prevailing market prices for the milk. It is also planned to add to the present equipment, increasing the capacity to approximately 150,000 pounds or 1,500 cases of evaporated or condensed milk per day. In anticipation of increasing business a new siding 250 feet long will shortly be built and coal elevators will be erected at the southerly end of the plant.

Naturally Boonville and the surrounding territory is primarily a milk producing section. The prosperity of the community depends upon its market for milk and the prices received. For years the local farmers have found themselves in a precarious position due to an unstable market and lack of confidence in some of the agencies handling their milk. There is no doubt the Rogers Milk Corporation overreached themselves at a time when the market was tottering and when building materials and equipment were at their peak. This situation has been more or less readjusted and the standing and integrity of the Lewis County Milk Corporation, both as a corporation and as individuals inspires confidence. The unquestionably sound business methods of the concern, together with its excellent ratings in Dun and Bradstreet, and the individual character of the men who are directing the enterprise, together with the versatility of the Boonville plant in being able to change from one product to another, should banish all hesitancy on the part of the farmer to plan for bigger and better milk production. The Lewis County Milk Corporation guarantees a square deal and full pay to its patrons. It does not propose to do business on credit extended by farmers, but fully expects to function in a business-like way.

The condensary states that they are now receiving milk of some 200 farmers and that they expect a steady market throughout the year. At the present time they have about 35 employed in the plant, which brings to Boonville at least five new families.

With the coming of the Lewis County Milk Company to Boonville the village rightfully looks forward to a new era of prosperity. Co-operation is one of the greatest factors of success and it looks as if hence forth there will be an armistice in the milk war which has been waged locally for a number of years with severe losses to the contending parties.

DIES FROM INJURY RECEIVED IN BASKET BALL GAME

J. Bernard Ellsworth, St. Lawrence University Student, Bruised Elbow and Blood Poisoning Develops.

James Bernard Ellsworth, 18, student at St. Lawrence University, Canton, died at Hepburn Hospital, Ogdensburg, last Thursday from blood poisoning resulting from an injury received in the underclass basketball game on March 22.

Ellsworth played on the freshman team and during the game at the university gymnasium between the freshman and sophomore teams, he fell to the floor, bruising his elbow. Nothing was thought of the injury at the time, but a few days later infection resulted and the boy was rushed to the hospital, where his condition gradually became worse. He was the son of Mrs. Harriet Ellsworth and resided at Fort Edwards.

Mr. Ellsworth was born in Fort Edwards and received his preliminary education there. He entered St. Lawrence last fall. Surviving besides his mother are a twin brother and a sister.

HORTON COMPANY TAKES OVER NESTLES PLANT AT GOUVERNEUR

Will Discontinue Manufacture of Ice Cream and Plant Will be Used for Fluid Milk.

The J. M. Horton Ice Cream Company has taken possession of the Nestles Company milk plant at Gouverneur. Leroy C. Bentham, Nestles manager, will continue with the Horton people, and the new concern is desirous of getting milk in large quantities at once.

Mr. Bentham states that no ice cream will be manufactured in the Gouverneur plant, which will assume practically the character of the fluid milk plant. There may be occasionally some condensing, but the bulk of the work will be making the milk up into preparation for ice cream production at another point. The Horton interests are among the largest ice cream producers in the world and supply a large portion of the ice cream consumed in New York city.

The Horton Company has been operating a plant in Richville for several years and that plant has been making a mixture, which is sent to New York to be made into ice cream. The Gouverneur plant will be used for the same purpose.

The Horton Company is on excellent terms with the farmers near Richville and it has paid them the highest price of any company for their milk. This fact was the cause of so many Richville peolers withdrawing from the league so they could sell their fluid milk to the Horton Company.

Turn Clocks Ahead.

Thirty-six cities in this state will turn timepieces ahead one hour on Sunday, April 27, including Albany, Troy, Cohoes, Rensselaer, Watervliet, Mechanicsville, Hudson Falls, Glens Falls, Amsterdam, Johnstown, Fonda, Gloversville, Rome, Utica, Chatham, Kinderhook, Valatie, Kingston, Catskill, Hudson, and all towns between Albany and Hudson. Syracuse, Rochester, Batavia and Watertown will continue on God's time.

LOWVILLE NURSERY YIELDS 1,250,000 SEEDLINGS

Shipments Will Begin April 15—Trees Are Sold to Land Owners at Cost for Reforesting.

The shipment of trees from the Lowville nursery of the State Conservation Commission will begin April 15, according to an announcement made today by K. E. Williams. Persons who have applied for trees may have their orders filled at the nursery by calling for them, thereby saving express charges.

The nursery maintained at Lowville is one of three controlled by the State Conservation Commission, having an annual output of 10,000,000 trees. These trees are sold to land owners of this state at cost for reforesting purposes. The sales this year will take the entire production. At the present time there are only White and Scotch pine and Norway spruce seedlings available for distribution. With the exception of the above species of seedlings there will be no trees for sale at the nurseries.

Equipment has been assembled at the nurseries for increasing the number of seed beds this spring to bring the annual production to 17,500,000 trees. The local nursery will increase an annual production of 1,000,000 trees to about 6,000,000. However, none of these will be available for distribution before two years.

First spring activity is shipment of trees for early planting. The Lowville nursery will send out about 1,250,000 trees. In shipping, the trees are removed carefully from the soil, sorted, counted and packed with damp moss in crates. From 1,000 to 20,000 trees are packed in one crate and will safely withstanding shipments of one week or longer.

In view of the fact that the entire available supply of planting stock at the three Conservation Commission nurseries will be exhausted this spring, it has been necessary to depart from previous practice. No transplanted stock will be for sale at any nursery and only those seedlings which have not been disposed of. At present these consist of only white and Scotch pine and Norway spruce. Orders filed through the commission receive preference over orders taken at the nurseries. In view of the spring sales and probable increasing demands, next year the Conservation Commission suggests that any person contemplating ordering trees for either this fall or next spring, to place their order well in advance of the season desired. Fall orders may be placed anytime after May 1, and orders for next spring after October 1. To assure granting of orders they should be placed with the Conservation Commission, Albany, N. Y., division of lands and forests. Requests are granted in orders received by the commission as long as stock is available.

Species now being propagated here are white pine, red pine, Scotch pine, Norway spruce, white spruce, white cedar, balsam, European larch, Carolina popular, black locust.

DAIRY MEETING A FAILURE

Few Salesmen and No Buyers Attracted to Gouverneur Board Session—Some Doubt About Board Functioning This Season.

Gouverneur, April 8.—For the first time in 17 years the Gouverneur dairy board has failed to have a large and enthusiastic meeting on the first Saturday in April. The meeting scheduled to take place here last Saturday for the opening of the 1924 season for selling cheese, failed to induce any buyers to visit Gouverneur, and there were but few salesmen.

Buyers evidently have not found enough cheese available in this section now to make it worth while to make a trip here, and the salesmen of more than thirty factories are tied up at present with the Macomb Co-operative Association and the St. Lawrence County Cheese Producers' Association.

The Macomb association gained considerable fame in 1923 by selling its season's product based on a certain price over the New York average run quotation, which gained a nice sum for the Macomb patrons of the Co-operative. With this in mind, about 25 other factories have joined to try and get similar results, but at the present time last year's success of the Macomb organization is not being duplicated. The Macomb factories allied with the larger organization are not able to sell their product as yet, and the deal by which the Macomb factories obtained a large price in 1923 is reported being entirely off for this season.

The Macomb cheese found its way to the Swift & Co. plants, and that firm has decided that it cannot afford to pay one cent in advance of the regular markets, according to the best information obtainable here. The Co-operative factories have much cheese made up with no substantial selling agency established as yet, but this cheese at present is practically out of the realms of the ordinary cheese buying agencies, such as the Richardson firm at Lowville.

The next meeting of the Gouverneur board is subject to the call of President William A. Freeman. The next few weeks will decide as to the Gouverneur board again functioning. It is looked upon as quite likely to begin operations a little later, when the outlying factories have begun making cheese on a larger scale. The opening meeting usually registers only a few hundred boxes. The annual election of officers of the board takes place the first Saturday in May and by that time the situation will probably be more settled.

Former Lacona Cashier is Released on Parole.

Auburn, April 9.—Samuel J. Sturdevant, who was sentenced to Auburn prison from Oswego for the embezzlement of funds of the First National Bank of Lacona, while acting as cashier of the bank, was liberated from Auburn last Thursday on parole.

At a recent meeting of the board of parole for state prisons favorable action was taken on the application of Mr. Sturdevant for release because of his spotless record since he was received at the prison three years ago.

It was stated that Mr. Sturdevant had accepted a position as a traveling salesman out of Syracuse.

The Standard Oil Company of California has ordered the removal of 1,200 billboards in Oregon, California, Nevada and Arizona.

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SAINT AUGUSTINE, FLA., BY W. LIVINGSTON LARNED

There is one thing exceptionally nice about one's affection for Saint Augustine—one need not be urged to come, by virtue of spectacular and insinuating lures. Those who spend a certain part of every winter season in this quaint romance-touched town, do not have to be coaxed and pleaded with, importuned and wheedled. They come here, season after season, because they want to come. It is as inevitable as that swallows shall start southward at the first cold blast. Love is inseparably linked with the reason why those who seek Saint Augustine, continue to pay it the tribute of their presence.

There is a vast difference between going to a place because your heart-strings are meshed with its very fabric, or because you "just have to go somewhere." One is as fine and as beautiful as the love of a mother for her child; the other is habit, pure and simple. Just this afternoon, we passed on the Ancient City streets a venerable, white-haired man who is internationally—known—and respected. When his birthdays swing around, the newspapers pick it up and make a great fuss over it. He is an immortal, if ever there was one on earth. And for twenty years or more, we have seen this kindly, deeply-loved man quietly strolling along the palm-shaded streets of Saint Augustine when the March winds are blowing north of the Mason and Dixon line.

Why? It isn't necessary to coax Mr. Depew to come to Saint Augustine. In all his senatorial experience, there has been no shrewd reasoning nor cold logic which prompted him to confuse love with mere habit. We rather imagine that Mr. Depew continues to be content with this one place, above all others, because of unadulterated sentiment. Something in its quiet, its peace, its little houses and its smiling flowers—its vista of sunlit water, and its subdued cathedral bells—something in all of these makes the heart of the man yearn for a first love—as one turns to a sweetheart; unforgetable and as fragrant as jasmine.

Now we happen to know the other side of Mr. Depew. He is a man, always in the public eye, to whom flattery and tribute is of small consequence. An important official in a great railroad organization, mileage would mean nothing to him. He could as easily go to California as to China. Far countries have sought him and great cities have pleaded for his winter sojourns. Yet, somehow, he could never quite accept—and so, year after year, we who come as regularly as Mr. Depew in our humbler way, find him along the narrow streets, sublimely content, happy, satisfied. And there is something in the expression of his face which seems to say, with mute eloquence—"It's home—I love it."

Saint Augustine has its "regulars." They come, rain or shine, regardless. They never complain. It may be a bright season or a chill one; the Matanzas may churn into fury, week on week, and the clouds frown, yet they have no complaint. Some things are God's will, you know, and Weather is one of them. There is something at once humorous and pathetic in our constant railing at weather. It never suits us.

Saint Augustine can't have a really "bad season," because of the unassailable fact that there are far too many people who love it, faults though it may have—cold or warm. They return, not because of weather or people or celebrations, but because it is Saint Augustine. And what better reason could there be?

Now it is confessedly different with other parts of Florida—bless their hearts! Some of our younger communities feel the need of press agentry along thoroughly modern lines. They are growing, and have that lusty, hungry eagerness for shoulder-patting which is just as natural as that flowers should turn to the sun. Take Miami, for example—there has not been a Sunday during the current season, that Miami has not been pictured in the Rotogravure sections of our great metropolitan newspapers. Miami is the Theda Bara of Florida towns. She vamps the universes with accustomed wiles. Not that we would detract from either Theda or Miami for a moment—they are both progressives and wonderfully American.

But to make our point, we must draw the comparison. Miami believes—and it is a modern idea—that if you want the crowds, you must use the ballyhoo, and the bands must play. And so Jack Dempsey and Norma Talmadge and Sarazen and a thousand other celebrities appear to boost the wonder city of the Florida tip. When other material runs short, they snapshot a dozen bathing beauties in a Mack Sennet atmosphere, and Sunday newspapers grab at the chance, because Sunday newspapers, in this respect, have had to take up nakedness where the Police Gazette left off.

Even staid old St. Petersburg has eased up on pictures of Hoss-shoe pitching and is going in for illustrations of fair maidens with no more on than a smile and a court plaster. Publicity! Consider Palm Beach, that veteran of press agentry! Wasted that day which does not picture Palm Beach in a flushed and excited peak of bathatorial exuberance. Senator Smudge, who has just shown by the most exclusive evidence that he had no more to do with oil than being lubricated financially with and by it, and snap-shotted under the shade of the sheltering palm, with Peacha Creama, Queen of the Cinema, whose ninth husband had just consented to come south with her because he likes the white meat of cocoanuts, make a mighty pleasing sepia-tinted pair when observed in the Sunday magazine sections.

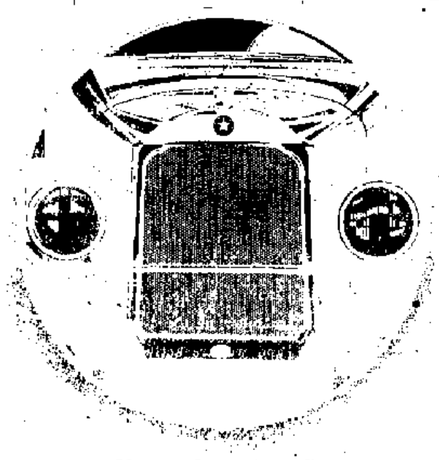
These great winter resorts have their press agents in the same way that dogs have fleas, although we must admit that the simile is abominable. In order to keep the crowds coming—and going, it is necessary to fill news columns with localized gossip. A town, a city, a winter resort—all of these, can, and often are, sold and merchandised, much as you would exploit a soap or a new kind of whitening for canvas shoes.

Ormond has cashed in on automobile races on the beach, and if somebody isn't killed—or a record broken—its a bum season. Daytona bears down heavily on moss and live oaks. People are supposed to travel thousands of miles just to discover that the whiskers on a tree, down in that district make every street corner resemble our early forefathers in the early blossom of their most picturesque sideburns. West Palm Beach could not get along without casual reference to the sun dance which is held for those who hate sunshine and would rather have jazz under the tropic calcium, than anything nature ever lit with her most inspired taper.

If the advertising stunts originated for Miami could be placed, end to end, for a single season, we venture the assertion that the aggregate would reach seven times around the globe and back to the entrances of the Ponce de Leon, before sundown. Miami and other Florida communities, with a zest and a fervor which is wholly within their right and ethical province, advertise themselves as you would commercially advertise a Heluz Pickle.

Not so with Saint Augustine.

You come here because you like it—or you do not come at all. Maybe that's why we haven't a merry-go-round on every corner. Who knows? There is no necessity for reasons to visit the Ancient City. Your heart calls you—and, with the birds, you start the flight southward, joyous, happy, a song echoing through the very soul of you.



You no longer need compromise on looks in buying an economical low-cost car.

The new model Star Car has this double appeal—distinctive appearance and proved performance.

JOHN WERNER & SON, Dealers

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C. F. WEIR, Representative

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PROTECT YOURSELF from the errors of others by paying bills by check. A checking account makes it easier for you to save a part of your income. It also promotes accuracy in the handling of your financial affairs; is a convenience because you always have the exact change; stands for safety, as your money is out of the way of the "small purchase" temptation, loss by fire, etc.

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Utica Gas & Electric Co.

7% Cumulative Preferred Stock

The Public Service Commission of the State of New York has just approved the remaining portion of our latest issue of 7,500 shares.

More than 3,000 of these have already been subscribed for, so that less than 4,500 shares of this issue remain to be sold.

Over 3,000 customers are now shareholders in the company. This number is increasing almost daily, for our 7% cumulative preferred shares represent a sound investment in one of the country's leading utilities.

Purpose of This Issue

The use of gas and electricity is growing faster than the growth in population. Industries, homes, stores are rapidly sensing the economy and convenience of gas for heat, electricity for power, light and labor saving devices.

This latest issue of our 7% preferred shares is for plant extensions and improvements to meet increased demands. It represents money already invested by the company and is approved by the Public Service Commission.

In other words, the money you invest in these shares represents tangible property for service and products that have an established demand; property that is capable of and is returning earnings several times the amount necessary to pay dividends. It represents property too, that is worth several times the preferred shares issued against it.

What a Recent Statement of the Company Shows

The December 31st, 1923 statement of the company shows net earnings for 1923 over 4½ times the dividend requirement of this preferred security.

It also shows the net assets to be $315 per share of the total outstanding preferred shares, after all deductions for depreciation and other prior liabilities.

These are the unmistakable evidences of the soundness and reliability of this security.

Why We Offer You This Opportunity

A growing public utility requires money in large amounts. Its investment in plants and equipment runs into large figures. Because of the nature of the utility business, for every dollar of income it receives each year, the Utica Gas & Electric Company must maintain an investment of about $5.00.

It cannot, like other businesses, expect to make plant additions from earnings, because its rates are restricted. The company may earn a fair return on the investment in property, pay taxes, and provide for natural depreciation.

The money for growth and expansion must, therefore, come from a large number of investors who seek security and a fair rate of return.

This, then, is your opportunity to invest in property near you. A large business with an assured future growth and continued earning power. A business that can issue securities only against existing (not contemplated) property.

It is a business that deals with the every-day happiness and welfare of thousands of people of whom you are one. The company and you are dependent upon each other. That's why we seek and welcome you as a part owner.

Non-Assessable—Quarterly Dividends

This issue is non-assessable and has preference both as to assets and cumulative dividends over common stock. Dividends exempt from normal Federal Income Tax.

The price is $102 per share and accrued dividends.

Interest at the yearly rate of $7.00 per share is paid quarterly. Dividend checks are mailed to your address.

Our Easy Payment Plan

In order to enlist as many customer owners as possible, we provide a saving plan by which shares may be purchased.

A small payment down as low as $7.00 and monthly payments over a period of nineteen months, or less at your convenience, enables you to purchase by this saving plan.

Interest at the rate of 6% is paid on all monthly payments. Certificates are delivered when payments are completed.

How and Where to Buy

You may subscribe for these shares at any office of the company, or through any employee.

No restrictions are placed on the number of shares you may buy, but they will be issued subject to prior sale or allotment.

There being only 4,500 of these shares left, we advise early application. We will be glad to have your subscription by mail.

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