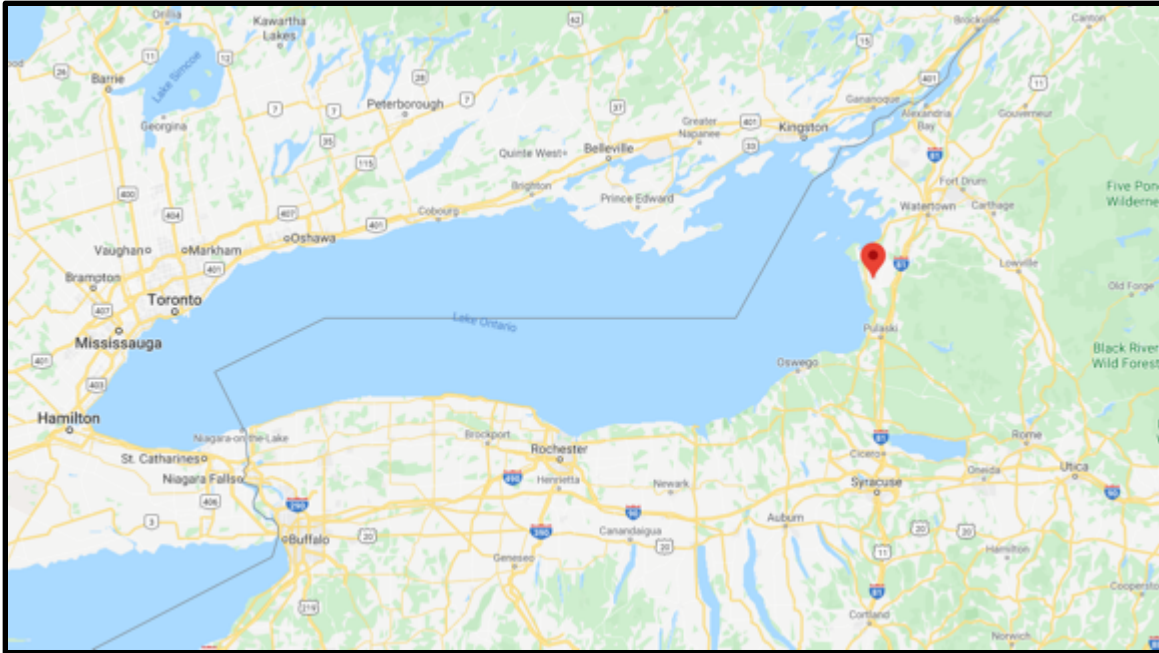




John Kennedy Lynch, Sr.

.John Kennedy Lynch I was born in Woodville, Jefferson County New York, November 11, 1841. He was the first of our family line to be born in the USA. His father, Matthew Lynch, was born in Limerick Ireland, and emigrated to the United States with his wife, Hannah Kennedy, who was also a native of Ireland.

Most people of Irish descent in America today believe that their forebears, such as Matthew, came to the new land to escape the potato famine, but this was not the case. Matthew and his wife Hannah chose to travel to the American's, prior to the famine, which didn't occur until 1845. They may have emigrated to Canada first, but ultimately, they settled in Woodville, which is right on the Canadian border. Being good Catholics, they had John baptized in the nearest Catholic Church, which also happened to be in Canada, and which was no doubt less important to them than simply getting him baptized in the faith.



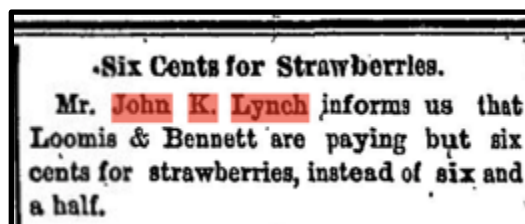
Map of upstate New York (Google Maps)

Sometime later Matthew moved the family a further west, to Oswego, New York, before the 1860 census, which lists both Matthew and John as farmers. Shortly after that, Matthew went into business as a tugboat operator, on a boat called the 'Tokius', pulling boats through the locks at Mud Creek on the Erie Canal.

Tugging boats was a reliable and reputable business at the time, and would have sustained Matthew and his family well, as the demand on the canal was high. Tragically however, when John was just past his twentieth birthday, Matthew had a serious accident. A wooden bar on the yoke of a horse broke and came back and struck him in the chest, seriously wounding him. The local newspaper covered the incident and reported that Matthew was expected to make a full recovery. Sadly, a few days later, at 55 years of age, he died, leaving Hannah a widow and John with the heavy burden of now supporting his mother and six siblings.

One can speculate that it was the new weight of providing for his family that served as the impetus to move John from the farm into some more profitable form of business for himself and his family. In 1864, at the age of twenty-three, his entrepreneurial spirit emerged as John started a retail grocery store business on Seneca street. He conducted his grocery business for nine years. Then, in 1873, it appears his attention was caught by the emerging success of the Oswego strawberry industry.

The strawberry came to Oswego by way of Morris Pierce, who had brought a few quarts of strawberries to a local Oswego market to sell in 1863. They were "gazed at as a curiosity by hundreds of persons and sold at one cent per berry." This initial sale was the beginning of quickly growing demand in Oswego for the delicious berries, and soon 6 or 7 cultivators were growing strawberries in the region.



John decided to join the strawberry race, and launched a new produce business, cultivating and selling strawberries in Oswego, and beyond. John was already a successful grocer, so presumably he had some knowledge of how to bring these berries to market. He became largely instrumental in building up the well-known Oswego strawberry industry, and eventually emerged as one of its two leading producers. He was noted as the first strawberry producer to send a shipment of berries by rail in a refrigerated car in 1888. John sent his shipments to New York City, Philadelphia, and Newark via the Delaware, Lackawanna and Western Railroad (DL&WRR), using rail distribution to reach a broader market, and his berries gained popularity for their unique attributes, noted for “possessing a flavor and solidity unequalled”.

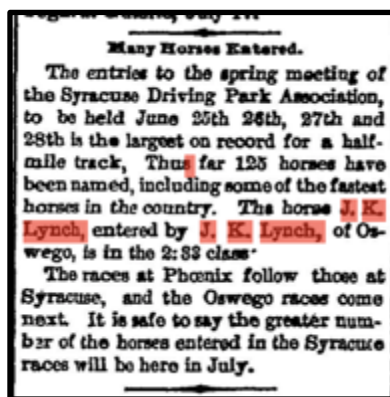
John’s main competitor was J. Heagerty, and it was noted that there was ‘active competition in buying’ between the two. By 1894, over 15,000 36-quart crates were shipped from Oswego to the market, which now expanded to the Boston area as well. The wholesale price was 9 cents per quart, which represented a \$50,000 annual industry for Oswego at the time – this would equate to roughly \$1.5 million in value in today’s dollars.

By this time, John was now a serial entrepreneur. He had gained a reputation as a “man of energy and enterprise, experienced and reliable in his business dealings”. The strawberry business was clearly going well, but he must not have been satisfied. So, in 1882 he purchased joint ownership of a wholesale liquor business in partnership with Mr. Edward V. Mitchell, on West First street.

John and Edward purchased the business from Edward’s father, Edward Mitchell Sr., for a sum of \$16,000. They remained in partnership for ten years. However it became apparent that John’s partner was not a great businessman, as it was noted by the local press.

“Edward did not give the attention to the business that it demanded. During the five years of partnership, Edward drew out more than \$14,000 for his personal use, a large portion of which was used in betting and maintaining fast horses.”

Interestingly, it seems young John also had an interest in horses at the time and was recognized for his success in racing in the local newspaper.



However, despite John and Edwards common interest in horses, John decided to end their partnership. In June of 1892, Edward’s father bought out John’s share of the business for a sum of \$5,000.

Business Changes.

The formal announcement of the dissolution of Mitchell & Lynch, wholesale liquor dealers, is made today. Hereafter the business will be conducted by Mr. E. V. Mitchell. Mr. J. K. Lynch retiring.

While the newspaper announced the dissolution of their business and that John was retiring, John had other plans. He was by no means done with the distribution business. By July of 1892, just a month later, the newspaper reported the launch of his new business, with the headline "Mr. Lynch Will Go It Alone".

Mr. Lynch Will Go It Alone.

Mr. John K. Lynch, for many years the outside member of the wholesale liquor firm of Mitchell & Lynch, has completed the equipment of his new store in East First street, and is now ready to serve his old patrons. The business of rectifying and distilling is one with which Mr. Lynch is perfectly familiar, and the promise to the public that he will handle only the first-class brands of liquors will no doubt be carried out to the letter. Mr. Lynch has a wide acquaintance throughout the State and will no doubt build up an extensive trade. His friends all wish him success.

July 26, 1892

Business Changes.

Mr. J. K. Lynch, formerly of the firm of Mitchell & Lynch, has leased the store in East First street formerly occupied by Harman Brothers, furniture dealers, and will shortly open a wholesale liquor store there. Mr. Lynch leaves for Cincinnati and Louisville, Ky., to-night to purchase his stock. It is his intention, he says, to handle only the best line of goods.

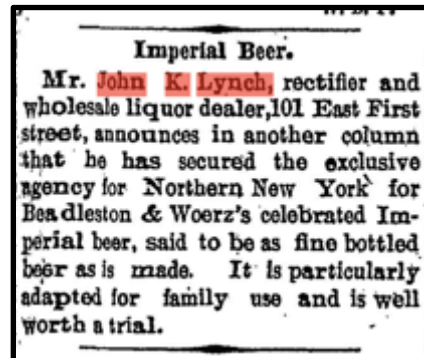
August 2, 1892

Having announced his new business to the public, John immediately leased a store location, and a week later travelled to Cincinnati and Louisville to meet with suppliers. His new business was off to a fast start. By August 2, he had also obtained his Saloon License.

Licenses Granted.

The Board of Excise met last night and granted saloon licenses to Dennis Redmond, William Shepard and Frank Madigan. John K. Lynch and Andrew Baltes were granted stock licenses. Mr. Baltes also received druggists' license.

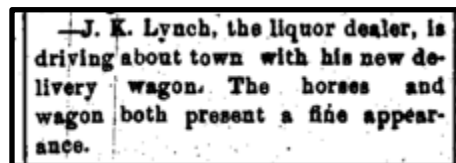
On August 13, it was publicized that John had secured a contract to be the exclusive distributor for Imperial Beer.



Imperial Beer.
Mr. John K. Lynch, rectifier and wholesale liquor dealer, 101 East First street, announces in another column that he has secured the exclusive agency for Northern New York for Beadleston & Woertz's celebrated Imperial beer, said to be as fine bottled beer as is made. It is particularly adapted for family use and is well worth a trial.

The local newspaper, the Oswego Palladium, frequently provided public updates of John's business (he was also a frequent advertiser)

"J.K. Lynch, the liquor dealer, is driving about town with his new delivery wagon. The horses and wagon both present a fine appearance."



-J. K. Lynch, the liquor dealer, is driving about town with his new delivery wagon. The horses and wagon both present a fine appearance.

By 1893, the local chamber of Commerce recognized his business and success in a "relatively short time" in their annual publication, with the following profile:

"Though only a comparatively short time, established as at present, John K. Lynch, distiller, rectifier, and wholesale liquor dealer, office and salesrooms, No. 101 East First Street, has built up a large and flourishing trade. He is one of the leading and most widely-known merchants in the line indicated in Oswego, and his business extends throughout Central and Western New York, and portions of Pennsylvania and New Jersey. He represents several Kentucky distilleries, making a specialty of fine native whiskies, and his place is headquarters for Lynch's "Golden Wedding" whiskies, "Old Monongahela," "Mechanics' Club," "J.K.L & Sons Bourbon," and other noted brands. Mr. Lynch, who is a gentleman of forty-five, born in this city, is a man of energy and enterprise, as well as many years experience, and is thoroughly reliable in his dealings. He was formerly of the firm Mitchell & Lynch, established in 1882, and has been in business alone since July 15, 1892. He occupies a spacious store and basement, and carries a heavy stock, which includes choice imported and domestic wines, brandies, whiskies, gin, rum, cordials, bitters, case goods, and liquors generally. The house is under the efficient management of Mr. George T. Glynn, and an efficient staff is employed, including two representatives on the road. All orders for the trade are filled in the most prompt and trustworthy manner, quality and quantity being guaranteed, while the very lowest consistent prices are quoted. Mr. Lynch is well and favorably known in commercial and social circles. He is a member of the Traveling Men's Association of Utica, and belongs to the Young Men's Catholic Association, the Catholic Mutual Benevolent Association, the Ancient Order of Hibernians, and other societies"



JOHN K. LYNCH, Distiller, Rectifier, and Wholesale Liquor Dealer, Office: No. 101 East First Street.—Though only a comparatively short time established, as at present, John K. Lynch, distiller, rectifier, and wholesale liquor dealer, office and sales-rooms, No. 101 East First Street, has built up a large and flourishing trade. He is one of the leading and most widely-known merchants in the line indicated in Oswego, and his business extends throughout Central and Western New York, and portions of Pennsylvania and New Jersey. He represents several Kentucky distilleries, making a specialty of fine native whiskies, and his place is headquarters for Lynch's "Golden Wedding" whiskies, "Old Monongahela," "Mechanics' Club," "J. K. L." & Sons' Bourbon, and other noted brands. Mr. Lynch, who is a gentleman of forty-five, born in this city, is a man of energy and enterprise, as well as many years' experience, and is thoroughly reliable in his dealings. He was formerly of the firm of Mitchell & Lynch, established in 1882, and has been in business alone since July 15, 1892. He occupies a spacious store and basement, and carries a heavy stock, which includes choice imported and domestic wines, brandies, whiskies, gin, rum, cordials, bitters, case goods, and liquors generally. The house is under the efficient management of Mr. George T. Glynn, and an efficient staff is employed, including two representatives on the road. All orders for the trade are filled in the most prompt and trustworthy manner, quality and quantity being guaranteed, while the very lowest consistent prices are quoted. Mr. Lynch is well and favorably known in commercial and social circles. He is a member of the Traveling Men's Association of Utica, and belongs to the Young Men's Catholic Association, the Catholic Mutual Benevolent Association, the Ancient Order of Hibernians, and other societies.

From publications like this, as well as from frequent newspaper advertisements, John was the distributor of an extensive list of popular brands, including Vinum Vitae (Wine of Life), Crown Beer (Bartels Brewery), Evan's India Pale Ale and Stout, Imperial Beer Monte Carlo Whiskey, Duff Gordon Sherry, Scotch and Irish Imported and Domestic Wines. He also offered a substantial array of whiskeys:

*Ryes: Philadelphia (sic), Old Horsey, Mount Vernon, Guckinbemer, Finch's, Overbolt
Bourbons: Meadow Run, Old Kentucky, A. Kellar, Lenox, Hanning, Chimney Corner
Blends: Old Mountain, Mechanics Club, Hawthorne, Silver Creek, Monogram*

No. _____ OLD HOME WEEK

"MONTE CARLO RYE"
JOHN K. LYNCH
101 EAST FIRST STREET
OSWEGO : NEW YORK

Distiller, Blender, Wholesale Liquor Dealer,
Distributor and Holder, Free and in Bond,
of the following Brands

RYES —Dillenger	
Dougherty	BOURBONS —Lenox
Guckenheimer	Old Dearborn
Meadville	Chimney Corner
Mt. Vernon	Belle Nelson
Old Horsey	Glenarme
Overholt	Ashland
Philadelphia	Jno. Hanning
Finch's Golden Wedding	Blue Grass
Sam Thompson	Meadow Run

FINE BLENDS—Lynch's Golden Wedding, Old Mountain Run, Mechanics Club, Hawthorne, Monte Carlo, Lynch's Malt

Ramsay's Old Scotch, Kinnane's & Syke's Irish Whiskies, California and Imported Wines and Brandies. Also Distributor for Bartel's Famous Beers (Union Made), Bartel's Export Beer, Brewery Bottling, Bartel's Malt Extract

TRY A "MONTE CARLO HIGHBALL"

Copyright by George

1906 Oswego Chamber of Commerce Advertisement

In addition to distributing wine, beer and liquor from other producers, John also operated his own “distillery and rectification business” and offered his own brands of blended whiskey, “Lynch’s Golden Wedding Whiskey”, as well as aged bourbon, “JKL & Sons Bourbon”, and a beer called “Lynch’s Malt”.

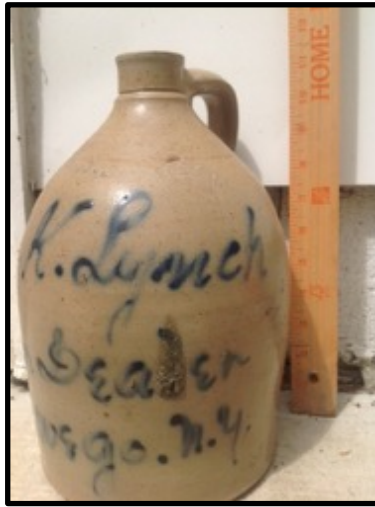
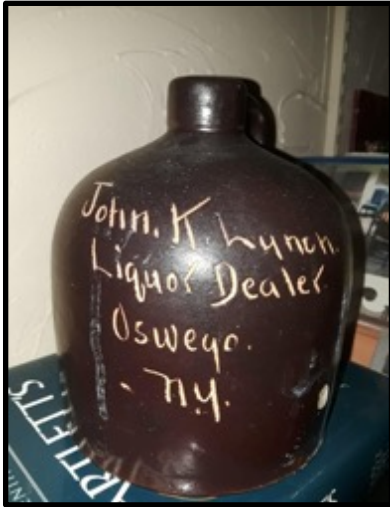


Golden Wedding Whisky seems to have been his most successful brand. At the time it was a popular drink marketed as a celebratory beverage to be offered and shared at wedding parties and receptions. The concept for this 'whisky' was described as a whiskey made from “wedding” 5 whiskies (primarily bourbon and rye) into one distinct blended whiskey. The advertisement below for Lynch’s Golden Wedding Whisky, which John also distributed, was the most widely known Wedding Whiskey available at that time.

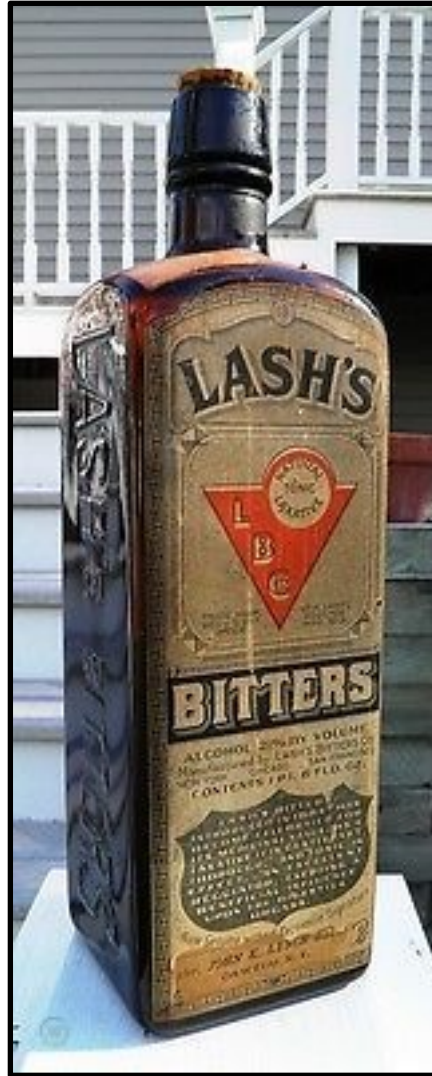


John K. Lynch sold beer and whiskey in bottles and jugs with his name labeled on them, and it seems it was the practice at the time to return these for refilling, rather than just to discard them. Some of these have survived and are pictured below...





By 1913, John's business was really thriving and he was expanding. He purchased a large bottling plant across the road from his store, which allowed him to be bottling Crown beer as the "local agent" for Bartels Brewing Company.



Two examples of 3rd party products that John K Lynch distributed.
Note the label at the bottom of bottle which read "John K Lynch, Oswego, NY".

LARGE BOTTLING PLANT.

John K. Lynch Jr., Buys Interest in McCarthy and Marsh Building.

A deal was closed today whereby **John K. Lynch, Jr.**, secured the interest of James H. McCarthy in the building at the corner of East First and Cayuga streets. The Marsh estate, which also owns a portion of the building, retains its interest in the same.

In connection with the purchase plans are being made by Mr. Lynch for the remodeling of the basement into a storage and bottling plant. This will tend to relieve the present congestion in the Lynch store, across the road, and will also mark the entrance of the Bartels Brewing Company, of Syracuse, of which Mr. Lynch is the local agent, into the local field as a bidder for the wholesale ale trade.

He also advertised Crown Beer heavily in the local newspapers.



This Label Is Your Protection

Back of it is the purest and best beer brewed; always uniform; always good, serves as both food and beverage—TRY IT



Crown Beer
is distributed in your territory by
J. K. LYNCH
77 East First St.
Phone 170 for a trial case.

BARTELS BREWING CO., SYRACUSE



Sparkling and Nutritious
—a satisfying, wholesome and nutritious home beverage; healthful and invigorating.

Crown Beer

is always pure and wholesome and is distributed in your territory by
J. K. LYNCH
77 East First Street
Phone 170 for a trial case.



BARTELS BREWING CO.,
SYRACUSE



Attraction!

Whatever is good; whatever is famous in name or nature, always attracts crowds of enthusiastic people. "Crown" is famous for its brew.

Crown Beer
is distributed in your territory by
J. K. LYNCH
77 East First St.
Phone 170 for a trial case.

BARTELS BREWING CO.,
SYRACUSE

John's career in distilling, rectifying, blending, bottling and distributing all types of alcoholic beverages spanned thirty-four years. His impressive life and business came to an end in 1916. In February that year, it was noted in the paper that John was ill with pneumonia. Just two days later, he succumbed to his illness.

The Sick List.

It was stated today that the condition of **John K. Lynch**, who is confined to his residence, No. 93 East Eighth street, with pneumonia, remained about the same. His condition is considered by physicians as serious.

JOHN K. LYNCH.

Few Oswegonians were better known than **John K. Lynch**. In business and in a social way, he had been prominent for many years; and as, to know him was to like him, his friends were legion, not only in this city but all over this section of the State. He was a liberal contributor to charity and to every cause that would tend toward the improvement of Oswego. His death, following a brief illness, practically the first with which he had ever been afflicted, will cause sorrow to all those with whom he was acquainted. Old in years only and in the midst of enjoyment to the fullest of the fruits of long years of industry, his passing will be genuinely regretted.

Perhaps a fitting tribute to John Kennedy Lynch, this illustration and poem appeared in the Oswego newspaper June 11, 1908. We have no context as to who wrote it or why it was published, but clearly John was highly regarded and respected in his community, and was considered honorable, likeable and young at heart. There's not much of a better legacy than that.

At the time of his death, John Kennedy Lynch Sr. had achieved much success, and was well known and highly regarded in Oswego. He was "one of the best-known citizens", and was "public spirited and always interested in the advancement and prosperity of the city".

Perhaps a fitting tribute to John, this illustration and poem appeared in the Oswego newspaper June 11, 1908. We have no context as to who wrote it or why it was published, but clearly John was highly regarded and respected in his community, and was considered honorable, likeable and young at heart. There's not much of a better legacy than that.

JUNE 11, 1908. SIX DO

The Youngest of Them All.



JOHN K. LYNCH.

He is jolly and happy and smiling of face, ♣
He's a rollicking son of a fun-loving race,
He is there with the goods for a friend in a pinch,
He's the prince of good fellows—that same John K. Lynch.
With the heart of a child and the mind of a sage
He is younger by far than men half his age.
We hope that with joy a few steps he'll be treading
When "Monte Carlo" he toasts at his own "Golden Wedding."

OBITUARY.

John K. Lynch.

John K. Lynch, one of the best known citizens of the city, died at his residence, No. 93 East Eighth street, this morning following a short illness. Although Mr. Lynch's condition has been serious for several days, his death was unexpected and the announcement came as a shock to many friends.

Mr. Lynch was stricken with grip about three weeks ago, which later developed into pneumonia, and a week ago yesterday he was forced to his bed. The end came late this morning.

Mr. Lynch was born in Woodville, Jefferson county, November 11th, 1844, and came here as a child with his parents. He was educated in this city and at the age of twenty started a retail grocery store in West Seneca street, which he conducted nine years. At that time he was interested in Democratic politics in the First ward and was ever after identified with the Democratic party in the city. Later he was in the produce business, being largely instrumental in building up the Oswego county strawberry trade. He was the first to send a shipment in a refrigerator car to New York. In 1882 he started in the wholesale liquor business with the late Edward Mitchell, former Mayor, remaining until 1892; when they dissolved and Mr. Lynch started at 101 East First street. Later he purchased the property, 77 East First street, where the business is now located. He was a communicant of St. Paul's Church, a member of the C. M. B. A., of Oswego Lodge of Elks and of the Columbian Club. He was a public-spirited citizen and always interested in the advancement and prosperity of the city.

Surviving, besides his wife, are four daughters, Theodosia, Anna, Mrs. Charles Raby, of this city; Mrs. Stanley Worden, of Syracuse; four sons, John K., James W. M. J., of Portland, Oregon; Robert, of Philadelphia, Pa.; one brother, Matthew, of New York city; four sisters, Mrs. James Langon, Mrs. Mary Lathrop, of this city; Mrs. Catherine Delaney, of Schenectady, and Sister M. Theodosia, of Troy, N. Y.



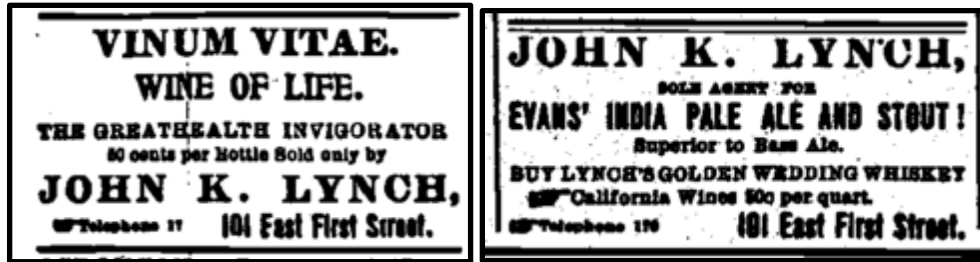
John Kennedy Lynch, Jr.

John Kennedy Lynch, Jr. had worked with his father in their family distribution business for some time before his father's death. After his passing, John Jr. continued to operate the business under the same name, continuing in much the same manner.

Duff
Gordon
Sherry
Pale, Brown, Dark.
Just received, a large shipment from Port St. Mary, Spain.
In Bulk and Bottled Goods
John K. Lynch,
77 East First St.

RYE, BOURBON, BRANDY, WINES.
Special Holiday Prices.
JOHN K. LYNCH
SOLE IMPORTER
Monte Carlo Whiskey.
DISTRIBUTION FOR
RYE BOURBON BLEND
Wheat Whisky Liqueur Golden Wedding
Cognac Brandy Scotch Whisky
Gin and Tonic
ALSO DEALER IN
Imported and California Wines and Brandies.
Phone 179 77 East First St.

FINE WHISKEYS!
Monte Carlo, Overholt, Mt. Vernon, L. G. W. O. M. R. Finch's L. G. W. Hawthorn. Lenox.
DUFF GORDAN SHERRY
IMPORTED WINES AND BRANDIES
"VINUM VITAE"
John K. Lynch,
101 East First Street.



He operated the business for five more years, but threat was looming as the Prohibition movement gained momentum. The Women's Christian Temperance Movement, which began in Hillsboro, Ohio, in 1873 succeeded in pushing prohibition through in 1919. Prohibition became the law of the land, and it would be a devastating blow for the alcohol manufacturing, distribution and retail industry throughout the USA.

John Jr. tried to keep his business going despite this massive legislative blow to his livelihood. In Jan 1920, John was recognized in the local newspaper for agreeing to sell his whiskey for medicinal purposes. There was some contention over this issue. The druggists in Oswego had refused to put whiskey on their shelves. Local doctors had obtained permits to prescribe whiskey, for medicinal purposes, but only after securing a \$1,000 bond. However, with no drugstores willing to stock whiskey on their shelves, their patients had no place to obtain the spirit. The Doctors and Druggists were decried for "passing the buck." It was then that John K Lynch, Jr. stepped up to announce he had applied to the Collector of Internal Revenue Brewster for a permit to wholesale liquor for non-beverage purposes.

The article further detailed that Mr. Lynch had fifty barrels of whiskey in bond, "which by the way would have netted him a profit of about \$20,000, had the war-time prohibition ban been lifted." The whiskey cost him about \$1.50 per gallon to produce, and the tax on non-beverage liquor added an additional \$2.20 per gallon. Mr. Lynch estimated he could sell his whiskey for "around \$2 per quart" (\$8.00 per gallon).

John K Lynch, Jr., like his father, was well connected. The article below credits John with being responsible for bringing presidential candidate, Franklin D Roosevelt, to Oswego for a campaign stop later in 1920.

**ROOSEVELT IS
COMING FRIDAY**

John K. Lynch is making arrangements for the public greeting to Franklin D. Roosevelt, Democratic candidate for vice-president, who will be here Friday evening.

Mr. Roosevelt will arrive on a special car attached to the Phoenix train which reaches here from Syracuse at 3:50 o'clock, new time. He will make a brief address and will leave here at 7:25 new time for Watertown. He will be at Richland from 7:30 to 8:10 old time and will also speak there.

Democratic committeemen throughout the county are being notified that he will be here and it is expected there will be a large crowd on hand to greet him.

Sep 20, 1920

While John Jr. tried his hardest to maintain his distribution business, at some point it must have become too much of a struggle. In 1921, after a full year of fighting to maintain his distribution business, he made a life-changing decision to close it down. Just as his father had made the decision to pivot from selling strawberries to liquor distribution, John Jr. prepared to pivot to his next endeavor – selling automobiles.

Just a few months later, in April 1921, John Jr. launched his new Auto Dealership, the J. K. Lynch Sales Company. The first vehicle he offered was the Republic Truck, which coincidentally, was commonly used for distributing beer, among other uses.

Lynch Sales Company Formed.

John K. Lynch announced today he had formed the **J. K. Lynch Sales Company** with offices at 77 East First street, where he will handle the Republic truck, auto accessories and supplies. A new front will be placed in the store.

April 22, 1921



In April 22, 1909, John Jr. married Miss Helen Genevieve Troll, who was described as “a charming and accomplished young woman, a talented musician, and possessed of many graces and a winsome personality which has endeared her to a wide circle of friends.”

The wedding received a substantial write up in the local Newspaper...

LYNCH-TROLL WEDDING TODAY

Was Celebrated in Corning With Nuptial Mass.

Eighty Guests Present at the Reception at the Bride's Home After the Church Service—Beautiful Gowns and Handsome Wedding Gifts—The Wedding Trip.

CORNING, April 21.—(Special.)—One of the most elaborate weddings of the year was the Lynch-Troll nuptials today. The marriage ceremony which united in the holy bonds of matrimony Miss Helen Genevieve Troll, of this city, and John Kennedy Lynch, Jr., of Oswego, was solemnized at St. Mary's church at 9:30 o'clock this morning.

The edifice was well filled with relatives and friends. The Rev. James F. Kennedy, C. M., pastor of St. John's church, Brooklyn, an intimate friend of the bride's family, celebrated nuptial mass.

As the bridal procession advanced up the center aisle Sister M. Flavia rendered Lohengrin's Wedding March, the beautiful strains being exquisitely played. First came the ushers, William J. Hogan, Charles H. Glynn and Dr. T. H. Cullen, of Oswego. The bridesmaids, Miss Marguerite Troll, sister of the bride, Miss Josephine Comosh, of this city, and Miss Anna J. Lynch, of Oswego, sister of the groom, in the order named, were next. Miss Margaret Donahoe O'Connell, of this city, maid of honor, followed the flower girls, Frances and Helen Mern, the little cousins of the bride. The bride was borne on the arm of her father, James S. Troll.

The bridal gowns were handsome creations. Miss Marguerite Troll was attired in a light blue mesalene Empire gown and carried a shower bouquet of American Beauty roses. Miss Josephine Comosh wore a pink mesalene Empire gown and carried a shower bouquet of pink roses. Miss Anna J. Lynch was gowned in lavender mesalene, en train Empire style, with silver trimmings. She carried a shower bouquet of violets. Miss Margaret O'Connell was attired in crepe meteor gown, en train Directoire style, trimmed with gold and pearls. She bore a shower bouquet of yellow roses. The flower girls wore French dresses and carried baskets of Spring flowers. The bride looked charming in a white duchesse satin gown, en train Directoire style, trimmed with real point lace. She wore a veil caught with fillets of the valley and carried a shower bouquet of lilies of the valley. She wore the groom's gift, a handsome necklace.

The bridal party proceeded to the altar, where the bride's father gave her away, the groom and his best man, James H. Mackin, of Oswego, advancing from the vestry. The bridal party remained within the sanctuary during the solemn celebration of the nuptial mass, forming a semi-circle in front of the high altar. John Comosh, Jr., sang "O Salutaris" at the offertory. Sister M. Flavia played Mendelssohn's Wedding March as the bridal party retired at the conclusion of the mass. Following the ceremony at the church

the elaborate wedding dinner was served to the immediate friends and relatives at the home of the bride's parents, Mr. and Mrs. James S. Troll, of No. 27 East Second street. Miss Naugle catered. The home was prettily trimmed; laurel being effectively used in the decorative scheme. The bride's table was exceptionally pretty, pink and green and white predominating. A beautiful floral centerpiece enhanced the attractiveness of the scene. Covers for eighteen were laid at the bride's table. The other guests, numbering sixty, were dined in the library, parlor and sitting-room, which opened into each other, at smaller tables.

The bride's gifts to the maid of honor and bridesmaids were gold watchpins. The groom's gifts to the best man and ushers were gold scarfpins, bearing their monograms.

The young couple were the recipients of a beautiful array of presents which filled one room, handsome gifts of furniture, cut glass, silver and china being noticeable.

Mr. and Mrs. Lynch departed on the Lackawanna at 12:20 o'clock for a honeymoon which will be spent in New York and Boston. They will be at home after June 1st at their newly furnished residence, corner of East Sixth and Albany streets, Oswego.

The bride is a charming and accomplished young woman, a talented musician, and possessed of many graces and a winsome personality which has endeared her to a wide circle of friends. She is a graduate of Corning Free Academy and of the Genesee Normal school and was a former student at the Oswego Normal school. The groom is a prominent young business man of Oswego, being associated with his father in the wholesale liquor business. He has made many sincere friends in his visits to Corning.

Among the out-of-town guests in attendance at the wedding were: Mr. and Mrs. John K. Lynch, Misses Anna, M. Theodocia, Isabelle and Frances Lynch, James H. Mackin, William J. Hogan, Charles Glynn, Professor E. J. Condeley, Dr. T. H. Cullen, Oswego; Mrs. George Horn, Mr. and Mrs. Earl Horn, Mr. M. Forker, Meadville, Pa.; the Rev. James F. Kennedy, C. M., Brooklyn; Eugene Chrysal, Rochester; Miss Katherine Moore, Syracuse.

MAY LEASE THE RICHARDSON.

Mr. N. L. Bates returned yesterday from New York, where he has been conferring with theatrical managers in regard to the leasing of the Richardson Theatre. As yet nothing definite has been decided, but Mr. Bates stated this morning that he thought that some agreement would be reached before the end of the week, as he had a party coming to look the theatre over tomorrow.

Hair cutting in all the popular fads by a corps of experts.
TAKE A WALK OUR WAY.
Redstone Barber Shop,
GEO. T. HALEY, Prop.

BATHS
-AT-
HALEY'S,
177 West First St.

In 1923, he became a dealer of the popular Willys-Knight Overland, which were built in Toledo, Ohio, one of the largest automobile manufacturers in the United States at that time.



1923 Willys-Knight Overland

Three vintage advertisements for Willys-Knight Overland cars from 1923. The left ad features a large "\$550 Overland" headline, a small illustration of the car, and the text "Price Goes Down! Quality Steps Up." The middle ad has a headline "Only \$25 for one year's upkeep" and the "Overland" logo. The right ad is a testimonial from Hiram P. Maxim, titled "No Vibration" and "WILLYS-KNIGHT". All three ads include the name "John K. Lynch Sales Co." and the address "177 East First Street, Oswego, N. Y.".

\$550 Overland
Price Goes Down!
Quality Steps Up.
John K. Lynch Sales Co.,
177 East First Street
The New Auto District
Telephone 170 Oswego, N. Y.

Only \$25 for one year's upkeep
Overland
John K. Lynch Sales Co.
DRIVE AN OVERLAND AND REALIZE THE DIFFERENCE

Hiram P. Maxim
Calls Willys-Knight
Smoother Than Most Sixes and Eights
No Vibration
WILLYS-KNIGHT
John K. Lynch Sales Co.

1923 Advertisements

LYNCH COMPANY HAS WILLYS CAR

Their 1923 Coupe Sedan
Will Be Featured at
Show—Eleven New
Models This Year.

Powered with the Knight-plue valve motor, the Willys-Knight coupe sedan, a 1923 innovation, to be exhibited at the Central New York Automobile show, is exciting a great deal of favorable comment. The John K. Lynch Sales Company is distributing these models, as well as the fine Willys-Knight models.

Distinctive Car.

This model is one of the distinctive cars being shown this year and possesses many attractive advantages; having ample seating capacity for five people in a roomy all-steel body of exceptionally striking design.

The seats are wide, comfortable, and deeply cushioned, the whole interior being finished in mouse colored velour.

A long cowl and hood give the car a low fleet appearance. The nicked radiator and nicked drum headlights adding to the pleasant effect produced. The front windows lower entirely out of sight while doors both front and rear, do away with "trick" seats. Aluminum kick pads and a large luggage trunk on the rear are details that finish off a particularly complete creation in motor car building.

Willys-Knight

All Willys-Knight models are now carrying nickel plated radiator shell and cap, head and cowl lights. The hood and cowl are finished in the same shade of blue as the bodies.

The dull pebble-grained leather formerly used in the open Willys-Knight models has been replaced with bright orange genuine leather while a new top with door-opening curtains and a leather ga. oiler tank are additional improvements of note.

In the Sedan and Coupe models, a new blue-gray broadcloth is used in the upholstery. The ventilating windshields have a wiper and the steering tube has been lengthened to the floor.

A front cross has been added to the chassis, which gives greater rigidity where needed.

Commendable Improvements.

Commendable Improvements.

In the Overland models are also found a commendable number of improvements.

New body lines have been adopted, and the radiator raised nearly two inches, being assembled with the shell in one unit.

The cowl and hood have been correspondingly raised, and 15 square feet more cooling space provided.

Gypsy door curtains, more roominess under steering wheel, drum type headlights improved fan bracket and better hood hooks are details which go to make an advancement.