



On Rubber Footwear the Duck Brand Trade Mark means Honest Value, Service and Satisfaction



Duck Brand SHEDS WATER REG. U. S. PAT. OFF.

RUBBER FOOTWEAR

Hand made, of the highest grade crude rubber, with purest compounds, and formed over shoemakers' lasts. When you see the DUCK BRAND on the sole or heel of a rubber boot or shoe you can rest assured that it is a FIRST QUALITY RUBBER, built for the Man, Woman or Child who requires better than ordinary rubbers at reasonable prices.



EXCLUSIVE AGENTS

Electric Shoe Co. Plattsmouth, Neb.



LOUISVILLE

Mrs. E. G. Steele and children arrived here from Grand Island Tuesday.

Roy Clifford of Elgin visited a few days this week in Louisville with parents and friends.

P. A. Jacobson returned Wednesday morning from Ogdahala, where he had been attending to some business matters.

Mr. and Mrs. Jas. Robertson were up from Plattsmouth Tuesday to attend the funeral of Geo. Takenberg, a cousin of Mrs. Robertson.

Mrs. Elmer West left Thursday for Hannah, Wyo., near Green River, where Mr. West has a position with the Union Pacific. Their many friends wish them success and happiness in their new home.

The Murphy stone quarry closed down Tuesday night. Superintendent Yant informs the Courier, however, that the closing is but temporary and that he expects to be able to resume work again within a few days.

Sam Line came in from Seneca Sunday evening to attend the funeral of his brother-in-law, L. E. Haddon. John Line, who lives at Alliance, received the message too late to arrive in time for the funeral, so he did not come.

The Courier joins with the entire community in an expression of sympathy to the wife, fatherless children, aged mother, sisters and brother in their great sorrow. In the death of Leonard Haddon the community has lost a most excellent citizen, and the family a loving husband, father, son and brother.

Manager R. C. Wood of the Nebraska Lighting company was in town Tuesday and put a force of men at work setting poles and stringing service wires preparatory to installing lights for a number who are already receiving the service of the McKinley people, but feel that the Red Oak business are entitled to a share of the business and will have both companies hereafter.

A large number of relatives and friends of Grandma Reichart gathered at her home on Wednesday afternoon to congratulate her on having reached her 79th birthday. A beautiful lunch was served and the afternoon was spent in pleasant conversation. Mrs. Reichart is one of the pioneers of Cass county. Her kind heart is known to everyone in the vicinity and her hand has ever been open to the needy. She has many warm friends who are glad to join the Courier in best wishes for many happy returns of her birthday.

ELMWOOD

Grandma Streeter is quite sick, and is being taken care of by Miss Bornemeier of Murdock, a trained nurse.

A girl baby was born to Mr. and Mrs. Marian Chancellor of near Murdock on Tuesday evening. Baby and mother are doing nicely.

Mrs. Cornelia Chaney, aunt of Mrs. Byron Gaylord, arrived in the city the

latter part of last week and will remain at the Gaylord home for an indefinite time.

J. E. Worley was down from Lincoln Sunday visiting his parents, Mr. and Mrs. G. W. Worley. Mr. Worley is foreman in the mechanical department for George Bros., printers, of the capital city.

One of the abutments to the new bridge, which is being built south of the city, gave way. This is an entire cement bridge and it will take some work to reconstruct it.

Charles Walker, aged 82 years and 18 days, died in Omaha, and was interred in the Elmwood cemetery, November 7, 1914. Mr. Walker was an old time settler of Elmwood, having opened the first store in our city.

Mr. and Mrs. W. H. Cassel returned home Monday evening from Omaha, where they had been at the bedside of their son, Earl Cassel, who was seriously sick at the Clarkson hospital. He is much better at the present time and expects to return to his home at Valparaiso next week. If he still continues to improve, Mr. Cassel was afflicted with internal hemorrhages.

On Wednesday Dr. James Williams of Coak, H. S. Moore and Wm. Williams of Auburn were in the city. Dr. Williams is a graduate veterinary surgeon of considerable experience and is thinking favorably of locating here. Mr. Williams is a hustler and ought to find this a good territory for the practice of his profession.

Friends in this city of Mr. and Mrs. H. F. Capwell received birth announcements on Monday of the birth of a daughter to them. The little one was born on Saturday, November 7, 1914, at the Lincoln sanitarium, Lincoln, Neb. She weighed eight and one-half pounds and has been christened Marjorie Eileen. The happy parents have the congratulations of their many friends.

WEeping WATER

Art Spees of California is visiting his sister, Mrs. Wm. Dunn, and family this week.

John W. Colbert reports the sale of the George Dennis 160-acre farm southwest of town to Peter Lund, west of town.

Mrs. Ida Neuschaefer left this morning for a three weeks' visit with her sister, Mrs. J. C. Linburg, at Spearfish, S. D.

Dr. Welch reports that the stork visited the home of Mr. and Mrs. Mattis Breckenridge, northwest of town, Tuesday, November 10, and left a fine baby boy.

Mr. and Mrs. Will Coon and family of Davidson, Mich., spent several days visiting the first of the week at the home of the former's aunt, Mrs. D. M. Johnson.

Miss Neva Dennis had the misfortune to break her left arm between the wrist and elbow Monday evening while playing on the lawn with a number of girl friends. She fell down and several of the girls fell on her.

William Dunn sold his 160-acre farm, a mile and a half east of town, to Lee Brown last week. Consideration, \$24,000. This farm was the Sam Rector place and was one of the first improved farms in the community.

J. M. Teegarden has resigned as cashier of the City National bank to

take up other work. His stock in the bank has been sold to O. W. Bish. Mr. Teegarden is not fully decided as to what he will do. At present he is with his brother, I. W. Teegarden, in the real estate and insurance work. It is hoped that Mr. Teegarden will remain in business in Weeping Water, as he is the kind of a man we need in town.

Leary Burns, who was one of Weeping Water's boys fifteen years ago, was shaking hands with friends here the first of the week. He had been to visit his mother at Elmwood and stopped here while continuing on a business trip south. Leary is permanently located at Cheyenne, Wyo., where he is boiler inspector for the Union Pacific railroad. We learned that he is married and has a 6-year-old child.

NEHAWKA

J. S. Eaton, a brother of Mrs. H. L. Thomas, was here Sunday from Omaha visiting.

George Edson of York is here this week visiting among his old friends. Mr. Edson moved away from here about twenty years ago.

The committee wanted a lock of hair from Dave West to put in that cornerstone, but for obvious reasons were forced to do without it.

Dr. Thomas reports the arrival of a girl out at the John Opp home Tuesday morning. Everybody concerned, even John, is getting along nicely.

Morris Pollard is crippling around with a wrenched knee that he acquired by helping unload cattle Friday. It is very painful and has almost made the genial "Cully" profane.

Earl Orp is laying off this week as the result of several minor farm accidents that culminated Saturday night in the lack of a horse that lamed one of his hands so that he cannot shuck corn.

The west quarry shut down Monday, and unless thinks lock better will not open again this winter. The hill quarry has been closed for some time, lack of orders for stone being given as the cause. The lower quarry is still getting out rock, but business is not very hot.

Grover Hosack is now in charge at the postoffice, the change being made Sunday. Grover takes hold like a veteran, and professes his ability to lick a patron or a stamp with equal facility. Mrs. Fleisman will remain in the office for several weeks until things are running smoothly.

H. H. Stoll was taken down last week with pneumonia, and is lying helpless with a prospect of three or four weeks of it. He had been in his usual health until Thursday of last week, when he was unable to get up. His knees, the afflicted parts, are swollen twice their natural size, and he is unable to move. His friends sympathize with him and hope for his speedy recovery.

UNION

Mrs. A. H. Chidester returned home Friday from a few weeks' visit with her daughters at Lincoln and Walthill.

Charles Edmisten left last Friday for Hartington to spend a few days with relatives and attend to some matters of business.

James Darrough, a resident of this village several years ago, came down from Omaha last Saturday to make a visit among friends in his old home town.

Edgar Mark of Imperial, Neb., spent a few days here visiting his brother, W. H. Mark, also visiting his brother, George Mark, near Nehawka and his sister, Mrs. John Lowther, near Plattsmouth.

George Edson, who resided near Murray for many years and now located at York, arrived Wednesday evening, and made a visit with Creed Harris and other friends in this vicinity and in Murray.

E. M. McConaha and wife and their niece, Miss Vena McConaha, arrived home Monday from Charleston, Ill., where they were called two weeks ago by the death of the mother of Mrs. McConaha.

Frank Finkle has been enjoying a visit with his uncle, Adam Emge, and his friend, Jerry Sullivan, who came from Omaha last Sunday to spend several days hunting and visiting at the Finkle home.

Malan J. Lacy of Omaha, one of our boyhood schoolmates, passed through here on the Monday forenoon train, going to Nebraska City. "Tapp" is one of the leading civil engineers of the metropolis, having his offices in the Bee building.

A large force of men and teams with a plow tractor spent several days working on the hill a quarter

of a mile east of town, and cutting at the top and filling both sides is a great improvement that will be appreciated by people who travel that thoroughfare. We are informed that arrangements were made for cutting the hill near town, but a little "friction" caused the deal to be called off for the present.

EAGLE

Grandma Harrell of Ceresco, Neb., is visiting at the A. H. Vanlandingham home.

Mr. and Mrs. Wm. Stein of Columbus are visiting at the C. W. Crabtree home.

W. P. Yoho and son, Darwin, left Tuesday forenoon for Grand Island, Neb., to hunt snail for a few days.

Born—to Mr. and Mrs. Wesley Walsh, who reside southwest of Eagle, Tuesday, November 10, a fine 7 1/2-pound girl.

W. H. Morrow and wife will leave the first of next week for Hendley, Neb., to build their home. Mr. Morrow will engage in business at that place.

The Missouri Pacific depot platform at this place will not be in darkness any longer, as an electric light has been placed at each end of the depot. Will Hobson did the wiring Tuesday.

Miss Ida Blomelkamp, who has been visiting at the home of her brother, F. W. Blomelkamp, and family for the past few weeks, returned to her home at Hastings, Neb., Tuesday evening.

Last Friday night Cosie Blanchard lost his pocketbook containing about \$32. He promptly offered to pay the boys for hunting it and said he would give a dollar to the one who found it. Ralph Allen was the lucky boy.

Mrs. Wm. T. Sack returned home Saturday evening of last week from a three weeks' visit with Mr. and Mrs. Wm. Kettelant at Las Vegas, N. M. Mrs. Sack reports that Mrs. Kettelant's health is improving each day.

Don't Delay Treating Your Cough.

A slight cough often becomes serious. Lungs get congested, bronchial tubes fill with mucus. Your vitality is reduced. You need Dr. Bell's Pine-Tar-Honey. It soothes your irritated air passages, loosens mucus and makes your system resist colds. Give the baby and children Dr. Bell's Pine-Tar-Honey. It's guaranteed to help them. Only 25c, at your druggist.

PUBLIC AUCTION.

The undersigned will sell at Public Auction at the home of J. N. Jordan, on the Roberts farm, one mile west and a half mile south of the Plattsmouth Auto Bridge, four and a half miles northwest of Plattsmouth, and one and a half miles north of the John Tutsch corner, on

FRIDAY, NOVEMBER 20TH, commencing at 10:00 o'clock a. m., the following described property:

- One gray horse, eight years old, weight 950.
One bay mare, two years old, weight 900.
One bay mare, two years old, weight 1,100.
One bay made, three years old, weight 1,200.
One Short-Horn bull, 3 years old.
One good milk cow, fresh.
One cow, fresh in March.
One cow, fresh in April.
Two heifers, three years old, fresh in February.
Three heifers, coming two-years-old, fresh in March.
One heifer, three years old, fresh in January.
Eight steers, coming yearlings.
Nine heifers, coming yearlings.
One red bull, one year old.
One heifer calf, six weeks old.
One heifer calf, nine weeks old.
Thirty head of shoats.
One one-hole hand corn sheller.
One M. N. tongue cultivator.
One Jennie Lind tongue cultivator.
One single-row stalk cutter.
One fourteen-inch stirring plow.
One Kingman tongueless cultivator.
One Deere corn planter and check row combined.
One two-seated carriage.
One single buggy.

FREE LUNCH WILL BE SERVED AT NOON.

TERMS OF SALE: All sums of \$10 and under, cash in hand. On all sums over \$10 a credit of eight months will be given, purchaser giving good bankable note bearing eight per cent interest from date. All property must be settled for before being removed.

J. N. JORDAN, J. M. ROBERTS, Owners. WM. R. YOUNG, Auctioneer. J. P. FALTER, Clerk.

ABLE TO WITHSTAND IN THE EVIL DAY

"Watch Ye, Stand Fast In the Faith, Quit You Like Men."

The Present Scripturally Designated "The Evil Day"—A Time of Thorough Testing—Special Trials of Faith and Obedience—Difficult to Stand—Need For "the Whole Armor of God." Thousands Falling on Every Side.



Philadelphia, November 15.—Pastor Russell preached today at Nixon Theater from the text, "Take unto you the whole armor of God, that ye may be able to withstand in the evil day, and having done all, to stand" (Ephesians 6:13). He said in part as follows:

Only those who have learned the meaning of the Apostle's words concerning the right dividing of the Word of Truth, only those who have learned from the Scriptures that the Divine Plan is a progressive one, in which successive ages form links, can understand why Divine Providence should permit peculiar experiences, trials, etc., upon the Church at one time, not permitted at another. Would that all Christians would awake to a proper study of the Bible—to see the object of the Divine dealings with the Jews during the Jewish Age, with Christians during the Gospel Age, and with the world during the Millennial Age. They would see that the Scriptures show that there is a seed time, a sowing time, and a harvest, a reaping time, with each Age, which when it has served its purpose passes away, giving place to another Age and a different work.

In the end of the Jewish Age, for instance, there came to that people a peculiar sifting and testing, while John the Baptist, the last of the Prophets, was preaching, namely, a winnowing of the wheat, a separating of the chaff preparatory to the gathering of the wheat into the garner of the next Age, and the permission of trouble to come upon the chaff class, which utterly destroyed them as a nation.

Similarly, in one of His parables (Matthew 13:24, 37), our Lord tells us that in the end of the Gospel Age there will be a separation of wheat from tares, the former being gathered into the glorious Kingdom for which we pray, "Thy Kingdom come," and the latter being consumed as tares, though not as individuals. The destruction of a tare, an imitation Christian, will signify that the person thus posing as a Christian, drawing nigh unto God with his lips while his heart is far from Him, will cease to make such profession. Thenceforth the true Church will be recognized in its peculiar position as "the very Elect" of God, a Little Flock who follow in the footsteps of the Master, gladly sacrificing earthly interests for the attainment of Heavenly ones. Thereafter, as the parable shows, there will shine forth as the sun in the Kingdom for the blessing of all the families of the earth, including the tare class, who will be no longer deceived or deceivers in respect to their true position, but be privileged with the remainder of mankind to come into full harmony with God.

"In the Evil Day." We have not the necessary time today to examine the various Scriptural evidences which indicate that we are now living in this particular period. Many of you have our STUDIES IN THE SCRIPTURES, in which this subject is fully presented. We must content ourselves at this time by pointing to some of the outward demonstrations that we are in the time which the Apostle designates "the evil day."

Throughout the Scriptures this period is most dramatically set forth as a time of thorough testing, a time in which the separation of wheat from tares will be most absolutely accomplished, so that not one grain of wheat will be lost or one grain of tare preserved with the wheat. It seems difficult for the majority of people to think that they should be in the midst of fulfillments of prophecy. If we were telling that these things would take place within a century or within a thousand years, many more would be ready to investigate and to acknowledge the force of the arguments. But, familiar with the conditions, the trials, the perplexities of our day, many shut the eyes of their understanding to the very remarkable condition of affairs in the world.

As St. Peter predicted, many in our day are suggesting that all things will continue as they have been from the beginning of the world. The Apostle also declares that this class are willfully ignorant (2 Peter 3:5). Indeed, the majority do not desire knowledge. Imbued with the spirit of the world they desire money, pleasure or fame. To say the least, the majority of professing Christians are careless, indifferent, to what the Lord has caused to be written for their admonition, encouragement and assistance in this evil day.

Such are not of "the very Elect." The latter, as St. Paul shows, will not be in darkness that day, but shall overtake them as a thief. (1 Thessa-

lonians 5:1-3.) They will be earnest, watchful, standing fast in the faith. Therefore, using the means the Lord has provided, they will receive the special rewards while others by neglecting their privileges mark themselves as unworthy the great favor which the Lord is now dispensing to the Little Flock. We will not say that they will not have opportunities in the Great Company that will come up out of great tribulation and stand before the Throne, instead of being in the Throne.—Revelation 7:9, 14, 15.

Mark our Lord's declaration: that the trial of our day would be so critical, so crucial, that it would deceive if possible "the very Elect." (Matthew 24:24.) But this will not be possible; for the Lord has promised them assistance, and they will be in the attitude of heart and mind to seek that assistance and use it. Mark how the Lord through the Prophet David foretold the special trials of this time, picturing the various devices of Satan, Spiritualist, Healer, Criticisms, Christian Science, Evolution, etc.—all pestilences and arrows. He tells us that a thousand shall fall at our side, yea, ten thousand at our right hand—amongst those whom we consider most favored and, in some respects at least, as our friends in the Lord.

Then the reason is given why the very Elect will not fall under these pestilences and arrows; namely, "Because thou hast made the Lord, even the Most High, thy refuge and thy habitation, no plague shall come nigh thy dwelling." What to others will be a stone of stumbling will to this class be an assistance, in that they will climb upon it to still higher personal development and character-likeness to the Lord. All things must work together for good to those because they love God truly, sincerely, above self or any other creature, and because of their faithfulness to their covenant of consecration to him.—Psalm 91.

A Divinely Provided Armament. Note again that our text applies to the Harvest of the Gospel Age, which it calls an evil day—a day of trials, testings, etc., upon the Lord's people for the development of those who love the Lord with all their heart, soul, mind and strength, and their neighbors as themselves, and for the demonstrating also of those who have been only lukewarm in their love of the Lord and of the brethren, those who have been overcharged with the cares of this life or with the deceitfulness of riches, and so overtaken.

Much in harmony with Psalm 91, our text indicates a need for the armor of God, a difficulty in withstanding the assaults of this evil day, and the fewness of those who will eventually stand. The Apostle's exhortation is that we take the whole armor—not merely the shield of faith, not merely the helmet of salvation, not merely the breastplate of righteousness, not merely the sandals of preparation, not merely the girdle of Truth; but all of these. We shall need all of these if we would be able to withstand all the assaults to be expected in this day.

Alas, how few seem to realize the importance of this armor which God has commended! Their difficulty is the result of not knowing the time in which they are living, not being sufficiently awake, not being sufficiently zealous to search the Scriptures and to put on the armorment therein provided alone. Why God Will Permit It. St. Paul, writing to the Thessalonians, foretold this evil day in which we are living and in which so many will fall because overcharged with the cares of this life and the deceitfulness of earthly riches. He tells us that the trials of our day will come from the great Adversary, not because God will be unable to prevent Satan from bringing these deceptions and tests, but because He wills to permit the Adversary thus to prove and sift the professing Church of our day, in order that all may be confessed, deceived, stumbled, who are not at heart loyal to Him. After telling about the workings of Satan that are to be expected with great power, signs and lying wonders, and with all deceitfulness of unrighteousness, the Apostle explains that this is permitted "because they received not the love of the Truth." He adds, "For this cause God shall send them strong delusions, that they should believe a lie, that they all should be condemned who believed not the Truth, but had pleasure in unrighteousness"—in untruth.—2 Thessalonians 2:9-12.

Many tell us that it makes no difference what we believe—truth or falsehood—that it is by our works that the Lord will determine our standing. But the Scriptures forbid this thought, and assure us that no one of the fallen race can have works that would be pleasing to God. In His words last quoted, the Apostle corroborates all the teachings of Scripture respecting the value of the Truth to God's people. In this connection mark the Master's words, "Ye shall know the Truth, and the Truth shall make you free." Mark also His prayer to the Father, in behalf of His followers, "Sanctify them through Thy Truth; Thy Word is Truth."

The Lord has provided His Word, and from time to time has used instrumentalities for the unfolding of its meaning to those who are in the right attitude of heart to receive it. But He has also permitted errors, falsehoods and lying wonders to stalk about, though never to the extent permitted in this evil day. This is because now He desires especially to use these errors to accomplish a testing, sifting, separating work amongst His professing people, in order that the improper faiths may be manifested and may be destroyed, that the true faith may shine the more brightly, and that ultimately the professors of that faith may

be glorified with their Redeemer in His Messianic Kingdom.

Let Each Examine Himself. In view of the Apostle's words respecting the love of the Truth, it behooves each one to examine himself to determine whether he loves and serves a creed of the Dark Ages or a denomination and creed of modern times, or whether his love and devotion are simply to the Truth presented to us in the Divine Word. We may deceive others, and we may even to some extent deceive ourselves; for, as the Prophet declares, the heart is exceedingly deceitful. But we cannot deceive God.

If in the Lord's Providence the Truth comes to us, and we get some glimpse of its beauty in contrast with the hopelessness of error, a test is upon us. If we reject the Truth because of its unpopularity, and hold to the abominable error because it is popular, we are thereby tested. On the other hand, if we receive the Truth and rejoice in it, but because of its unpopularity we hide the light under a bushel, concealing it in order thus to shield ourselves from the opposition of darkness, we may be sure that our action will be displeasing to the Lord, who seeketh not such to be His Elect. He puts His Word on a parity with Himself, saying, "He that is ashamed of Me and My Word, of him will I be ashamed when I come in the glory of My Kingdom."

This is what St. Paul refers to when he speaks of those who received not the Truth in the love of it. Whoever receives the Truth in the love of it will to the best of his ability and judgment show it to others at whatever the cost may be. Thus he will be proving himself to be a child of the Light, a child of God; and he will be saved. But whoever seeks to save his life—to save earthly interests by hiding the light, or failing to acknowledge it publicly—will surely find his course injurious to himself.

Like the Hypocrites of Old.

We have already pointed out that the Scriptures liken the influences at work in our day undermining faith, consuming it, destroying it, to a pestilence which is in the very air and which lays hold upon all whose systems are in condition to be inoculated with the poison. I must elaborate this point; for the evil influence by which we are surrounded are so subtle, so deceptive, so all-pervading, that the majority do not recognize them. Let us look the matter squarely in the face. It is necessary for the Lord's true people to know the facts. As for others, they are so stupidly asleep, so thoroughly intoxicated with the wine of Babylon (Revelation 18:2), that we have no hope of arousing them.

Ever since this evil day began—forty years ago—this pestilence has been going forth. Today every college, every theological seminary throughout the entire civilized world, is teaching what is commonly known as Higher Criticism—although the proper name for it would be Higher Infidelity—infidelity amongst the high ones of all Christendom. These Higher Critics do exactly the same work that Thomas Paine and Robert Ingersoll did, only that they are carrying on their work on a higher plane—appealing not to the gross, to the vile, but to the refined, the intelligent, the truth-seeking.

As a result, their influence is a thousandfold more injurious. Those to whom Paine and Ingersoll appealed were very rarely Christians at all; hence they destroyed very little faith—they merely made the unbeliever more rank and foul. But these Higher Critics infidels of this evil day are making use of all the vast machinery of Christendom in all denominations, especially through the theological seminaries, to undermine and overthrow the faith of all who have named the name of Christ—great and small, rich and poor, cultured and ignorant. It is being done systematically—craftily, deceitfully, in a manner that the masses of people would scarcely credit.

It is safe to say that fully four out of every five who are graduated from theological seminaries, of all denominations, are Higher Critic infidels, who have been instructed that their main business is to promote morality amongst the people, especially to build up Churchcraft, particularly their own denomination, and gradually, stealthily, craftily, to wean the people from the faith of the Bible to their Higher Criticism dogma. And they are succeeding most wonderfully. A "pestilence" is the only figurative expression which really fits this pernicious influence.

"Out of thine own mouth will I judge thee," saith the Lord; and in harmony with this statement we find that in the Lord's Providence these Higher Critics are more and more telling on themselves. But the nominal Christian is quite obtuse; and many of the true Christians, as the Apostle explains, are merely "babes in Christ," unable to use the strong meat of the Word.—Hebrews 5:12-14.

Christianity is not merely an acceptance of the fact that Jesus was born and that Jesus died, nor is it an acceptance of merely the moral teachings of Jesus. Christianity is the acceptance of the fact that mankind are sinners, that Christ died for our sins and rose again on the third day for our justification, that through Him we have redemption and forgiveness of sins through faith in His blood. Whoever has lost this faith in Jesus' blood has lost his relationship to true Christianity; and the sooner he and all mankind know it the better for all concerned. Whoever does not believe in Christ's Atonement work is not a Christian. As many of you are aware I have devoted an entire volume of my SCRIPTURE STUDIES to this subject, under the title "THE AT-ONE-MENT."