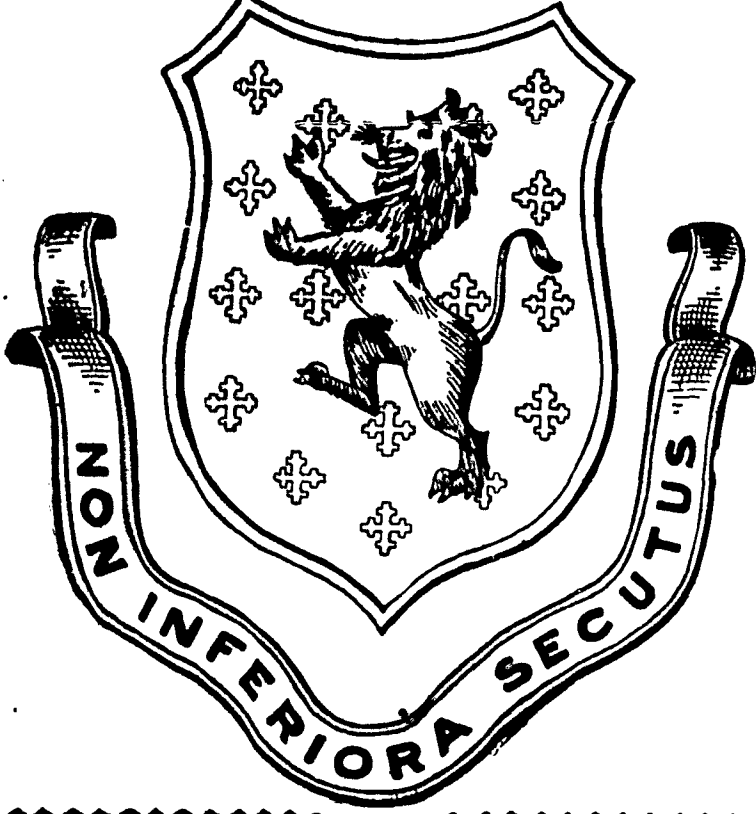


GREAT OPENING SATURDAY!

On April 1st the handsome new "Mumford Store," Nos. 359-361 East Main street, Cutler Building, will swing wide its doors to the Rochester public as the

Champion of Low Prices and Caterer to the Plain People.

Not a "Five-and-Ten-Cent Store," not a Bazaar, but combines upon one immense floor the features of these and many more besides. No place like it in Rochester. See it and you will know why it should have the people with it from the very first and you along with the rest.



MILLINERY.

Special attention is called to our handsome millinery parlors. None nearer in the city. Stocked with large assortment of trimmed and untrimmed hats, imported and exclusive designs. Flowers, Laces, Bead Ornaments, etc., etc.
Hats bought of us will be trimmed by experts free.

MEN'S FURNISHINGS.

Hats, Caps, Collars, Shirts, Underwear, Hose, Suspenders, Handkerchiefs, Neckwear, etc.

LADIES FURNISHINGS

Muslin Underwear, Hosiery, Corsets, Laces, Collars, Cuffs, Shirtwaists, Umbrellas, Parasols, Ribbons of every shade and width, etc.

DECORATIVE ART EMBROIDERY.

Down Pillows, Stamped Linens, Dresser Scarfs, Table Spreads, Pillow Squares, Dollies, Yarns, Embroidery Silks.

Saxonic, Shetlands.

Balticberg Patterns, Braids, Rings, Rosettes, etc.

FANCY GOODS.

Jewelry, Belt Buckles, Belts, Garters, Fancy Shopping Bags and Parasol Tops, Stick Pins, Fancy Back and side Combs, Fans, Toilet Articles, Perfumes, etc.

CHILDREN'S GOODS.

Lace Bonnets, Caps, Underwear, Hose, Dolls, Toys, etc., etc.

TINWARE.

Lanterns, Lamps, Lamp Chimneys, Washboards, Boilers, Tubs, Rolling-Pins, Flour Sifter and Kitchen and Pastry Utensils of every description

CROCKERY.

Fancy China, Glassware, Water Sets, Salt and Pepper Sets, English Porcelain, Open China Sets, White and Decorated Haviland China, Open and White Sets, etc.

ART GOODS.

Tapestry paintings, etc.

Every Saturday every purchaser will receive as a souvenir, a Sterling Silver "Salt or "Pepper" or "Glove Buttoner" FREE. Come one, come all, let's get acquainted.

THE MUMFORD STORE,

359-361 East Main Street--Cutler Building.

WOMEN'S REALM

A Beautiful Gown.
A princess effect is suggested by this closely-fitted, clinging tunic and seamless, belted round waist, with its elaborately arranged insertion and embroidery decorations, down the entire front; the under skirt is plain and demure, the tunic very long and deeply pointed, the insertion in differ-



A PRINCESS EFFECT.
ent widths introduced giving great cachet to this handsome overdress; striped and flowered taffeta, satin foun- tain, fancy albatross, summer silks in various styles and colorings, grenadine and silk canvas can all be used in copying this model with equally stylish results.

Imitation Jewels.

A leading prima donna wears in one role a beautiful parure of diamonds, and she horrified another singer in the company by telling her that had not cost nearly what they seemed to have cost. The other woman was distressed because all of hers were real and the thought of the money invested in them was too much for her. Imitation jewels have come to be so finely made that detection is almost impossible. Even for ordinary wear they are accounted beautiful, and it is only the knowledge of their falsity which makes them unpopular. For every occasion there are as useful as

the genuine pieces. The most jewels to be imitated with wonderful success are rubies, and they happen to be a fashionable stone just now. The man- ufacture which has these imitation rubies on the market is situated in London, and it has already been said there that the price of real rubies will certainly fall in consequence of the discovery of these wonderful imitations. The profits of the company making the rubies are said to be \$185,000 a year. Sapphires are also manu- factured, but they are not considered so successful as the other stones. Arti- ficial rubies weighing forty carats can be produced, but are not as there would be no sale for stones of that size. An authority has said that there is no way known to him by which these stones can be told from the gen- uine ones. The stones, although made in England, and in some instances cut by well-known jewelers, are sold only on the Continent. There are several companies manufacturing them, al- though the best are the product of one firm. A London jeweler questioned as to the possible results of these good and cheap imitations said that the stones impossible to imitate might be- come the most valuable and the most fashionable eventually.

About the Complexion.

Next to the bath, daily friction is the most powerful auxiliary in main- taining the skin in a healthy condi- tion. A woman who learns where the muscles of the skin are located and will daily practice kneading and rub- bing these muscles, will find a wonder- ful improvement, not only in the tex- ture of the skin, but in the contour of the face. If she persists and keeps up the practice, "The Easterners are not- ed for their fine, smooth skins, and diseases arising from defective circula- tion and cutaneous difficulties are al- ways unknown to them. They at- tribute this desirable condition to their general practice of massage both of the face and the entire body."

A Cup Board.

A cupboard—or, to be more specific, a board upon which to hang cups—is a pretty conceit for a dining-room. It is easily made, being simply a board stained and varnished, into which brass cup screws are driven. There may be shelves above, as ornamental as desired, to place the saucers upon, or these, too, may be placed on the board, each supported by two screws. If shelves are used, screws may be driven in the underneath side of them and odd cups, cream pitcher and they teapots hung from them with very pretty result. But to keep the entire board and shelves for one's collection of cups and saucers is far more origi- nal and effective.

In the grand spring cleaning, when nails and screws refuse to fasten se- curely in the plaster, and life looks dark and dread by reason of their ob- stinacy, look up and try this sim- ple remedy, given by a professional pa- ture hanger. Enlarge the hole ma- de by the screw, says this genius, at- thoroughly moisten the edges of the plaster with water. Then fill the space with plaster of paris and press the screw in the soft plaster. When it hardens the screw will be found to hold firmly.

WHEN WOMEN MEET.

THE TOPIC OF CONVERSATION THAT MOST INTERESTS THEM.

It is almost invariably on the subject of Retaining Youthful Grace—Dieting the Only Safe Method of Reducing Flesh—Use of Drugs for the Purpose Dangerous.

It has been said truthfully that when two women who know each other moderately well are left together their conversation will promptly turn on the subject of flesh. How not to grow stouter and how to get thinner are the phases of the questions with which their talk is most likely to deal. Diet, exercise and even medicines manufactured expressly for the purpose have long been recognized meth- ods of keeping flesh down or getting rid of it after its increase has been too great. At least one of these is known to be unfailing in its effect. Diet will reduce the man or woman naturally addicted to flesh as well as possessed of it through indulgence that increase this tendency. But diet is based on perfectly natural laws and makes ex- acting demands that must be satisfied. Somebody said with a seriousness worthy of a greater subject that flesh more than anything else in the world showed that nothing was to be accom- plished in this life without a corre- sponding sacrifice. If work or exer- cise is the secret of everything in this life, it is particularly true of dieting. The process is therefore unpopular, just as walking is when a haunson is at hand. No substitute, however, is ever known to accomplish the same re- sult. "Do you think, doctor," asked a woman of a physician, "that these medicines to reduce people would do me any harm if I stopped eating sweets and starchy food, drank very little wine and took a great deal of exercise? Would it be dangerous then for me to try those medicines?" "If you are willing to do all those things," was his answer, "it will not be necessary to take any medicine. You will get thin enough without them." The physician explained af- terward that he knew what she meant. Taking the medicines was merely in- tended as an excuse for ignoring the diet or for following it very carelessly.

"The popularity of these remedies for reducing flesh," he said, "comes entirely from the fact that the people who take them are trying to keep from doing without the things which they know it is important for them to give up. So they seek for every ex- cuse. Already the situation has been made easy enough for them. Bread of a very palatable kind is to be had now that is far less fattening than bread used to be, and some of it, if eaten in moderate quantities, is not in the least fattening. Preserves made with a substitute for sugar can be had, and no person need find it now necessary to go without sweetening in tea or cof- fee. But they want the work made still easier. Last week an intelligent woman came to me with a story about a paste made in Paris. It was some- what in the nature of an ointment, and could be rubbed into the skin. It was said to have wonderful effect in reducing flesh. Tell me, doctor, she asked, can I use it? I did not see the

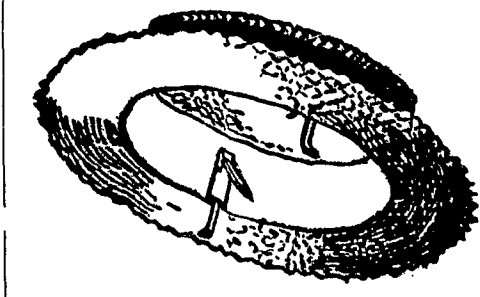
stuff, and I could have no idea what the elements were, but I told her that it would do as much toward making her thin as rubbing cologne on her hands. Harmful? Possibly, although it is doubtful if the results could ever have been serious, as enough of the stuff would not have been absorbed.

Dress as in the Plays.

In some families the sons, after they reach their eighteenth birthday, are re- quired to dress for dinner every night. This does not mean that they are made merely to wash their faces and hands and to put on a clean blouse and sailor suit, but that they are expected to make a careful toilet and to appear in the dining-room in evening dress, a short dinner coat being the proper thing. This is a fine fashion, and mothers who know say that their small boys like it. "Do you know," said one mother, "that every boy whose parents can afford a dress suit for him should provide it and make him put it on every evening. That's good training for a boy. Nothing is better for him than to get into the habit of dressing up, so to speak, and then when he is grown he will not make an everlasting fuss about it, as many men do. I've often wondered whether laziness or pure crossness was at the bottom of the way some men act about putting on their evening clothes, and I've about decided that it is six of one and half a dozen of the other."—New York Sun.

To Displace the Hatpin.

Although the hatpin in use at present answers its purpose fairly well, there is a demand for something a lit- tle more convenient and one which will not have the faculty of becoming unfastened so readily. Another drawback in the use of the present type of hat- pin is that it very soon causes unsightly marks in the frame or trimming of the hat. This is true of fabrics of all kinds and colors, but its work is par- ticularly disastrous on those of the more delicate tints. There has recent- ly been invented a little affair which is intended to supersede the hatpin en- tirely, and which will also be found just where and when it is wanted. It



TO HOLD WOMEN'S HATS ON.

is to be sewed to the hatband on either side. The contrivance consists of a plate provided with means for fasten- ing it to the sweatband and this is provided with a toothed arm work- ing on a pivot or hinge. The lat- ter is manipulated by means of a lever which protrudes downwardly under the plate and elevating the comb when the lever is depressed. When the hat is adjusted on the head of the wearer the teeth are caused to engage with the hair and the points are locked in an desired position, but are easily disengaged by means of the lever.



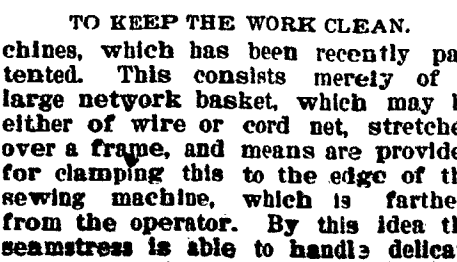
Household Talks

Simplicity in Decoration.
The best decorators are preaching simplicity and chasteness of style. You are told that what you want is a really restful room, and to acquire this col- orial furnishings are highly recommend- ed. Hence it is that quaint, high- backed chairs and seats are now easily obtainable, as well as those more im- posing wing chairs covered with rep- velvet or cretonne. Colonial yellow is the color par excellence for the walls, whether painted or papered, of a room to be furnished in colonial style. The frieze should be narrow, and is usually stenciled in browns. In some of the modern built houses in the city it is easy to find a room with a colonial mantel, recognized by the columns for supports and a simple shelf.

What to do with the floors of country house chambers is often a troublesome problem, where one objects to carpets, even matting, and can hardly afford hard wood. An artist has settled the question for himself by painting them with the colored enamels used on met- al bedsteads. The dull shades har- monize beautifully with the walls. For a room in Dutch blue there is a blue enamel which is perfect for the floor. Moss green and dull copper are very effective with white woodwork. The enameled floor should be var- nished and beeswaxed to gain the best results.

An Attachment for Sewing Machines.

A new device which will be ap- preciated by the seamstress is a work- holding attachment for sewing ma- chine, which has been recently pat- ented. This consists merely of a large network basket, which may be either of wire or cord net, stretched over a frame, and means are provided for clamping this to the edge of the sewing machine, which is farthest from the operator. By this idea the seamstress is able to handle delicate



TO KEEP THE WORK CLEAN.

works much more quickly, as she is not hampered by being compelled to look constantly to the care of the fab- ric, for so soon as it has passed under the needle it falls into the basket, where it is entirely safe from contam- ination.

Hanging Pictures.

A few words may not be amiss con- cerning the proper hanging of pictures, which is, in truth, an art in itself. The old fashion of hanging the suspending cord in an acute angle from one hook is now considered bad taste. Every picture should hang by means of two cords and the rings should be placed so that the picture will not lean for- ward from the walls. Oil paintings, water colors and etchings should not be mixed up indiscriminately. Try a couple of water colors by themselves in one wall space and a group of pho- tographs or carbon prints by them- selves and note the effect. Pictures should not hang too close, neither too high nor too low for inspection. Dis- regard of these points spoils many a fine picture.

Chairs With Pneumatic Tires.

The latest proposal in regard to din- ing room chairs is full of interesting possibilities. The idea is to apply to these chairs the principle of the pneu- matic tire. Before a long dinner the seat of each chair will be pumped up and the happy guest will finish the most protracted session in comfort. That is the theory, of course. Whether the practice will bear it out no one can prophesy. Families including small boys would do well to proceed cautiously. A judicious distribution of tacks would make the sitting down of a dinner party like a volley of mus- ketry.

Royal Pancakes.

The royal pancakes for Queen Vic- toria's table are made as follows: "To each egg allow one ounce of flour, half a gill of milk and one-eighth of a saltspoonful of salt. Whisk them well in a basin, beating the whole into a perfectly smooth batter, which, when ready for frying, should be like thick cream. Cover the pan thinly with butter. Grate a little lemon rind over the cakes and send sifted sugar and cut lemons to the table with them." The younger members of the family have currents and sultanas in their pancakes.

Copper Kitchen Utensils.

A French cooking teacher, an advoc- ate of the use of copper cooking uten- sils has sounded a word of warning against putting them or any other dishes used in cooking away in dark closets. Keep them where there is a fresh circulation of pure air, she says, and give no chance for germs to find a lodgment. Copper saucepans are expensive in the first place, but they never scorch, are clean, and if bur- nished every day with an extra clean- ing once a week, will last twenty-five years without need of renewal.

Fine nainsook embroideries with medallions of lace introduced here and there add pretty variety to the sea- son's trimmings. Irish point and Ven- tice point effects are also prettily re- produced in the cotton embroideries for trimming summer gowns.