McCurdy & Norwell Co. The Daylight Store

ANNUAL MAY SALE OF UNDERMUSLINS.

Preparations on a Stupendous Scale for this Event.

The latest ideas in dainty summer lingerie are fully represented.

Garments of Muslin, Cambic and Nainsook, of correct shaping--plain and dainty--elaborately ruffled ribboned and lace embellished A rare assembling a magnificent collection--with a price range to suit everybody.

The great variety and quantity, which are much more extensive than any of our previous events, gives buyers unrivaled choice.

The economies are marked---spotless perfect garments of white, priced with unusual lowness now.

The sale starts on the third floor, with an overflow list of special attractions in the main aisle, street floor.

Good Muslin Gown - five hem stitched tucks in the V shaped yoke, cambric ruffle at neck and sleeves, ... 29c

Soft finished Nainsook Gown - round low neck, hemstitched, tucked yoke drawn with ribbon, three quarter sleeve with hemstitched tucked cuffs 89c

Muslin Gown of soft quality, square yoke with 36 hemstitched tucks, hemstitched cambric ruffle at neck and sleeves 50c

Gown of fine Nainsook deep low neck with two rows of lace in[illegible] setting and ribbon in the front of yoke, one row of inserting at back and lace edged lawn ruffle on sleeve $1

Muslin Drawers with four inch cambric ruffle, perfect in shape and well made 10c

Corset Cover, of good, serviceable material, half high neck and French back 7c

Corset Cover, of soft finish material, low neck, full front, French back trimmed with lace at neck and arms 18c

Low neck Corset Cover, soft finish with French back ready for trimmings 10c

Children's Drawers with plain hems and three tucks, one and two year sizes at 10c; three year size at 12c; with hemstitched cambric ruffle, all sizes 25c

Petticoats

At 50c One style with double lawn ruffles--hem and three tucks Another style with cambric ruffles edged with cotton Torchon lace.

At 75c Wide Skirt with tucked lawn ruffle edged with embroidered ruffle--Style 2 with Torchon lace inserting and edge on ruffle-- Style 3 with lawn ruffle deep hem and tucks--Style 4 with deep embroidered ruffle at the bottom--Style 5 with deep embroidered ruffle, 15 inches wide and foot ruffle.

At 89c Skirt and 5 inch embroidered ruffle, inserting at top Cambric skirt with ruffle, embroidered edge and tucks. Skirt with lawn ruffle, two rows of lace inserting and edge

Drawers

At 25c Muslin Drawers with 7 inch hemstitched and tucked ruffle Cambric drawers with deep hem and three tucks Muslin drawers--drawn embroidered ruffle and tucks above - Muslin drawers with full ruffle and embroidered edge - open or closed

At 39c Muslin Drawers with lawn ruffle edged lace and hem stitched tucks Muslin drawers with Torchon lace and tucks above. Drawers trimmed with Torchon edge and inserting extra size Muslin drawers with hem and four tucks Cambric drawers with 8 inch lawn ruffle deep hem and three hemstitched tucked ruffles Cambric drawers trimmed with deep open embroidery Cambric drawers with ruffle edged with plain narrow embroidery.

At 50c Cambric drawers with 7 inch lawn ruffle, tucks and lace inserting also edge of lace on narrow lawn ruffle Cambric drawers 7 inch lawn ruffle edged with lace and hemstitching, hem stitched tucks above Cambric drawers with Torchon lace inserting and ruffle Cambric drawers with two rows of lace inserting and edge in 9 inch lawn ruffle Cambric drawers with lawn ruffle hemstitching and zig zag stitching and tucks above

Corset Covers

Cambric Corset Cover, high back, square front tight fitting trimmed with embroidery 15c

Cambric Corset Cover, low neck, tight fitting, trimmed with lace, inserting and edge 25c

Corset Cover, V back and front trimmed embroidered edge and tucks, tight front and French back 25c

Corset Cover of Nainsook with low round neck and arms trimmed with lace 25c

Gowns

At 39c Sacque Gown with broad tucks and embroidered ruffle

At 50c Gown with V shaped tucked yoke and hemstitched ruffles gown trimmed with embroidered insertings and Cambric ruffle

At 69c Gown with two rows of embroidered inserting and embroidered ruffle at neck and sleeve

At 75c Fine Cambric Gown with hemstitched tucked yoke, square neck, hemstitched ruffles Cambric Gown with V neck, yoke trimmed with embroidered inserting and tucks, embroidered at neck and sleeves--Cambric Gown trimmed with Torchon lace inserting between hemstitched tucks, V neck and sleeve trimmed with lace --Cambric Gown with round low neck, ribbon beading and hemstitched ruffle at neck and sleeve.

At 89c Cambric Gown with yoke of pin tucks and ½ inch hemstitched tucks, fine embroidery at neck and sleeves Cambric Gown with pointed yoke of hemstitched tucks cambric ruffle edged with lace at neck and sleeves Cambric Gown with round neck, trimmed with lace and half sleeves.

McCURDY & NORWELL COMPANY

COMMON SENSE

Suggests the Saving of **Dollars and Cents.**

A good way to accumulate a competency for after years of old age is to lay aside a certain portion of your income each week or month

4% PAID ON DEPOSITS 4%

$5.00 Opens an Account $5.00

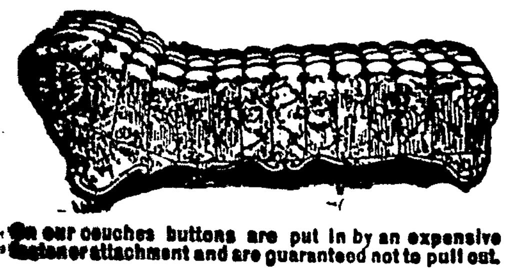
Deposits can be sent by draft, check, postal or express order, or in currency, which deposit will draw interest from the first of each month. Resources $15,000,000,00.

The Rochester Trust & Safe Deposit Co.

25 EXCHANGE ST. ROCHESTER N Y

ASSORTMENTS that please the most fastidious **PRICES** that satisfy the most economical

An Entire Floor Filled with Couch and Davenport Samples.



On our couches buttons are put in by an expensive fastener attachment and are guaranteed not to pull out.

$10.75 for this **Large Tufted Couch**

Mahogany finish, Rococo edge, Best steel springs, each tied eight times Good quality velour, Extra large, 27 x 72 in.

PRICE GLIMPSES:

$4.75--Velour Couch without back, pillow head, fringe all around.
$6.25--Velour Couch, no back, full spring edge, splendid value.
$13.00--Similar to cut, but extra wide, 8 rows of tufts in width.
$20.50--Easy Davenport, polished oak frame, velour cover, deep Davenport springs; 27 in. wide, 6 ft. 8 in. long, 38 in. high.
Bed Couches, $11.75 to $57.00.

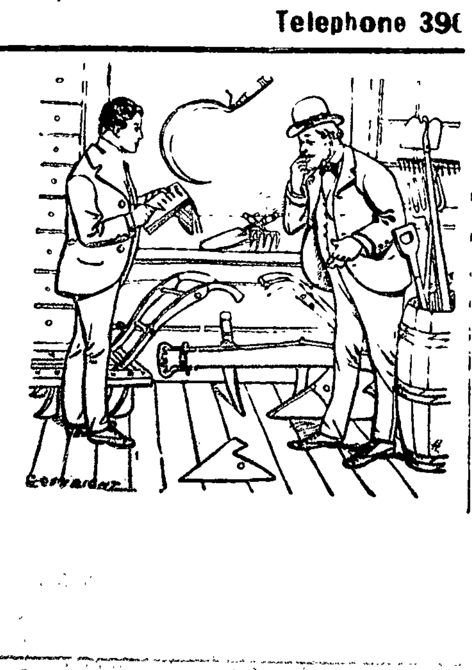
LOW PLAIN FIGURE PRICES **H.B.GRAVES,** 78 STATE ST. ROCHESTER NY HOMES FURNISHED FROM PANTRY TO PARLOR

JOHN M. REDDINGTON,
Lehigh Valley COAL.
Brighest, Cleanest, Best.
39 West Main Street. Telephone 390

Spring Work.

Can't be delayed. It's time to get a full supply of tools for sowing and planting. Time and labor are doubly worth saving. Reduce work and time required for it, to a minimum by using improved implements that rob gardening of its drudgery and make it a pleasure.

Louis Ernst & Sons,
129 and 131 Main East St.



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To Restore Flowers to Freshness.

Faded flowers, if not too far gone, may be restored to freshness by this simple process. Place the stems in water near boiling point, and let the flowers remain till the shrivelled petals begin to spread out. Then cut off the stems and put in luke-warm water.

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Week May 9.

Rochester's most popular Theatrical Organization, presenting the charming drama

"A Young Wife"

Special Scenery, splendid costumes.

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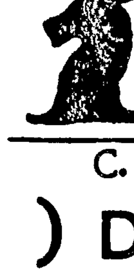
MATINEES: 10c.
Monday, Wednesday, Friday, Saturday.
Evenings. 10, 15, 25, 35, 50c



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Fine Dentistry at moderate prices.
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St. John's College.

Rev Father John J Collins, D J, has been appointed president of St John's college, Fordham, N Y. Father Collins for several years has been doing missionary duty after returning to this country following several years' work in Kingston, Jamaica. Father Collins is a native of Kentucky, about forty-seven years of age and heretofore has held no important offices in the order His appointment to the presidency of Fordham college came as a surprise The Rev George A Pettitt, the former president, has been sent to St. Andrews, on the Hudson, where the Jesuit order has recently built a large novitiate While it has not been officially announced, it is generally understood that Father Pettitt will be made superior of the novitiate, which is considered one of the highest honors in the order

From Aloft.

A child in the midst of a crowd is conscious of nothing but its immediate surroundings Crushed and stifled, it can see and feel only the objects actually touching it But let the father take it up in his arms and hold it aloft. What a difference the elevation will make! So we, too, are in a crowd, in the dark, finding often no meaning in what is stirring round us, but should God deign to raise us to His point of view what a change would come over us!

50 YEARS' EXPERIENCE

PATENTS

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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive *special notice*, without charge, in the

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Resources Jan. 1, 1904, $21,117,529.49
Surplus Jan. 1, 1904, - 1,748,856.96

Money loaned on bond and mortgage in sums of $10,000 and under at 5 per cent Over $10,000 at

4 1-2 Per Cent

Deposits made on or before the first three business days of any month will draw interest from the first day of that month provided they remain to the end of a quarterly interest period

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Horse Talk

The fastest mile ever trotted in the world was 1.58 1-2 Rochester fast trotters are to be had by calling HIGGINS. 40

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UNPARALLELED NIGHT SERVICE NEW STEAMERS
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Buffalo 8 "	Cleveland 6:30 "

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Open Monday and Saturday evenings.

NOTICE TO CREDITORS--Pursuant to an order of Hon. Geo. A. Benton, Surrogate of the County of Monroe, notice is hereby given, according to law, to all persons having claims or demands against Mary Murphy, late of the City of Rochester County of Monroe, State of New York, deceased, to present the same, with vouchers thereof, to the undersigned John M. Murphy, at his place for the transaction of business as such executor at 226 Powers Block, Rochester on or before the 20th day of June 1904 Dated Dec. 12, 1903.
John M. Murphy, Executor.

TELEPHONE 167
THOS. B. MOONEY
Funeral - Director,
196 West Main Street,
ROCHESTER, - N. Y.

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