

Make Your Expenses Earn Money

Take the past five years and from an estimate of what your expenditures have been for living expenses, include the furnishing of the home—the grocer, the clothing, the dry goods and all bills which combine to make the sum total of your outlay. Then

Reduce the Sum by 10 Per Cent

The discount which will be allowed on all purchases made by shareholders in Rochester's

New Department Store

And it will serve to give you an idea of one of the many benefits to be derived from your affiliation with this mammoth enterprise. It only requires the purchase of one share—\$10—to make you a stockholder in a concern with a

Capital Stock of \$500,000

In addition to the 10 per cent discount above noted you receive a guaranteed dividend of at least

7 Per Cent. Interest on Your Investment

This investment will prove one of the most valuable assets ever secured by you—not only the income accruing therefrom, but also by reason of enabling you to purchase your supplies cheaper in your own store than in any other place.

'Twill Be a Bustling Mart of Commerce

made possible by co-operation—each one working for the common good. This idea of a department store, owned and operated solely by the people originated with Mr. John R. Cavanagh, whose successful establishment and operation of the \$1,000,000 Leader Store in Pittsburg, Pa.—on precisely the same lines as Rochester's—created a furore in mercantile circles. What was accomplished in Pittsburg will be repeated in this city.

SPECIAL

For a limited period of time one share of Common Stock is given FREE with each 10 shares of Preferred Stock.

Preferred Stock \$10 per share. Common Stock \$5 per share.

Our offices are open evenings until 9 o'clock. Call and let us explain to you the other features of the attractive plan.

Subscriptions Received For the Stock of the Peoples' Department Store Co.

At the Offices of
John R. Cavanagh & Co.

604-605 German Insurance Building, Rochester, N. Y.

LOOK!

WALL PAPER
Thousands of patterns to select from— all grades and styles at half the price asked elsewhere

Painting and Papering done promptly.

CARPETS

45c Carpets at 30c
60c Extra Super 42c
70c Extra Super 45c
75c Extra Super (all wool) 53c

STAIR CARPET, OIL CLOTHS, LINOLEUMS, AT CUT PRICES.

D. STUCK, 96 State St.

LOOK!

PAINT
All Colors, guaranteed for five years
Regular \$1.65 grade at \$1.35 a gallon

STRAW MATTINGS

Extra Heavy China Mattings
40c kind for 25c
30c kind for 18c
20c kind for 12c

JAPANESE MATTINGS

In All Colorings
Beautiful patterns that look like Carpet when laid, at great reduction of price.

German American Lumber Co.

GET OUR PRICES

134 Portland Ave. 888 Clinton Ave. S.
Both Phones, Home 1365, Bell 1246

JOHN F. MOLONEY 155 BROWN STREET

Ladies fancy collars, turn-overs, 5c, stocks with tabs, 10c and 20c collar and cuff sets, 25c and 50c; yokes silk lined, 25c and 50c; white waistings, 12 1/2 yd; gilt back combs, 10c, gilt comb sets, 25c; ruching, hair nets, veiling, ribbon; black cotton stockings, 3 pairs 20c; house wrappers, waists and skirts, apron and sleeves; gent's furnishings, winged collars, 10c, turn-down, 10c, ties, 10c to 25c, suspenders, 10c to 20c; socks, gray mixed or black cotton, 3 pairs 25c; new 50c shirts in plain colors, blue, cream and gray; caps; overalls, jumpers, Silver King shirts all sizes 50c. Branch Home Laundry, Bell Phone 1748 L. Cash Coupons, green & gold bond stamps

Buy your First Communion Book

of us, we will give you as good a book as you can get anywhere for your money and also a nice ROSARY FREE.

First Communion Books, black or white, English or German from 25c up, and a Rosary Free.

Full line of Catholic Devotional Articles.

Vorberg Brothers,
Booksellers and Stationers

Phone 1082

ESTABLISHED 1887

126 State Street

Cook Opera House.

Next Monday matinee the Moore Stock Company will open its summer season at the Cook Opera House. Handsome souvenir booklets will be given to all who attend the opening performance. The play presented will be Clyde Fitch's famous drama, "The Girl with the Green Eyes." This is an intensely strong play, in which the terrible jealousy of a young girl, Jinny Austin, causes her and her husband untold misery. Finally her jealous passions almost separate husband and wife; but the outcome is told in John Austin's speech when he says to Jinny: "There's one thing stronger than even jealousy, my Jinny, and that's love! That's love!"

The Moore Stock Company has been strengthened by several new members. Miss Effie Hext, the new leading woman, is considered one of the strongest in the country. Bert Lytell will also have a splendid part. Thomas Reynolds, the new comedian, and Gus V. Forbes, the new juvenile man will also have excellent parts. Matinees will be given Monday, Wednesday, Friday and Saturday— at a 10 cent admission price.

Baker Theater.

The third week of the Tivoli Musical Comedy Company's season at the Baker opens Monday under very auspicious circumstances. It shows the individual members of the organization firmly established in public favor and the theater doing a record breaking business at every performance for a summer attraction, and this in spite of heavy opposition.

Some of the most beautiful singing numbers of the season will be introduced and altogether a surprisingly clever performance is assured. The production will be complete in every detail, all the scenery used being painted and built on the premises expressly for this production. No old or worn out road stuff is carried and the result cannot but be beautiful and satisfactory. It will be Oriental and picturesque to the highest degree.

"The Sultan of Bagdad" will run all week with matinees on Tuesday, Thursday and Saturday. For the week beginning May 28, the most ambitious offering of all will be given, "The Belle of New York"

National Theater.

The Neill Company, well known stock players, will present as their second bill of the season at the National Theater, opening on Monday night, May 21st, and with usual matinees on Tuesdays, Thursdays and Saturdays, "A Bachelor's Romance," a most delightful comedy drama from the pen of Miss Marjorie Morton. The play is one of the gems of latter day dramas, and it is doubtful if there is another character that would give Mr. Neill better opportunity to shine as a first-class leading man than as David Holmes, the literary critic of the Review. He is said to play this part with a fine sense of discretion, blending the comedy with the occasional pathetic scenes in a most admirable and convincing manner. Edythe Chapman Neill will be seen as Helen LeGrande, the society spoilt widow, in which she is expected to be charming to a degree as she is in anything she attempts.

RAILROAD NOTE.

The West Shore Railroad will sell round trip tickets to Syracuse on Decoration Day at one fare, or \$1.65, for the round trip. Tickets will be good only on trains leaving at 7:55 a. m. No baggage will be checked on the excursion tickets.

The New York Central and West Shore Railroads have arranged for an excursion to Buffalo and Niagara Falls on Decoration Day, when tickets for the round trip will be sold at \$1.00. They will be good only in coaches and on trains advertised, but will not be good for checking baggage.

Decoration Day Excursion to Buffalo and Niagara Falls via New York Central and West Shore Railroads Wednesday, May 30th.

Only \$1.00 for the round trip. Tickets good going in trains leaving Rochester at 6:48, 7:13, 9:00, 9:47, 10:15, 10:55 a. m. (6:02 and 8:25 via Falls Road to Niagara Falls only); good returning in trains leaving Niagara Falls at frequent intervals, leave Buffalo at 3:20, 5:20, 7:15, 8:00 and 11:10 p. m. via West Shore Central, 7:20 p. m. via West Shore. No baggage checked on these tickets nor are they good in Pullman cars. Two Eastern League ball games at Buffalo; parades, matinees at the theaters, etc. Niagara Falls is never more attractive than at this season of the year; wild flowers in profusion on the islands. Don't miss the famous Belt Line trip covering both Canadian and American sides of the river. Call on New York Central and West Shore ticket agents for tickets and all information.

Decoration Day Excursion to Syracuse via West Shore Railroad Wednesday, May 30th.

Only \$1.65 for the round trip. Tickets good going in train leaving Rochester at 7:55 a. m. Good returning in trains leaving Syracuse at 2:10 and 6:05 p. m. No baggage checked on these tickets. Grand opening of the White City on Onondaga Lake will take place on Decoration Day. Dedication of the site of the Soldiers and Sailors Monument will take place at Clinton Square; G. A. R. parade; matinees at the theaters, etc. Call on West Shore ticket agents for tickets and all information.

Removal.

Thos. B. Mooney, undertaker, who succeeded his uncle, P. Joyce in business in 1889 at the store, 196 West Main Street, has removed to No. 93 Edinburg Street, where he is erecting a handsome building. The temporary office will be in his residence, 202 Plymouth Avenue.

MOORE STOCK CO



HEXT



LYTELL



REYNOLDS



FORBES



NEILL



HOLMES



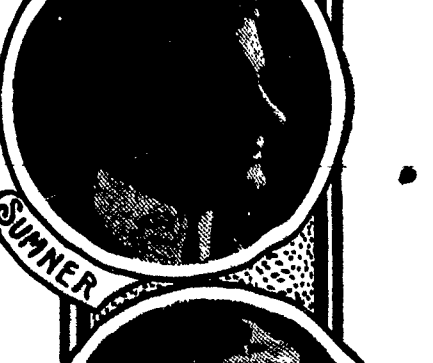
LEGRANDE



MORTON



AUSTIN



JINNY



AUSTIN

Sibley, Lindsay & Curr Co.

Cream Mohairs and Sicilians

We have no apology to offer for the assortment of cream mohairs and sicilians which Dress Goods counters present. There is a quality for every possible need.

What will give the service in a light gown which is obtained from a mohair or sicilian? Dust and dirt just slip off without leaving a spot or stain.

- 38 in. cream mohairs, 39c a yard.
- 36 in. cream mohairs, 50c a yard.
- 36 in. cream sicilians, 50c a yard.
- 44 in. cream mohairs, 59c a yard.
- 44 in. cream mohairs, 75c a yard.
- 50 in. cream sicilians, 85c a yard.
- 44 in. cream mohairs, 85c a yard.
- 44 in. cream sicilians, \$1 a yard.
- 44 in. cream mohairs, \$1 a yard.
- 46 in. cream mohairs, \$1 a yard.
- 50 in. cream sicilians, \$1.25 a yard.
- 50 in. cream mohairs, \$1.25 a yard.
- 54 in. cream sicilians, \$1.25 a yard.
- 48 in. cream sicilians, \$1.50 a yard.
- 50 in. cream mohairs, \$1.50 a yard.

Fancy cream mohairs—dots, jacquard figures and shadow checks in a great variety of patterns, at 39c, 50c, \$1 and \$1.25 a yard.

Lawn Mowers.

"Ever Ready" lawn mowers have been our theme at the beginning of the grass cutting season for the last fifteen years. Some of the first mowers we sold are still in commission. At the price named we believed the improved "Ever Ready" to be the best to be had.

- 12 in. "Ever-Ready" lawn mowers, \$2.50.
- 14 in. "Ever-Ready" lawn mowers, \$2.75.
- 16 in. "Ever-Ready" lawn mowers, \$3.
- 18 in. "Ever-Ready" lawn mowers, \$3.25.

"Every Ready" lawn mowers with 10 in. wheels, ball bearings and four bladed knife.

- 14 in. ball bearing "Ever-Ready" \$5.
- 16 in. ball bearing "Ever-Ready" \$6.
- 18 in. ball bearing "Ever-Ready" \$6.50

Townsend "Lion" lawn mowers with five bladed knife, extra high wheels—the highest grade of mower construction:

- 16 in. "Lion" mowers, \$9.50.
- 18 in. "Lion" mowers, \$10.
- 20 in. "Lion" mowers, \$10.50.

- 12 in. to 16 in. grass catchers, 85c.
- 16 in. to 20 in. grass catchers, \$1.25.

Sibley, Lindsay & Curr Co.

Refrigerators!



We sell the Ranney line of Refrigerators—the product of the largest refrigerator factory in the world. Good material, skilled labor and practical experience are combined in the making of these refrigerators. This is why we never have a dissatisfied Refrigerator customer.

- Good Hardwood Refrigerators—25 lbs. ice—\$6.25—two shelves
- Another size—holding 40 lbs. of ice—three shelves..... \$8.00
- Large Refrigerator—holding 50 lbs. ice—three shelves..... \$11.00

These are all lined with heavy steel galvanized sheeting. Prices range up to \$52.00 and the assortment includes the finest patterns of porcelain Refrigerators—with every device for convenience and ice-saving.

White Frost Steel Refrigerators

This new modern Refrigerator has jumped into favor quickly. Being constructed of the heaviest steel plates it preserves the ice longer than a wood refrigerator, and maintains a perfect dry air circulation. There is no waste space. Holds 100 pounds of ice. Shelves adjustable and revolving.

The Price is \$22.50

but this Refrigerator will pay for itself in the saving of ice.

Weis and Fisher Co.

50-54 State Street. 441-445 Clinton Ave. N.