

# FREE EXCURSION!

TO

# EASTSIDE

THE FINEST HOUSE LOT PROPERTY IN ROCHESTER

Take Parsells Avenue Car and get off at Greeley Street. Our office is located directly to your left as you step off the car. You can't help seeing it.

The beauty of the spot will immediately attract your attention.

**LOCATION** "Eastside" has frontage on Parsells Ave., Melville St., Meng St., Shaffer St., Denver St. and Greeley St. Every lot is within one to three minutes' walk from the Parsells Ave. car line. Fifteen minutes' ride from the "Four Corners." Look for the Big Sign and Office.

## Lots Are Already Selling, Don't Wait

BUILDING HAS ALREADY COMMENCED

You have never before been offered, for so little money. So much land so desirable in character, under such remarkable terms and inducements.

**IMPROVEMENTS FREE!** Building of Streets, Sidewalks, Sewers, Water, Gas and Planting of Shade Trees Installed by us Entirely at OUR EXPENSE.

### ALL VERY LARGE LOTS

40 Feet or More Frontage to Every Lot

Prices Range

**\$250, \$300, \$400, \$500, \$550**

And a Few Higher

**Only \$5 Down on any Lot**

Then \$1.25 Per Week and Upward or One-Half of One Per Cent. of Price of Lot

**12 1/2 per cent. discount for cash**

SURROUNDED BY ROCHESTER'S MOST RAPIDLY GROWING SECTION

IN A SETTLED AND BUILT UP NEIGHBORHOOD

No Taxes! No Interest! No Mortgages! Lots Will All Front on Graded Streets, With Sewer, Sidewalk, Shade Trees, Water, Gas Installed at Our Expense! Free Accident Insurance! Free Life Insurance! Free Improvements! Non-Forfeiture! Cash Prizes to Builders! Electric Cares Running by Entire Property! No Walking! Don't Forget This.

Cut This Out  
**Free Car Ticket**

GOOD FOR TWO PERSONS, NOT CHILDREN

Present this Coupon to our Agent at "Eastside" and he will refund the cost of your fare, and provide you with a return fare.

**DO NOT GIVE TO CAR CONDUCTOR**

C. J.

Walter B. Perkins.

### How To Reach Eastside District

Take the Parsells Avenue Car going East and tell the conductor to let you off at Greeley Street.

It costs you nothing to come out.

We pay your fare both ways.

Agents on the property EVERY DAY from 9 A. M. until dark. Short distance. Quick Transit.

All Prices much below like lots around Rochester.

**WARRANTY DEED AND GUARANTEED TITLE**

**Be Sure to Bring \$5 for Every Lot You Wish to Purchase**

NO LOTS RESERVED

# WALTER B. PERKINS

ROOMS 116-117-118 Ellwanger & Barry Bldg., 39 State St., ROCHESTER, N. Y.

Office Open Every Day and Evening Until 9 O'clock

**Come and See Us and Get Free Tickets to "Eastside"**

#### SELECTING A STANDARD.

Doubts Which Beset the Young Man in the Business World.

A great many young men who go out into the world of business from school or college or from the influence of a refined home are often puzzled to hear experienced men say that ideals are all right in their way and in theory, but that in practical life in the rough-and-ready game of business, or in the professions, the sooner young men get rid of much of their "fine-spun nonsense" the quicker they will succeed, says the Philadelphia Ledger. What is a young man to say to that sort of talk? If he be weak and disposed to be "highly practical," and of an unformed character, and with only a veneer of civilization spread thinly upon him, he will hearken to the callous man of the world and do as he does, becoming hopelessly vulgarized. If he have the framework of character, he will simply say that if that be the way of the practical world, the world is wrong, and that there is a better and higher view and pathway for him. How far would the world advance if its ideals were based on the opinions of the most mercenary and common of the people? It would retrograde. How much progress onward and upward would a young man make if he were to key his existence and conduct to the ordinary pitch fixed by the low average of those with whom he comes in daily contact? He would be ashamed to own to himself that he had fixed such a standard for himself. The right standard to take is to choose the very best, and to try, to the utmost to live up to that standard. Philadelphia Ledger

#### Manufacture of Candles.

Although the use of candles for domestic illuminating purposes is declining, there still exist in Belgium three important manufactories. Materials used there in the manufacture of candles are stearine, stearic acid and paraffine. Important quantities of church candles, short, medium and very long, simple and decorated, are also manufactured in Belgium. About nine-tenths of the general output is exported. This it is shown that without the export trade the manufacture of candles in Belgium would practically be abandoned.

Candles are moulded by machinery. The machines are of German, French and English origin, the German made machine predominating. The capacity of machines in use varies from eighty to four hundred moulds. Average daily production is about thirty-five thousand pounds for each factory.

The candle industry in the Venetian provinces is a comparatively important one. The statistics for the port of Venice show that the exportation exceeded the importation by about \$210,000 in the calendar year 1904. Large quantities are also shipped to other parts of Italy, of which there is no official record. Altogether the field is a fair one for exploitation by manufacturers of candle making machinery, although it is a fact that the rapidly extending use of electricity, even in small villages, correlatively reduces the more primitive methods of illumination.

#### Put Money Where It Grows.

A young bond salesman for a New York house interviewed the late Marshall Field in the spring of 1905 with a view to selling him a number of guaranteed bonds, yielding a little less than 4 per cent., says the World's Work.

"Young man," said Mr. Field, "you are only wasting my time and yours. I like your bonds. When the trustees of my estate come to investing the interest on my investment I hope they will buy that kind of bonds, but I am a business man, and do not care to put a large part of my surplus in a fully developed property any more than I should care to buy out a business enterprise that seemed to me to have reached the limit of its growth, no matter how solid it might be. Your bonds are too good for me."

Mr. Field, it will be noted, invested his surplus on the same principle upon which he built up his business, namely, to put the money where it has a chance to grow.

#### Most Commonly Used Fish.

The herring is more largely used as an article of food than any other fish, both in its fresh and cured states. More than 250,000 tons of herrings are landed on the coasts of Great Britain every year, representing a money value of about \$1,200,000.

#### Welding by Electricity.

Welding has been brought to such a state of perfection that welding apparatus can be carried to a railroad track and two rails joined as solidly as if they had come out of the rolling mill one piece.

#### Drugs Causing Death.

Excessive use of drugs is the cause of death of 20 per cent. of the population of Austria, according to official statistics, while 44 per cent. of the medical profession in that country die of heart disease.

#### Vaporizing Gold.

Gold is one of the most difficult metals to vaporize, but by the use of the electric furnace it can readily be set boiling at the temperature of about 4,400 degrees Fahrenheit.

Painting the Fifth Bridge is no light undertaking. So vast is its structure that it takes fifty tons of paint to give it one "coat," and the area dealt with is something like 120 acres.

#### MEDICAL FALLACIES.

Many Prevalent Among the People Concerning Food Value.

A doctor was pointing out medical fallacies—the wrong ideas about things medical that many people hold.

"One fallacy," he said, "is that beef tea is nourishing. It is nothing but water in which pleasant and exhilarating meat salts are dissolved. You would starve to death on beef tea, the same as on whisky or on coffee."

"Another fallacy is that alcohol—whisky warms the body. Alcohol lowers the temperature. It chills, instead of warming. Hence it is of no use whatever as a guard against cold."

"A third fallacy is that one egg contains as much nourishment as a pound of meat. Sick people without appetite think complacently that if they take an egg or two a day they are doing well. As a matter of fact, they are doing anything but well. They must remember, if they are substituting eggs for meat, that eight eggs, not one, are required to equal one meat pound."

"Then there's the liver fallacy. Many, as soon as their stomachs get out of order, begin to treat their liver. But the liver is a dangerous thing to treat unless one understands it, for there are over ninety distinct liver troubles, and what is good for one is bad for all the rest."

#### Napoleon and Russia.

It is a singular fact that the fall of Napoleon began with his attack on Russia. Thenceforth Russia was a fear and dread to him. He used about her the most extravagant language, such as "Russia is on the march to conquer the world." He thought that any one who could successfully resist Napoleon must have a charmed life. And these seem to be Russia's ideas about herself. Under those words "manifest destiny," is hidden an ambition which is unsatisfiable.

#### The Call of the Wild.

Most of our song birds have three notes expressive of love, alarm and fellowship, says John Burroughs in Country Life in America. The latter call seems to keep them in touch with one another. I might perhaps add to this list the scream of distress which most birds utter when caught by a cat or a hawk—the voice of uncontrolled terror and—dissonant and piercing. The other notes and calls are characteristic, but this last is the simple screech of common terrified nature.

#### Extracting Elephant's Teeth.

The greatest dental operation on record was performed upon an elephant in the City of Mexico. The aching tooth was twelve inches long and fourteen inches in diameter at the root. After Mr. Elephant had been securely fastened with chains his mouth was prised open and a quantity of cocaine applied to deaden the pain. When this was done, a file was bored through the tooth and an iron bar inserted. Then a rope was twisted around the bar and four horses attached.

#### Baker's Regulations in France.

Bakers in France are subjected to several unusual rules and regulations. In large fortified towns for instance, they must always have a certain stock in hand in case of war. Not only this, but everywhere they have to deposit a sum of money in the hands of the municipal authorities as a surety of good conduct; and the law, not content with merely looking after their weights and measures, actually decides the price at which bread is sold.

#### Distance Travelled in Dancing.

A young man fond of dancing took a pedometer with him to a ball, and found that in the course of the evening he had covered thirteen and a half miles. The average length of a waltz was half a mile; of a polka, three-quarters of a mile; of a galop or schottische, a mile, and of lancers, a quarter of a mile. A girl usually dances more than a man, and is calculated to cover more than sixteen miles in a single evening.

#### Enforcing Law in England.

In England no arrests may be made on a Sunday, except for treason, felony, or a breach of the peace, and freedom from arrest at any time on civil process is a privilege enjoyed by members of the royal family and their servants, bishops, peers and peeresses, and members of Parliament during the sitting of Parliament and forty days before and after each session.

#### Measuring Distance by Smoke.

The boatmen of Holland measure distances by smoking. The distances between two named points is expressed as so many pipefuls of tobacco, meaning, of course, that one would smoke so many pipes while covering the distance mentioned. Holland's colonies are sixty times as big as the mother country.

#### How the Banana is Utilized.

The producing power of the banana is forty-four times as great as that of the potato. The dried fruit is readily converted into nutritious flour; it may also be manufactured into sausages; beer can be made from it; while the skin can be turned into cloth, and the juice made to do service either as ink or vinegar.

A horse can live twenty-five days without solid food, merely drinking water, seventeen days without either eating or drinking, but only five days when eating solid food without drinking.