



WHITCOMB HOUSE BLOCK

# WE BID YOU "WELCOME"

Our new store is open for business and we want all the readers of this paper to feel heartily welcome here. We like to have you come in and get acquainted with us and with our stock of merchandise. Don't feel obliged to buy, but come in, look around and ask to see anything that interests you. It's no trouble to show goods or answer questions. We welcome you to make this store your store. We have bought the best merchandise that we know of, to show you, and we feel sure that you will agree that our prices are right.

## CLOTHING for Men and Young Men

In the selection of our Clothing for Men, we have elected values rather than a name or reputation. Rochester-made garments are conspicuous here because of the excellence of their workmanship, neatness of fabric and unquestioned worth.

For men's styles, as well as women's, the eye of the fashionable dresser is ever directed towards New York City, so we offer you the best from the style centre of the United States. Alfred Benjamin & Co. clothes represent the highest ideals in men's wear, appealing to the taste and requirements of men of fine discernment and gentility.

In this department we show the newest and smartest ideas in what might be termed "men's wear accessories."

Neckwear, Shirts, Men's Jewelry, Fancy Waistcoats, Collars, Hosiery, Gloves, Etc.

All the little particulars that contribute to a particular man's satisfaction in dress are here in appealing variety.

We have arranged for a series of 12 "Kilvert Kid" Calendar Mailing Cards, delightful studies of childhood, beautifully done in several colors, by the well-known artist, Mr. B. Cory Kilvert, originator of "Kilvert's Kids." These we want to send to every home having a child in it.

**Men's  
Fine  
Furnishings**

## Boy's and Children's Fine CLOTHING

We have given most particular attention to the Outfitting of Young Boys and Children and have endeavored to make this department most attractive to Mothers by an exceptional assortment and variety including many novelties and bright styles not at all common elsewhere.

Our Children's Department is not conducted as a side issue, but rather as a separate and distinct shop for the appareling of the little men, where they receive the same careful attention as their fathers. We ask mothers to come in and see the pretty things we have provided in children's clothing for this season.

"Buying a Hat" doesn't mean merely a head covering with us. We believe in fitting the customer as carefully and becomingly in headwear as we would a suit of clothes. Different features require different hats. We offer you the best hats we know of in all the representative styles, colors, etc., at a wide range of prices.

To every young boy's address left with us tomorrow—we matter whether in Rochester or not—we will forward the first of this attractive series as early as possible. Just leave the name and address in the Children's Department and the series will be sent by mail. Don't delay as the supply is limited.

# GIFFORD & CO.

307-311 MAIN STREET EAST

ROCHESTER, NEW YORK

### OCEAN TRAVELING OF TO-DAY.

#### Ingenious New Devices That Insure Safety in Sea Voyages.

In the presence of the fearful loss of life in accidents on our railroads, it is with relief that we contemplate the ever increasing safety of travel by sea, says the Scientific American. The secret of this security is to be found both in the structure of the ship itself, and in the marvelously ingenious devices which science and invention have placed at the service of the navigator to guide him in the more perilous phases of his duty.

The submarine signalling is a close rival to the wireless telegraph in the great increase that it has made in the safety of travel on the sea. One receiver is placed on each side of the ship, with separate wires from each, and by the use of telephones the officer is able to hear a bell that is being struck at a point many miles distant from the ship, and determine its direction. The officer of the Kaiser Wilhelm der Grosse states that on the last trip over, when the ship was four miles distant from the mouth of the River Weser he plainly made out the signal conveyed from the lightship there. Furthermore, as the vessel neared Nausticket, and when she was about four miles distant from the lightship, he heard through the telephone the signal "66." This consists of six strokes of the bell, a pause and then six more strokes of the bell, which is the Nantucket Lightship code signal. At about the same distance from Fire Island Light and from Sandy Hook Lightship the respective signals were distinctly audible. The value of this device in preventing collision between approaching ships is evident, for it has this advantage over the foghorn, that the direction of the approaching vessel, whether from port or starboard, is determined at once by the fact that the sounds are audible to the port or starboard telephone.

#### CARNEGIE'S COAT-OF-ARMS.

##### In It Portrays the Humble Origin of His Ancestors.

In addition to many other belongings, Andrew Carnegie is the possessor of a coat-of-arms. It was not, to be sure, granted to an ancestor for prowess on the field of battle nor for any deed of valor. It has a much more interesting history. Anyone—almost anyone—has a coat of arms which has been handed down to him like any other heirloom. Mr. Carnegie had none such, but like the man of enterprise and originality that he is, he went to work and devised one, and then he got an artist to paint it high up on the walls of his splendid library—not the library he gives away every other day, but his own, in his fine New York mansion.

Upon the escutcheon there is a weaver's shuttle, because his father, William Carnegie, was a weaver, there is also a shoemaker's knife because an ancestor not very remote worked at his trade of shoemaker. They say plainly that he has no desire to ignore his humble beginning and that he wishes to honor the memory of the weaver and the shoemaker, his forebears. He boasts not of Norman blood, and honest hearts are more to him than coronets or royal favors.

Mr. Carnegie has a coronet, or a crown, for a crest, but it is reversed and surmounted by the cap of liberty. The supporters are the American and Scotch flags, and the motto is "Death to Privilege." It makes no difference, of course, since the arms are unique, that according to laws of heraldry, coronets and supporters are only allowed with arms of peers, baronets and Knights of the Garter. Upon his own particular copies of his own books, "The Gospel of Wealth" for one, the arms are emblazoned in blue and gold.—Boston Post.

The Moon Uninhabited. The moon being much the nearest to us of all the heavenly bodies, we can pronounce more definitely in its case than in any other. We know that neither air nor water exists on the moon in quantities sufficient to be perceived by the most delicate tests at our command. It is certain that the moon's atmosphere, if any exists, is less than the thousandth part of the density of that around us. The vacuum is greater than any ordinary air pump is capable of producing. We can hardly suppose that so small a quantity of air could be of any benefit whatever in sustaining life; an animal that could get along with so little could get along with none at all.

But the proof of the absence of life is yet stronger when we consider the results of actual telescopic observation. An object such as an ordinary city block could be detected on the moon. If anything like vegetation were present on its surface we should see the changes which it would undergo in the course of a month, during one portion of which it would be exposed to the rays of the unclouded sun and during another to the intense cold of space.—Harper's Weekly.

Only Road to Success. Remember that you cannot be carried to success in a carriage with the hinges oiled, the backs padded, and the seats cushioned; you must trudge on foot along the dusty highway.

The hansom cab was the invention of Joseph Aloysius Leason, an eminent English architect, who flourished about 75 years ago. He invented what he called the patent safety cab about 1823 and died in 1822.

#### Origin of the Turbine.

The steam turbine is regarded as a new machine, but the idea is probably as old as mechanics itself. The water turbine forms one of the simplest means of utilizing hydraulic power, the steam turbine, which is almost as simple in principle, dates back, at any rate, to 120 B. C. when Hero of Alexandria gave the earliest known description of it in his book on pneumatics. In 1629 Branca invented the impact turbine. The device consisted simply of a jet of steam impinging upon the veins of a paddle wheel and blowing it round.

The modern turbine represents the highly developed results of the combination of these two principles. A series of inventors since the days of Branca have experimented with the steam turbine—Watts among them. Ericsson patented a steam turbine in the United States in 1830; De Laval in 1832 introduced a machine close to resembling Hero's model. But it was in Great Britain that the first turbine engine of practical utility was constructed in 1884 by the Hon. Chas. Algernon Parsons, son of Lord Rosse, of telescopic fame.—St. James's Gazette.

#### Some Monster Cannon.

Some experiments carried on near Cherbourg, France with the new model big French fortress guns show that this question of gun calibre touches interests outside the purely military sphere. The guns are of 12 1/2-inch calibre, and although only three shots were fired, it had been judged prudent to leave their windows and doors open as a precaution against the tremendous concussion expected. In fact, the first shot did great damage to the earthworks around the gun, and as there was no time to warn the officer in command the next two discharges completely shattered them. Luckily, the men ordinarily serving the gun had been kept at a distance until the effects had been tested. In the result new service rules will have to be devised, and a larger uninhabited area around these guns will be necessary.

#### Indians' Choice of Guns.

While some Indians prefer repeating rifles, others in actual hunting choose the muzzle loader, as they do not take long range shots, preferring to get close to the game and be sure.

Grass of Great Strength. A steel-like grass which grows on the volcanic slopes of Oran, Algeria, is so elastic and strong that it can be used instead of springs in the manufacture of furniture.

Lake Erie Rich in Fish. Lake Erie is the richest body of water in the world in fish.

Faithfulness is in the Few. Aristotle: He who has many friends has no friends.

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