LuNette Shop

Garments That Are Distinctive and Different

332 East Main St., Rochester, N. Y.

Unusually Good Values in Pretty Summer Dresses

Whether she considers it from the viewpoint of style or of price, a woman is always better informed after having seen the Lu Nette stocks.

The showing this season is comprehensive, including every good style that has had more than a passing vogue. The central feature of this showing is individuality. This quality is particularly noticeable in the stocks of summer dresses. Dozens of pretty models are shown, each different from the other according to the various ways each designer had of expressing his art. And it is in this variety of accepted styles the woman who will have her dress different from that worn by her neighbor will find the one to please her. She will also find the price considerably lower than she would have figured it.

DRESSES she would probably value at $10 to $15 are specially priced at $5, $5.98, $6.50, $7.98, $9.50, $11.50.

Others as low as $3.50 and as high as $37.50.

UNDERPRICED CORSETS

There is still left a fair assortment of styles and sizes in the lines of discontinued corsets we are closing out at reduced prices. Numbers from the following well known brands are in this underpriced sale: REDFERN, NEMO, BON TON, ARTIST'S MODEL, RENGO BELT, VESTA and LU NETTE. Original prices were $3 to $10. Reduced prices are $1.98 to $5.

UNDERMUSLINS REDUCED

Good pickings may be had yet among the lots of undermuslins placed on sale a few days ago. The woman who can sense a real bargain will find in the lines of fine French undergarments something to please her. There are also some attractive offerings in La Grecque tailored and domestic undermuslins.

The average prices are from one-fourth to one-half less than regular.

Garments that sold from 50c to $9.50 are in the sale at 39c to $5.98.

LuNette Shop 332 E. Main St. ROCHESTER, N. Y.

The fish are full of fight in the

Adirondack Mountains

They're biting-fighting for the fly and spoon and minnow right now, and will be all summer and —Oh! such mountain air.

It's a combination that means a ravenous appetite for the camp-cooked meal of fresh-caught fish.

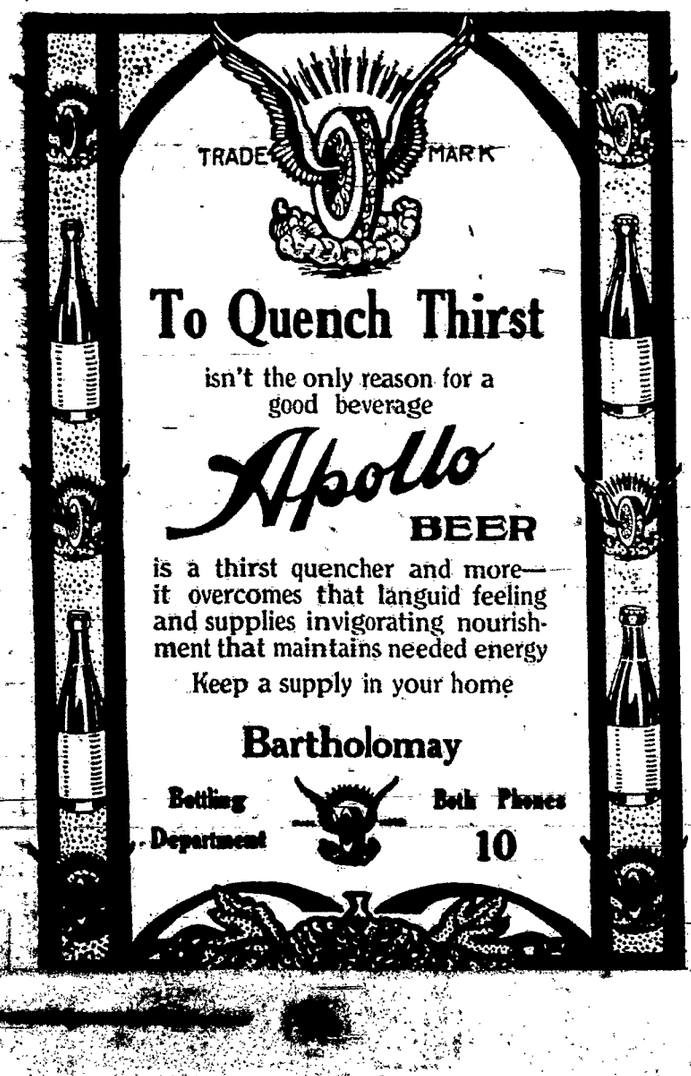
If you prefer the modern hotel or boarding house to the camp, you can have it—with golf, tennis, baseball, boating and picnicing, and dancing and cards in the evening.

There are Through Cars from Rochester

to the Adirondack Mountains. A parlor car, daily except Sunday, on train leaving Rochester at 8 52 a m., arriving in the mountains in time for dinner the same evening; a sleeping car, daily on train leaving Rochester at 10 38 p m., arriving in the mountains next morning in time for breakfast.

For folder, "The Adirondack Mountains and How to Reach Them," and information on rates, routes, railroad tickets and sleeping-car accommodations, call at New York Central Station, or at City Ticket Office, 20 State Street, Rochester. Phones: Bell, Main 963; Home, Stone 850

NEW YORK CENTRAL LINES



To Quench Thirst

isn't the only reason for a good beverage

Apollo BEER

is a thirst quencher and more—it overcomes that languid feeling and supplies invigorating nourishment that maintains needed energy

Keep a supply in your home

Bartholomay

Bottling Department — Both Phones 10

The Oldest Grocery on Main Street.

Maurer's Special Coffee Now sells at 25c

Price alone, however, should not induce you to change your Coffee, some Coffees would be dear at 15c.

THE POINT IS, Maurer's Special is richer and different from other blends sold at this price.

You will admit this after trial.

The Mauer-Haap Co.
149 Main St. E.
Tels. 211

Lowe Brothers High Standard Liquid Paint

The Pure Paint in the Full Can

Gives best results by the year, which is the only way to figure paint economy. Stands high with Rochester property owners who pay big paint bills.

BARNARD, PORTER & VIALL — N. Water St. Near Main 'Phone 695

Don't Leave Your Eye Requirements Until the Last Minute

Before You Go On Your Vacation

Get your eyes in the best condition—it will add so much to your enjoyment.

Take an extra pair of lenses with you, in case of accident

Don't go without a KODAK AND A FIELD GLASS

COME HERE FIRST

E. E. BAUSCH & SON

Opticians Optometrists

6 MAIN STREET EAST and 17 EAST AVENUE

Kodak Finishing

First Class Work in

Developing, Printing and Enlarging

At Reasonable Rates

Mrs. J. E. Riordan

52 Clinton Avenue South

R&O

St. Anne de Beaupre EXCURSION

VIA

PALATIAL STEAMER

KINGSTON

Leaving Charlotte 10 P. M. on

Sunday, July 20th

Quebec and return

$26.00

(Meals and Berth included)

Tickets and all information at R. & O. NAV. CO. 32 Main St. W.

HOLY CROSS COLLEGE

Conducted By Jesuit Fathers.

Students obtain exceptionally thorough education. The largest Catholic college in America. Splendid buildings, modern equipment. Clean-cut athletics. Particular parents should secure catalog P. Address

PREFECT OF STUDIES

WORCESTER, MASS.

Independence Day and Other Excursions

Toronto . . $3.60

Round trip or via Lewiston, and boat. Tickets on sale July 4. Return limit 4 days, including date of sale.

Boston . . $11.00

Round trip. Tickets on sale, July 11. Final return limit, July 25. Stop over in either direction at Pittsfield, Palmer South Framingham, Springfield or Worcester, Mass.

Erie, Pa.

Via New York Central $5.70. Via West Shore R. R., 5.30 Round trip. Tickets on sale July 7 to 12, inclusive. Return limit, July 14.

Buffalo . $1.50

Niagara Falls . $1.60

Round trip. Every Sunday to October 26, inclusive except Sundays, June 15, July 13, August 17 and September 14. Also Independence Day, July 4, and Labor Day, September 1. Good going, only on morning trains (except limited trains). Returning same day.

Syracuse . . $1.65

Round trip. Every Sunday, May 18 to October 26, inclusive. Also Independence Day July 4, and Labor Day, September 1. Returning, same day.

Alexandria Bay . $5.50

Clayton . . . $5.00

Round trip. Every Friday (afternoon, trains only) and Saturday, June 13 to September 27, inclusive. Return limit, following Monday.

Boston . . $11.00

Round trip. Tickets on sale June 27th. Final return limit, July 11th. Stop over in either direction at Ayer, Fitchburg, Greenfield, Mass.

Watkins Glen . $1.25

(Via Lyons)

Round trip. Every Sunday to Sept. 14, inclusive. Also on Independence Day, July 4th, and Labor Day, Sept 1. Good only on special train leaving Rochester 8.15 a. m. Returning leave Watkins Glen 4.45 p. m. same day.

Pacific Coast and Western Points

(From Rochester)

Alberta, Arizona, British-Columbia, California, Colorado, Idaho, Mexico, Michigan, Minnesota, Montana, New Mexico, Ontario, Oregon, South Dakota, Utah, Washington, Wisconsin and Wyoming. Tickets on sale daily to September 29th.

Chautauqua . $5.15

Round trip from Rochester. Tickets on sale July 7. Return limit, August 8.

Niagara-on-the-Lake, Ont. . . $3.50

Round trip. Daily to September 7, inclusive. Return limit, day following date of sale.

Full particulars, time of trains and information at New York Central Station or at City Ticket Office, 20 State Street, Rochester. Telephones: Bell, Main 963. Home, Stone 859.

Geo. Engert & Co. COAL.

Principal Office and Yard Telephone 257

306 Exchange Street.

Home Phone 1811 — Bell Phone 1588 Genesee

JOHN C. ROSSENBACH

Funeral Director

Office and Residence, 498 Wilder Street

Visit The Basement for Flowers and Plants

And all kinds of Garden Tools, Sprinkling Cans, Sprayers, Spraying Materials. Arsenate of Lead, Lime Sulphur Solution, Bardeaux Mixture, Tobacco Extract, Kerosene Emulsion, Slug Shot, Bug Death, Paris Green, Whale Oil Soap etc. Don't wait for the bugs to eat up your Rosebushes and Trees.

Central Floral and Nursery Depot — **The Maurer-Haap Co.**

149 Main Street East — Telephone 1211

POST 1839 Clean It Yourself

Your straw Hat or Panama. Easy to do it with our Straw Hat Cleaner—10c.

Ladies wishing to renew their straw hats will find Colorite here in all colors—25c.

Have you seen our special Bathing Cap at 33c?

Closed Sundays

J. K. Post Drug Co. 17 Main St. E.

20 Steps from the Four Corners

Special Round Trip Fares

to the

New England Seashore

This will be an excellent opportunity to enjoy a "Salt Water Vacation" or spend a few weeks in New England.

$11.00 Round trip to BOSTON

with stop-over in either direction at Pittsfield, Palmer, South Framingham, Springfield or Worcester.

Tickets will be on sale

Friday, July 11

Final Return Limit, July 25

For information on stop-over privileges, routes, railroad tickets and sleeping-car accommodations, call at New York Central Station or at City Ticket Office, 20 State St., Rochester, N. Y.

Telephones: Bell, Main 963; Home, Stone 859

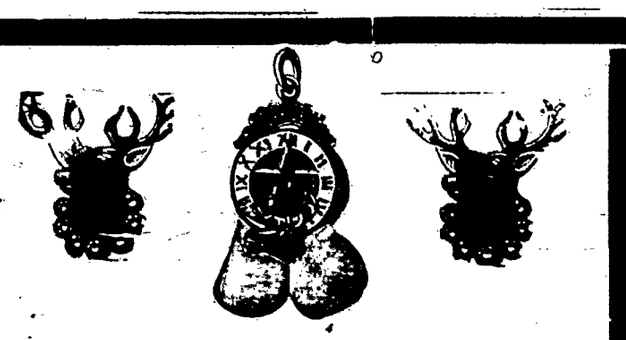
Everything for the Horse

We can supply you your wants in Harness, Riding Saddles, Horse Furnishings and Leather Goods.

CHAS. S. GIBBS

93 State St., Rochester, N. Y.

Both Phones 1387



"HELLO, BILL"

On July 2 will occur the opening of Burritt's "Elk Annex" in the center store of the rebuilt building of the old "Bijou Dream" on East Main Street near St. Paul.

The largest and best display of small Elks decorations, badges, charms, jewelry, pennants, etc., ever shown in Rochester will then be placed on sale.

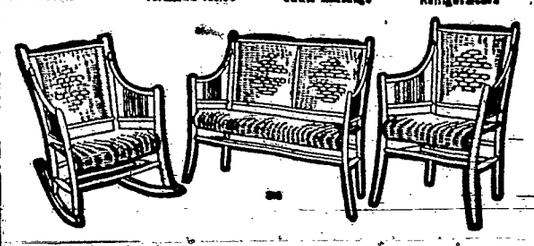
Make your selection early.

S. D. Burritt

COOL COMFORT

ALL KINDS OF FURNISHINGS FOR THE — LAKESIDE COTTAGE, VERANDA, LAWN, COUNTRY HOME.

Veranda Rockers, Veranda Chairs, Bent Wood Seats, Reed Seats, Prairie Grass Furniture, Lawn Settees, Veranda Seats, Veranda Tables, Splint Rockers, Double Cane Rockers, Easy Reed Rockers, Straw Mattings, Prairie Grass Mattings, Summer Rugs, Porch Shades, Refrigerators, Garland Gas Ranges, Gasoline Stoves, Ice Cream Freezers, Hammocks, Etc.



$10.50

Best Maple Frames, Reund Reed Roll Seats, Closely Woven Panel Backs, Forest Green Finish

PIECES SOLD SEPARATELY — Settee, 42 in. Long; Rocking Arm Rocker; Comfortable Arm Chair

LOW PLAIN FIGURE PRICES — **H. B. GRAVES** — 70 STATE ST. ROCHESTER, N.Y. — HOUSE FURNISHERS