



### If You are Moving this Spring Remember Your Bell Telephone

The month of April each year is a very busy time with us. It is the big moving season.

With over 17,000 Bell Telephones in Rochester, it is easy to understand we are called on to move hundreds each spring.

If you intend to move, please remember to give us notice at least 15 DAYS IN ADVANCE.

It is not just a matter of taking the telephone off the wall.

Wires may have to be run outside or the new location may require inside wiring. It needs trained men to do this.

The men who move your furniture are not telephone men.

15 days advance notice will enable us to give you the best service in moving your telephone

### New York Telephone Company

95 N. Fitzhugh Street

### Woman's World

Why a Society Woman Joins a Labor Union.



Photo by American Press Association.

**MRS. J. S. CRUM.**  
Mrs. John Sargeant Crum, society woman of New York city, has joined a union. "She has taken out her card in the M'Intosh local No. 216, has paid her dues for the year and now she is a member of the union."

"It is my affair and your affair if a woman drags out her life in a sweat shop," said Mrs. Crum when interviewed about her decision for having joined a union. "All of us are in a measure responsible for the bad conditions under which she works."

"I don't like this talk about improving the working people," she explained. "The only way we can help them is by helping them change their own conditions. The improvement must come from them up and not from some one else down. And if they are paid a just wage in return for their labor they can improve themselves."

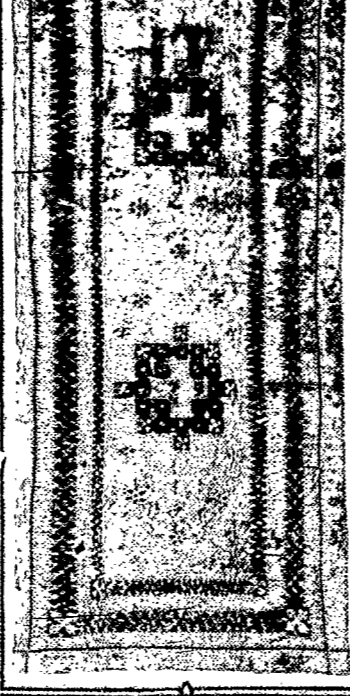
Mrs. Crum attends the meetings of the Women's Trade Union League in New York city and is deeply interested. "Why, these women workers are the most altruistic human beings in the world," she said. "You have no idea how generous and self-sacrificing they are. Men have said that women do not stand by each other and have no loyalty to other women. It may have been true before women went into the world to earn their living, but it is not now. These organized women are just as faithful to each other and the principles for which they stand as men."

Those who work for a better adjustment of social and industrial conditions may see in Mrs. Crum's act a forecast of a finer future. It is one of the little signs which point the way of an evolution which will end in an understanding more friendly and cooperative than the traditional capitalist-labor antagonism has yet permitted.

### WHITE LINEN RUNNER.

Mexican Drawn Work and Hand Embroidery Effectively Used.

The buffet cover shown in the illustration was selected from a set for showing. There was a square table



SPREAD COVER

spread for the center of the dining table and a dozen each small plate doilies and tumbler doilies. Hand embroidery is used very effectively with Mexican drawn work.

Popular Gray.  
Gray is one of the most popular shades of the spring. It is cool, and when it is becoming it is really charming. But there are many types of face and color that cannot stand gray, and it should be worn, especially in the paler shades, only after careful thought.

### Points for Mothers

The Mother's Authority

Obedience that cannot be secured without many repetitions, and that of a threatening manner is of little value. A prompt response to a simple request is of great value in securing an obedient habit of mind. For instance, if you say, "Mary, please close the door," MARY may do so immediately without waiting to finish something she may be doing at the same time, or she may dawdle about and wait for a repetition of the order and finally say, "Yes, when I get this done" or something like it. In the child who responds quickly to a command already on the path to trained and instant obedience, without severity, simply showing the recognition of simple orders, a most valuable point in the education of this childhood.

In the other a careless habit of mind is noted, a lax recognition of the mother's authority, which should be held always, in gentle ways, and which must be recognized at first in every way. Abbott says in his "Gentle Measures in the Management of the Young" that there are three ways the mother governs the child—first, by maneuvering and artifice; second, by reason and affection; and third, by authority. He also says that of the three methods the last is the only one which can be followed either with comfort to the parent or safety to the child, and this method can be brought effectively into operation by gentle measures. It is, indeed, true that the importance of tact and skill in the training of the young and of cultivating their reason and securing their affection cannot be overrated. But the influence secured by these means from at the best but a sandy foundation for all obstacles be rest upon. The foundation must be a gentle but firm authority.

Babies should Sleep Alone.  
From the very dawn of his precious life the baby should sleep alone in his own crib.

From the viewpoint of hygiene it is the only plan, and it is moreover, the only possible way of insuring comfortable rest for either child or mother.

When the parents are looking at the time of baby's arrival to provide a bona fide crib a very good one may be improvised out of an old fashioned clothes basket, which has the advantage of being easily transported from one room to another.

It should be fitted from top to bottom with a detachable lining of white mull or dotted Swiss shirred over pale blue cambric. The mattress should be quite four inches thick and made to fit the bottom of the basket, and it should be well protected with a rubber sheet.

Over this—not under it—should be smoothly spread the usual white sheet, made preferably from a piece of an old sheet of soft linen, and over this again should come the washable pad of stockinette.

There is no need of an upper sheet, as the baby will be wrapped in a soft warm blanket before being laid in his snug little nest, nor should a pillow be used, as he will be infinitely better off without one.

The coverlet should be light of weight, but well wadded, with three or four thicknesses of silkoline over the cotton filling. Down fillings should never be used for a baby's pillows or coverlets, as the particles of down, filtering through the covers, will almost certainly find their way into the nostrils and mouth and thence into the lungs and air passages.

The Mother of Today.  
Where was the mother of yesterday who understood her boy's game of football, who encouraged him in his athletics and who was as enthusiastic as he along these lines?

Where also could one find twenty years ago the woman who played tennis with her daughter, taught her to golf and swim as well as sew and accompanied her to dances, not as a static chaperon, but as one who enjoyed dancing too?

And yet this type of modern mother exists in hordes today. She is no curiosity, but a reality, who is gaining the companionship as well as the love of the children she has brought into the world. And who shall say that she has not made of motherhood a more humane, a more understanding profession than her dear old fashioned predecessors who rocked the cradle and darned socks?

The Child's Playroom.  
There is much of imagination in the life of every child, and this should be fostered and guided for use in later life. If it is possible give up one room to the child, or, if not that, then a part of a room, an alcove or a corner of the room, so that it can be transformed into an attractive and educative spot for the child. It is not so much a question of size as it is of a distinctive place. If possible it should contain a cabinet for toys. A box into which a child at the end of its play dumps all of its toys fosters only a semblance of order.

A cabinet is attractive in itself to the child (each parent will remember the subtle attractiveness and fascination of the old cupboards and cabinets), and if each toy has its place and the child is early trained to put its toys away in order a valuable asset is acquired for later years.

### ANNOUNCEMENT

We are making arrangements to move to our store and when completed we shall be in a position to render you the best service.

While these changes are being made our patrons shall receive the same attention as in the past.

Your safety in our store during these transitions is assured.

### Donoghue Importing Co.

237-239 Main St. Bldg.

Telephone Your Wants  
Store 2157  
Main 2157

### 5c and 10c WALL PAPER

### SUN WALL PAPER STORE

63 SOUTH AVENUE

Bell Phone Main 2766 J

### FRANK R. BOHNE FLORIST

Tulips, 40c, 50c, 75c and 90c. Dahlias, 25c, 35c, 50c, 60c, 75c, 85c, 95c. Hyacinths, 20c each. Spring Lilies, 35c per bunch. 25c each. Special Prices to Customers. Be sure to visit our Easter Assortment at Main 2766 J.

### HOTEL ROCHESTER

340 Rooms. All With Bath.

Invites you to join with them in their beautiful dining room. Special service for those who wish it and extending to

GEO. W. SWEENEY, President. WM. G. HOUSTON

### See Our Line of Flowers and Plants for

Aspidochelone, Hyacinths, Tulips, Daffodils, Primroses, etc. Just arrived from Holland big lots of Red, White, and other variegated leaved plants, Fancy Ferns, Big Assortment of Gold Fish, Aquariums, Ornamental Shells, Flowers, etc.

The Maur-Hoop Co. 149 Main St.

### Book and Job Printing Done

64 North Street, Up Stairs

### Wines from Palestine

MCGREAL'S have always wondered why the reports were so good for wine countries have SUNG and SPOKE themselves into wine while ancient, unspoiled Palestine is hardly touched by the wine of the world—EXCEPT BY THOSE WHO KNOW.

THOSE WHO KNOW (WHO KNOW) have learned an excellent preference for these choice table and medicinal wines, and you too will like them when you sample them. Just now, at this season, their too, as especially pleasant. Send down the list and with a check. Your phone will take your order and MCGREAL'S always auto delivery will bring the goods to your door while you're saying "Jack Robinson" twice.

CLARET (PALESTINE) WINE (For Health)  
Bishop, Select Cabret, \$1.10  
Bishop, Select Cabret, \$1.10  
Bishop, Select Cabret, \$1.10  
Bishop, Select Cabret, \$1.10

MCGREAL'S  
71 EAST AVENUE

### Easter Dry Cleansing



The Cleanser's art is a necessity for every good dresser. Garments will become soiled, regardless of all precautions, and the cleansing of them becomes imperative.

Delicate chiffon, choice laces, costly silks, velvets, and any importation of the Modiste's art is cleansed successfully by our New Process.

Our effort to maintain high standard work is strengthened every day by our continual increase of highly pleased patrons.

Have your suit in readiness for the Easter Time. Our Cleansing Process will meet every expectation toward cleansing your suit and other wearing apparel to your entire satisfaction.

### Our Dyeing Department

Portieres and Draperies Dyed

Your faded hangings can be dyed or done in some other shade. Housecleaning time is when your draperies should be looked after, either dyed or cleaned, so as to have them spic and span, ready to hang when cleaning time is over.

Lace Curtains Cleaned

This branch of our business is growing rapidly. We clean and finish your lace curtains perfectly. The hems can be left just as they are and we will finish them just the same size as when received, and they will fit your windows. This work should not go out of the city as we have had complimentary phone calls from the parties who formerly had sent their curtains out of the city for cleaning.

### STAUB & WILSON

Cleanders and Dyers  
181 to 189 South Avenue  
Branch Office, McCurdy, Robinson Co. Branch Office, 9 Parkside Ave

### Every Man in Rochester

expects to put on something new for Easter Sunday. The question is what are you going to buy, and where are you going to buy it. We have just received from our Shirt makers, Tie makers, Glove makers, Collar makers all the New Spring 1915 Styles, and prices just a little bit less than the other Stores charge you.

### WILCOX & YOUNGS Inc.

63 Main Street East  
Next to Democrat & Chronicle.

### German American Lumber Co.

GET OUR PRICES  
142 Portland Ave. 888 Clinton Ave. S.  
Both Phones, Home 1865, Bell 1946

Send us your Job Printing.