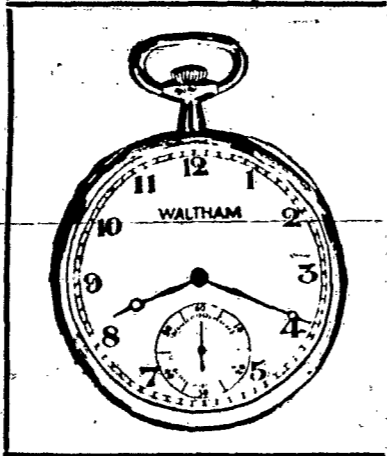


JOIN OUR SAVINGS BANK PLAN

And purchase a beautiful, thin model, 14-karat solid gold, 17-jewel

WALTHAM WATCH

upon the payment of 10 cents and small weekly payments for a few months, the total amounting to but \$28, and secure a double rate of interest on the money invested. You can pay \$1.00 weekly if you desire.



Let Us Be Your Banker

We make the purchase of a watch extremely simple, agreeable and easy and even pay you 12 per cent interest on the money.

Just think of it, one of the famous Waltham solid gold watches, 17 jewels, guaranteed in every particular, and a watch absolutely unequalled for the price in America for \$28.

Waltham watches need no introduction in Rochester. The name Waltham on a watch has the same standing in the watch and jewelry world as the name "sterling" on a piece of solid silver. We have been headquarters for Waltham Watches in Rochester for many years and have made a record with these timepieces of which we are proud.

Not only have our customers a wonderful chance to secure a celebrated solid gold Waltham watch for \$28, but they have an opportunity to secure any article in our splendid and varied stock of diamonds, jewelry, silverware, chains, pins, etc., by the same Savings Bank plan.

SEE THESE WATCHES TO-MORROW

\$5

\$5

We are distributors for the famous Stewart Phonograph. Plays any Record. Beautiful, sweet tone.

More than a quarter of a century of service and satisfaction. Does 25 years in the same location mean anything to you in the purchase of a high grade Watch or piece of jewelry?

At the Sign of The Big Watch

S. D. Burritt

Get off Main St. It Always Pays



Before deciding on a home-site it is to your interest to investigate and familiarize yourself with this beautiful residential property - purchase your lot here and you have no extras to pay for street improvements - figure what that means to you, and then consider not only the cost saved but the long annoying delays which the householder elsewhere has to submit to while getting such improvements.

17 minutes from downtown via Main Street East (Blossom Road) car - 1 minute from East Avenue via automobile

Broncroft Realty Corporation

CHARLES J. BROWN, Pres. GEORGE J. KAELBER, Secy.
484 492 Winton Road, N. Phone - Stone 2990; Chase 785



Looking Younger Every Day!

What a pleasure to the "three score and seven" man or woman to be greeted this way! Think of the immediate joy and lasting satisfaction to the returning son or daughter to find the parents not growing old!

None but the old fully appreciate youth and its vigor, however. To grow old gracefully is Father Time's best gift to them. Every day experience proves that a good stimulant properly used will accomplish much to keep the old young. It can't delay age, but most everyone knows of cases where it has prolonged life for years. That's why unprejudiced physicians recommend a good pure whiskey for elderly people.

When a Physician Prescribes Whiskey, Insist on Duffy's Pure Malt Whiskey

No purer whiskey can be obtained. The grain from which it is made is the best that can be found, and is thoroughly malted to assist digestion. It is also distilled over and over again to remove every possible trace of any injurious substance. It is unlike any other.

With its prescribed advice of a "tablespoonful in water or milk before meals and on going to bed," Duffy's Pure Malt Whiskey has earned the reputation of an excellent tonic-stimulant for temperate use. Its 56 years of continued use by thousands of people has shown that it prompts the stomach to healthy action, promotes digestion and assimilation of food, enriches the blood, and brings strength and vigor to the system.

Make some old friend happy with a bottle of Duffy's. Keep it in your own home for emergencies.

"Get Duffy's and Keep Well."

Sold in sealed bottles only. Beware of imitations.

NOTE Get Duffy's from your local drug-gist, grocer or dealer. \$1.00 per bottle. If he cannot supply you, write us. Send for useful household booklet free.

The Duffy Malt Whiskey Co., Rochester, N. Y.



YOUR SPRING COSTUME.

A Suit Built on Harem Lines, Although Full Skirted.

Cut with tucked up skirt hem, corresponding with the finish of the coat bottom, this suit of oyster colored satin trimmed with disks of silk embroidery in the same tone, is very ultra. The



MODERNLY GARBED

Russian blouse is double breasted and high necked, with disk embroidery at most circling about the belt. The turban that gives gaiety to this outfit is covered with green leaves and red and black cherries

EARLY BULB PLANTING.

Expert Tips About How to Manage Your Lily Bed.

Bulbs are real harbingers of spring, and there are no plants so easily grown nor so inexpensive as hyacinths, tulips or daffodils. Inside a bulb are many thickened scales, which contain enough stored food to develop the bloom. Because of this nourishment such bulbs as the hyacinth, paper white narcissus and the Chinese sacred-lily may be grown in winter if desired, though water contains practically no plant food. The whole growing period is supported by the food in storage.

For the same reason the soil used for potting bulbs needs to be loose and porous rather than rich, so that roots may easily develop. If the soil is a heavy clay it should be lightened by the addition of sand or even finely sifted coal ashes. Fresh manure must not be used. Even well rotted manure should be avoided unless it is thoroughly incorporated in the soil.

The best bulbs that can be bought are rarely too expensive. A cost of 5 or 10 cents each for bulbs is unimportant when growing plants from which you expect the best results. Tulips, daffodils and most other bulbs should be planted four to eight in a pot, but hyacinths appear best when planted singly. The pots should not be large. A little broken pottery is put over the hole in the bottom for drainage, and the pot is filled with enough soil so that when the bulbs are placed in it they will be just underneath the soil surface. A little space is left at the top of the pot for water.

After potting, the bulbs are to be watered thoroughly and placed in the dark so that they may start their roots before their tops. Most failures in bulb planting are due to a lack of attention to this simple detail.

Shad Delicacies.

Baked Shad - Try to get a thick fish. Most dealers scale the fish for you. Remove the head and tail, split down the back and remove the backbone and the small bones along the edge. Wash in cold water, but do not allow fish to lie in the water, and dry with a piece of cheesecloth. Brush a shallow pan with one tablespoonful of drippings, lay the shad in, skin side down, sprinkle with one teaspoonful of salt, one-eighth teaspoonful of white pepper. Melt teaspoonful of butter and put over the shad, dust with a little flour and pour over one-half cupful of milk. Put in a very hot oven twenty-five to thirty minutes. It should be light brown, and the hotter the oven the better the shad will be. If it browns in less than fifteen minutes reduce fire, heat, as it takes twenty-five to thirty minutes to bake thoroughly.

Directions For Frying Shad Roe - Wipe the roe with damp piece of cheesecloth. Put one tablespoonful of drippings into fry pan; when hot put in the roe, cover with tin plate or lid and fry very slowly ten minutes. Remove cover and turn carefully with cake turner so as not to break the roe. Dust with salt and pepper, cover and fry for five minutes, uncover and fry light brown on both sides. Serve with lemon and garnish with parsley. Always be careful not to break the roe.

"FREE BURNING" HARD COAL

Egg or Stove \$4.00
Nut \$6.25
Pea \$5.00

Per Ton, Delivered

"Derry" Coke
Egg or Stove \$5.75
Nut \$5.50

Per Ton, Delivered

JENKINS & MACY CO.

Both Phones No. 81
Office Cutler Bldg., 45 East Ave.
Yards 105 Main St. R., 119 Child St.
38 Main Street W.
108 Portland Avenue

I. B. Smith E. H. Withington

SMITH & WITHINGTON COAL

Phones Home Stone 3542 Bell Main 1668
38 North Fitzhugh St.

WE BUY

Old False Teeth

Set in rubber or metal and pay \$1 and up per set. Also buy old gold, silver, platinum and anything of value. Bring them in, mail them or call Stone 6749-J.

Herwitz Bros. Co.

323 Central Building

Rochester Phone 3807
Bell Phone Main 2355

THE GRAY CARPET-CLEANING WORKS

Carpets cleaned by Compressed Air

Steam Feather and Mattress Renovating

17-20 Mt. Hope Avenue
Rochester, N. Y.

Both Telephones 594

F. L. Hughes & Co., Inc.

Structural Steel and Iron Work
Hughes Patented Steel Post Caps and Manager
Office and Works, SOUTH AVENUE
Structural Shop and Stock Yard, LYELL AVENUE
Rochester, N. Y.

LEWIS EDELMAN

Dealer in
Anthracite COAL Bituminous

88 Portland Avenue
Near N. Y. C. & H. R. R. Telephone 576

Both Phones

ORDER FRIEDLER'S Pure Soft Drinks

Delivered to any part of City
80 Lowell St.

Bell Phone Main 5910

J. C. BAART

Vulcanizing Works
Tire Repairing, Gasoline, Tires, Grease, Oils,
Tubes and Pumps
454 Main St. E. Rochester, N. Y.

Save Money - Buy your Watches, Clocks and Jewelry at

W. E. COLBURN'S

67 1-2 North Street
Expert Watch and Jewelry Repairing a specialty

W. C. MENGES T. J. WHITEHOUSE

MENGES, WHITEHOUSE & CO.

Funeral Directors
Public Funeral Chapel
389 PORTLAND AVENUE
Stone 2628 Main 5396 Lady Attendant

Have Your Pictures Framed at

SEARVOGLE'S ART ROOMS

Picture Framing and Regilding
Rochester Phone 292-L
95 State St. Rochester, N. Y.

The New Rexton Hat

Ask your Dealer to show you new REXTON HATS
WE MAKE THEM

William F. Whitford Co.

Manufacturers
62 STATE ST. Rooms 412-414
Home Phone, Stone 2975-Z

TALKING MACHINES

You can rent Victrola or Gramola and ten records of your selection for \$1.00 Per Week
Records only 75c
Record Exchange, 62 State Street
Rochester Phone Stone 4633

WILLIAM C. GRAY

Civil Engineer and Surveyor
Room 1, 77 Main Street West
Rochester, N. Y.
Home Phone 3153 Stone Bell Main 96
PERSONAL ATTENTION

F. M. Phillip's Art Store

Dealers in
Pictures, Frames, Mirrors and Glass
Picture Frames Made to Order
MIRRORES RESILVERED
ENLARGING PORTRAITS A SPECIALTY
69 North St. Opp. University Ave.

Home, Stone 3726 ESTABLISHED 1854 PHONES Bell, 243 Chas.

Trott Brothers Co. Inc.

MONUMENTS AND MEMORIALS
Granite, Marble and Bronze

1120 MOUNT HOPE AVENUE

TAKE SOUTH AVENUE CAR TO MOUNT HOPE CEMETERY