

The Very Latest and Most Practical Ideas
 ---IN---
SUN 5 AND 10c
WALL PAPER


It is our sincere wish that you examine carefully and critically our new spring exposition of wall papers. It is a superb collection presenting the newest designs, the latest colorings and the most fetching ideas of the year.

At 5c and 10c Per Roll

In point of artistic excellence and practical merit we believe our wall paper to surpass all other lines. In no other display will you find such luxurious patterns, nor such extremely high values as we offer at 5 and 10 cents.

Visit our store and choose your wall paper for spring decorating. You will find it very easy and satisfactory to select from such a well rounded collection.

SUN 5 AND 10c
WALL PAPER STORE
 63 South Avenue



DUBELBEIS
 95 Clinton Ave. S.
 Howe & Rogers Bldg.

Beautiful model hats for Dress Street, Sport and Motor Wear

Inspection Kindly Solicited

Easter Flowers

For flowering plants in pots we have the graceful Genista with yellow flowers, delicate lavender Rhododendrons, White Spireas, Azaleas in white and mixed tints, Hydrangeas, Roses and Dorothy Perkins rose bushes in full bloom.

We have wonderful large Ferns. If you want something a little different in a Fern get one of our feathery Muscoss.

In pots we have deep red tulips, Lillies-of-the-valley, yellow Daffodils, Hyacinths, Primroses, etc.

IN THE EASTER LILY



PAINT

Gives any building a 25 per cent to 50 per cent better selling value. But don't "mark your house down" with cheap paint. To "save" a few pennies per gallon, you take hundreds of dollars from the market value of your place.

The paints we carry are standard—uniform—of right materials—the result of years of careful, honest paint making. They have life—elasticity—beauty.

Maybe your house would look better with a coat or two of paint; or possibly the fence, outbuildings or screens look a little dingy in the bright Spring sunshine. Our specialty is Paints, Varnishes and Brushes for both interior and exterior decoration.

Furniture Finishes and Enamels, Floor Waxes—in several tested brands.

Ask your painter if this isn't a good place to buy paint for everything Paintable.

Brighten up Your Auto **CLARK PAINT** Paint Your Boat
OIL and CLASS **131-133 STATE ST**

From the Heart

of the Lillies, we extend our Easter-tide wishes and invite you to call and see our beautiful

Floral Display

Violets, Roses, Sweet Peas, Carnations, Daffodils and a full line of choice potted plants to be sent as you direct. Why not make someone happy? Try your thoughtfulness at this time.

Artistic Floral arrangements for all occasions at Reasonable Prices

Flowers—Delivered.

"MAX," The Florist
 Where Artistic Floral Arrangements are made
 356 Lyell Avenue
 Phone Genesee 1397 J



BOUCHER
FLOWERS

30 East Avenue
 Triangle Building
 345 Main Street East
 Phone Stone 3531 Main

GUGGENHEIM'S

The Easter styles in hair-dressing are pretty and becoming when arranged without quality hair goods. Dainty Clusters of Curls, wavy hair switches and transformations.



Guggenheim's Hair Store
 17 Clinton Ave. South
 Opposite Hotel Seneca

Consider The Lilies Of the Field

By CHARLES KINGSLEY.

WHAT has this text to do with Easter day? Let us think awhile. Life and death, life conquered by death and death conquered again by life. Those were the mysteries over which the men of old time—thought, often till their hearts were sad.

And because our forefathers were a sad and earnest folk, because they lived in a sad and dreary climate, where winter was far longer and more bitter than it is, thank God, now, therefore, all their thoughts about winter and spring were sad and they grew to despair at last of life ever conquering death or light conquering darkness.

And then—so strangely does God's gift of hope linger in the hearts of men—they saw beyond all that a dim dream of a new heaven and a new earth in which should dwell righteousness, and of a new sun, more beautiful than ours; of a woman called "Life," hid safe while all the world around her was destroyed, fed on the morning dew, preserved to be the mother of a new and happier race of men. And so to them, heathens as they were, God whispered that Christ should some day bring life and immortality to light.

"So it pleased the Father," says St. Paul, "to gather together in Christ all things, whether in heaven or in earth." In him were fulfilled and more than fulfilled the dim longings, the child-like dreams of heathen poets and sages and of our own ancestors from whom we spring.

He is the desire of all nations, for whom all were longing, though they knew it not. And now we may see, it seems to me, what the text has to do with Easter day. Be not anxious, says our Lord, for your life. Is not the life more than meat? There is an eternal life, which depends not on earthly food, but on the will and work of God, your Father, and that life in you will conquer death.

Consider the lilies of the field. All the winter they are dead, ugly roots, hidden in the earth. What can come of them? But no sooner does the sun of spring shine on their graves than they rise into sudden life and beauty as it pleases God, and every seed takes its own peculiar body. Even so is the resurrection of the dead.

F. Schwikert & Son
 Manufacturers of
BILLIARD AND POOL TABLES
 Established 1872



Dealers in
Billiard Supplies of Every Description
 Second Hand Billiard and Pool Tables Bought and Sold
 149 South Avenue, cor. Court Street
 Bell Phone 291 R Main

"Chiropractic Did It"

After taking seven adjustments of Mr. Sherman in the Granite Building, I am absolutely cured of indigestion, with which I was severely troubled for ten years. I write for the benefit of others and would advise them to do as I did.

MRS. ALVIN P. WOLCOTT,
 Gainesville, N. Y.

RALPH H. MOWLE
 Bell Phone 2827 Main
 General Blacksmithing and Horse Shoeing
 Carriage Repairing and PAINTING
 Wagon Building Rubber Tires Put On
 Lame and Interfering Horses Specialty
 475-477-479 Dewey Ave.
 Corner Emerson

Office Phone, Stone 6725
 House Phones
 Stone 5386 Genesee 126

Gathering Eggs for Easter



Tucker Electro Plating Works
 J. A. CARROLL, Prop.

Gold, Silver and Nickel Plating
 105 North Water Street
 Rochester, N. Y.



"When you see a 'phone, think of the Home"

A FEATURE of Home 'Phone Service is its dependability—a fact that makes it second nature for Rochesterians to reach for the Home 'Phone when a telephone is needed.

Rochester Telephone Co.
 Covering with Rochester Bigger and Better.

Charles D. Camp
 D. O.

OSTEOPATHIC PHYSICIAN

221-224

Powers Building
 Rochester, N. Y.

HOURS: 2 to 5

If it is Cold Storage We Have It

THE E. M. UPTON
Cold Storage Company

Herbert B. Cash, Pres. and General Manager

38 Cliff Street
 Rochester, N. Y.

Stone 3925 Main 2749

Patronize our Advertisers