ROCHESTER BRANCH

×

#### 24 EXCHANGE STREET

## Men's Spring Coats

The "classy" and the conservative, in a variety of styles, fabrics and colors that it will be worth the while of any man to see. Choice cravenetted materials, hard-finished and soft, with and without belts, in gray mixtures, oxford grays, browns, etc.-light, medium and dark effects, beautifully made up and right up to the minute in fashion. An elegant coat is one of the numerous distinctive novelties.

Our Raynster and Slip-Ons show a wide range of styles and colors and are guaranteed waterproof. In this display our soldier friends will find the rubber capes and coats they are looking for-also the reversible rubber coat, light on one side, dark on the other.

In all respects the most interesting showing of men's garments we have ever made.

# **Spotlights and Lenses**

are two seasonable items in our long list of Automobile supplies. A few others are U.S. Tires, Tire Cases, Bumpers, Spark Plugs, Wonder-Mist Cleaner and Driving Gloves. Those who "get the fever" at the Automobile Show are invited to make our store their depot of supplies after they have bought their cars." The same invitation is extended to such as are already in the ranks of motorists.

# **U.S. RUBBER CO.**

24 Exchange Street

**INCORPORATED 1850** 

Monroe County Savings Bank 35 State Street, Rochester, N. Y.

### RESOURCES \$28,400,000

## Deposits \$1 to \$3,000

Interest allowed from the first three - business days of any month

Dividend declared December 1st, 1917, for six months at the rate of 4 per cent per annum

JAMES E. BOOTH, Pres. WILLIAM GARSON, Sec'y & Trens.

BANKING HOURS - Daily from 9 A. M. to 3 P. M. Saturdays from 9 A. M. to 12 M. Saturday evenings from 7 P. M. to 9 P. M. for deposits only

**CHILD'S PARTY DRESS** 

The judicious use of ribbon and lace nakes this a charming party dress for the little lady intent on keeping up with her social obligations. Either volle or crepe de chine may be the material chosen for this frock. There is a tucked face insertion and a large bew at the back, with smaller bows of

FROCKS FOR STOUT WOMEN

the same ribbon on the sleeves.

Aveirdupois is Being Overcome by Ex perts Who Make the Overweight Persons Stylish.

Avoirdupois is not worth a nicayune

as an excuse for dowdiness nowadays, for too many experts are at work mak ing the stout figure as fashionably correct as any. True, observes a fashion writer, there are styles which only the thin woman can wear, but her stouter sister is never by any means excluded rom all that is smart and attractive. Some seasons more than others tend to make the stout woman's selection an easier one, and this season is like that. First of all, there is that surplice line of the bodice, which is always becoming to the stout, especially when it can be accommodated to any waistine.

The stout woman has been told that she should never wear glossy fabrics. You can hardly blame her for yielding to a lovely satin, can you? But if she does, it should be of a dark shade, and made on lines which suggest length of figure. A black and white gown does wonders with a long white gorgette collar, a becomingly rounded neck line, and a surplice waist again.

Everybody is wearing a tunic these days, even the woman of too much weight. But here is a conservative affair, girdled at a becomingly low waistline and long enough of skirt not to detract from her height. The panel idea s always a great help to stout figures. Colors, bright ones, are to be shunned



Jersey Cloth Suggested as Quite Satisfactory Material.

Home Dressmaker Can Easily

Give Satisfaction.

THE CATBOLIC JOURNAL.

I weighed 140 pounds when I began getting in condition and in eight weeks I lost nine pounds, without dieting, or any of the strenuous exercises that go Any Tailor or the Clever and Careful with the usual training, says a writer

a for the state of a state of the state

in Physical Culture. I began by walking to the village

Mount Kisco, three miles from our The suit shown in the sketch is farm, every day to do my marketing.

made of a wool fabric-jersey cloth is The six miles did not tire me, for I was suggested as an excellent selection used to walking. Then I started my suggested as an excellent selection used to walking. Then I started my embroidered and stitched in a con-exercises. I practiced before a mirror trasting color and with a smart vest and went at them very slowly at first, of white satin. This suit could be getting limbered up. Every day Imade by any tailor or a clever and would kick a little higher.

made by any tailor or a clever and careful home dressmaker, as it is not of the fitted type, and its charm is due to careful attention to tailoring and finish. It is a slipover coat, the vest opening in the center front making this possible, and if made of a good quality of wool jersey cloth no lining is necessary. The two exercises I think most im-portant are a bending back movement, which I also started very gently, bend ing the whole body back with hands above the head, until Loculd touch the bed with the tips of my fingers. This movement absolutely removes all su-perfluous flesh from under the chin and takes off any flesh on the abdemen.

recessary. Very cheap wool jersey cloth has takes off any flesh on the abdemen, the unfortunate tendency to stretch in all directions, so that unless a coat ward movement until the paims of my of it is lined it usually sigs very quick-the money saved on the material, when a cheap grade is selected, is overbal-anced by the lining required, and so should be raised, lifted high and the a need by the lining required, and so should be raised, lifted high and the never under any circumstances will bend should be far below the waist.

the suit be as smart as though a from the hips. This exercise loosens good, firmly knitted fabric had been selected. High-grade garments and fewer of The knee, the hip and the back are the them, if necessary, is a good general three points of attack in training. The

two movements I give melted away any rule for any woman. flesh I had to lose, and made me as The skirt of the suit shown in the sketch is narrow, A width of one supple as I was when I left the stage I did not diet. and a half to one and three-quarters

yards is a safe general rule for skirts CAPS ARE REVIVED IN PARIS

> Milliners Are Making This Headgea From Every Material and for Every Type of Head.

The change in our lives has brought about some interesting new details in our-dress. --Because of the many activities and the difficulty of getting from coal, place to place, states a Paris fashion correspondent, we are often very late in getting home in the afternoons even when we have invited guests to Alcohol is placed in tanks lined at ten. There is barely time to change packed with beech shavings. It out footgear and take off our hats, and none at all for hairdressing. This emergency has revived the caps of our are useless. randmothers.

The new caps are quite different, to he sure, and much prettier, but they turer. Much of the present are undoubtedly caps. The milliners are making them of every material and for every type of head,

Some are copied from historical de REWARD WAS WORTH WHILE signs, some from the costumes of far countries, but in every case they are chosen to complete the gown with which they are worn,

Another solution of the problem of dressing for this hour is the "gandourah." or sleeveless garment which Mrs. H. F. Fisher were "window a slips on over the slik or linen blouse ping" in the downtown district of De and which has a charming suggestion ver, Colo, they espied a longly leads of inthnacy. These garments are plan- ing Sammie-gazing-at-a-particularly ned to go with the cap, and they make attractive display of merchandise. a delightful robe d'intérieur which may be adjusted in a moment.

BAGS TO MATCH THEIR HATS - A few weeks later the Fishers to

Students Expect History to Repeat Itself.

The numeral "II." was regarded the Romans as unlucky, and, wh reading history, it would seem that it has proved so with dynasties. It is recorded in English history, observed writer in London Tit-Bits, that Ethelred II., the Unready, brought dis aster upon himself and upon Britain: Harold II. was killed at the battle of Hastings, 1060; William II.- "Refus"-was killed by an arrow in the New forest; Edward II. was defeated at Bannockhurn, and imprisoned : Charles II, had to fight for his throat and had a turbulent reign ; James II

death for treason and died in prises ; Alexander II. of Russia was and sinated. And today Nicholas IL Russia, has been driven into exile.

Francis II, of Germany was been by Napoleon, and if the superstition concerning the evil influence of the numeral "II." upon kings holds good. William II,-the kalser-who is responsible for the present war come to a bad end.

#### IMPOSSIBLE TO STOP WOR

Why Even One Day's Closing of Vin egar Factories Would Mean In mense Loss to the Owners,

One vinegar factory at Philadelphia has been in continuous operati twenty-four hours a day every day e the year for fifty-two years and an other for forty years,

This fact was brought out when the owners of the factories appealed from the fuel administrator's order cl industries\_for\_certain\_periods to any

Vinegar experis testified that i stop making vinegar would ruin the tanks in which it is manufactur generating process is halted the se ings are dried out or burned up a

To stop for a day would mean e ing six months, said a large ma vinegar at Philadelphia is w making explosives.

Hew Denver Gouple Proved Wie of Saying, "Cast Thy Bread Upor

the Waters."

Early in November, while Mr. an "He seems lonesome." mid line Fisher to her husband, "let's Invite



M	EM	B	Ľ	l, k
			_	

New York Stock Exchange

New York Cotton Exchange

Chicago Board of Trade

100 Powers Bldg., Rochester. 38 Wall Street, New York

German American Lumber Co. GET OUR PRICES

142 Portland Avenue 888 Clinton Avenue 5

Both Phones. Home 1365, Bell 1246

#### See Our Line of Flowers and Plants for Easter

Azalelias, Hyacinths, Tulips, Daffodils. Primroses, Palms, Ferns, etc. Just arrived from Holland big line of Box and Bay Trees, Laurel and other variegated leaved plants, Fancy Evergreens, etc. Big assortment of Gold Fish, Aquatiums, Ornaments, Globes, Sea Shells, Floaters, etc. Basement. Both Phones.

The Maurer-Haap Co., 149 Main St. E.



#### **TOWNER BROTHERS Bicycles and Motorcycles** Repairing and Supplies Agents for Reading-Standard Motorcycles

Dayton and Miami Bicycles 940 Jay Street Street 179 Lyell Ave Bell Phone Both Stores

John H. McAnarney -General Insurance Fidelity Bonds-101-TO2 Ellwanger & Barry Bldg. Bell Phone 3682 Main Roch. Phone 2172



the stout woman. If she does in dulge in anything light, it should never be conspicuous.

SOME TIMELY FASHION NOTES

Hints From Paris That Will Be Use-

ful to Woman Who Like to Know

What is Being Worn.

The slik materials that promise to

nave the greatest vogue are the new

We are promised a revival of lace

for the mid-summer dresses. Lace and

taffeta is a happy combination that is

Tuile is to have a decided place. It

s used for dress trimmings-collars,

panels, revers, etc. It is also ex-

The ever-popular serge dress has re-

ceived some variations in the form of

Moire silk and ribbons of modernist

of tunics and of panels, maybe let

too, is to be used largely for trimming.

Collars are promised high with points and flaring pieces projecting in

smart way under the ears. But we

have been threatened with high collars

before this. Who shall be brave enough

o say that we must adopt them willy.

It will be noticed from all of the

shove hints as to what Paris is doing

that a subflety of detail has taken the

place of the former change in silhou-

tte which happened from season to

eason. We have been denied a spec-

en in its place a far more artistic

thing, the attention to detail which, af-

er all, constitutes the art of the well-

One of the oulck ways which have

leaped into fashion for women to con-

serve wool for the army is the use of

a short, slim, separate skirt with a

cutaway coat of velveteen, heavily

lined. Women who have such costumes

declare that they will wear these

skirts with corslet blouses of soutached

slik and satin in the spring, thereby

Hats made of worsted have already

been replaced by those of satin and

velvet. Entire coat suits made of

worsted have narrow blas flounces

mounted on a taffeta or satin founda-

ion. The short jacket which goes

with these skirts is so heavily trimmed

with fur and has such a wide waist-

m considered a bit of camouflage.

that of sutin or matelasse that it can

saving cotton for the government.

tacular change, but we have been giv-

trimming. For instance, blue and

white foulard are used with it.

heavy jersey-weaves.

tremely popular for hats.

prophesied.

nilly?

dressed woman.



this season. It may be stitched at the

edge to match the cont. The skirt fas

tens at the side front, and is plain

front and back with a trifling fullness

This design might be developed in

silk jersey, or it might be made up in

dark-colored satin embroidered in

ing Else Does Quieting Nerves

and Changing Thoughts.

The tea table has been called the

altar of society and time the daily sac

rifice, says Churchill Ripley in the

Mother's Magazine. There is a great

deal to be said in favor of this use of

time, and the women of America would

do well to universally observe the ter

hour as a time of relaxation. Through-

out the country there might be estab

If only a few moments.

let in at either side.

satin or faille silk.

done.

Millinërs Are Charging High Prices for Outfits, but Many Women Can Modish and Unusual Suit for Spring

Make Their Own.

ceived a card from the young soldier. who had reached France and was d duty in the heavy artillery division of General Pershing's forces. Later he wrote that he had no

All the clever milliners have be-All the clever milliners have be- on earth, so was "entrusting all the come aware of the fact that the smart carthly possessions" to them for sale

woman likes to have her knitting bag keeping, match her hat. At least the smart The "earthly posse LODS" DOVE woman likes to possess one set of this be life insurance policy for \$10.00 sort. She will perhaps not make great payable to Mrs. A. F. Fisher is use of the matching hat and bag, but of the artilleryman's death. there are times when nothing-else will

wool thread and with white vest of answer the purpose. The milliners are charging very high prices for sets of Eton jacket suits are being strongly this sort, but any woman can make of North Africa -a third, resking with featured, but they are not becoming to all figures, and as with all novelties when first introduced, or when revived put out by one of the paper pattern pers and the spangled gowns of dame after several seasons of rest, there is companies.

great danger of the style being over-There is a transfer design for the bag, that is of simple design with a have Morocco. Algeria and Tunis e strap to go over the arm, and a trans- ored pink on the maps; it is there TEA TABLE, SOCIETY'S ALTAR fer design for the cap-of a Tam-O'-Shanter model with a tassel at one

patterns are promised for the borders Beverage Sustains and Cheers as Nothside of the full crown portion. The et-is-effective-when-made-up-in-green satin braided with the same color Very smart also is all black.

LEAFY SPRING HAT

lished the custom of completing the heavier duties of the day at four o'clock, and attending after that to lighter duties that would result in the betterment of all. A cupful of tea sus tains and cheers as nothing else does: moreover, it is quieting to the nerves to change the thoughts and occupations A group of women determined to make better use of time could easily devote the late afternoon hours to their Red Cross work, separating the time set apart for that service from the earlier hours of the day, and over the

teacups gain relaxation that would be With all the earmarks of spring inof-assistance in their patriotic-work. dicating the season of the year it is spot chosen by the bereditary a Many thousands of our women observe best suited for, this hat bountrously On the following morning the di the tea hour, but many more thousands covered with leaves and a stem effect of Austria was received, but the covered with need to be emancipated from duties to of ribben, is suitable for practically cil replied that its decision an the hours of every day in the year. the brim of transparent lace with the Much that would otherwise never underdrop of tulle in harem. veil effect in the statue of the great Indian of merest itself to the housewife-and makes a most unusual and dainty in-power, observes a correspondent. suggest itself to the housewife-and makes a most unusual and dainty inmother may become of intense interest novation. The underdrop is attached. and he of definite importance in the is the hat and goes three-quarters of home if the tes table and the tea hour tie way around, be established in our midst.

How Africa is Divided. The French control about one-third

one for herself by making use of a incense and penetrating, sweet edons, paper pattern that has recently been a third lighted by lemon yellow the ing girls.

It is not enough for the French in land, and control it they will,

Even the wind-swept Sahara is not what it used to be. No longer is it a tossing golden ocean by day and a moonlit lavender sea beneath the cold stars. No longer do flercely mo ed, white robed bandits plunder the stately caravans on the silent same for the French camel policemen have made the trade routes practically mate. Even in the heart of the Salaria where by rights of romance the should be a wind-burnt wasts, ar oases like this large enough to supp villages, with waving palm trees a with brooks running through the m street.--World Outlook.

Why Verdi instead of Frants Some years ago one of the m of the Trieste council was infe by a secret agent that, within a fin hours the city would be faced by demand on the part of Austria in the erection of a statue of Ba Francis Joseph in its principal ag A meeting of the city council wish immediately called. It sat during the light hours and night hours, and passed a res affirming the intention of the dir put up a statue to Verdi on the every face. The shape is simple and was taken and that it could we a revoked, The people of Trieste symbol of Irredentism, not only in anse of Verdi's nationality, but the same the five letters of the name Ver it stand for "vive el Re d' Italia."