

Number 4 of a Series of Labor Conservation Chats.

What "Slow" Accounts Mean

"SLOW" ACCOUNTS mean something more than the mere matter of delay in receiving payment of bills.

THEY MEAN DUPLICATION OF EFFORT, the maintenance of records and additional office work that would be unnecessary if such accounts were paid within the reasonable specified time.

BUT MOST OF ALL they mean that labor which might be devoted to necessary tasks essential to the comfort, convenience and efficiency that you derive from your telephone service, is wasted on what should be unnecessary tasks.

AT THIS TIME IT IS DESIRABLE that unnecessary labor be eliminated as far as possible so that the output of necessary labor may be increased.

Subscribers who pay their telephone bills promptly help to conserve labor at a time when the conservation of all labor is a national necessity.



NEW YORK TELEPHONE CO.

MONEY PRIZES FOR FARM BOYS

Five Hundred Dollars to Be Given in Liberty Loan Subscription Contest.

Walter H. Wilbur, Chicago, former city comptroller and member of the Liberty Loan trustees advisory committee, will award \$500 in money prizes to farm boys in a contest for Liberty Loan subscriptions.

The contest is national in scope. The farm boys are permitted to buy in subscriptions to the Liberty Loan in any amount.

Prizes of \$100, \$75, \$50, \$25, \$10, \$5 and \$3 will be given to the four boys that secure the highest total amount of sales in their respective localities. The boys must be under 18 years of age and must be residents of farms.

For the prizes the boys must buy for the Third Liberty Loan and take by July 15, 1918, and under twenty-one years of age. They must be residents of farms.

Every boy entering the contest is requested immediately to send his name and address to the trustee, Dr. J. J. Linnell, Springfield, Mass.

The details of the contest are set forth in the following:

FIRST PRIZES—Largest amount of sales in dollars, \$500, to a number of individual subscribers, \$100.

SECOND PRIZES—Largest amount of sales in dollars, \$75, to a number of individual subscribers, \$25.

THIRD PRIZES—Largest amount of sales in dollars, \$50, to a number of individual subscribers, \$10.

FOURTH PRIZES—Largest amount of sales in dollars, \$25, to a number of individual subscribers, \$5.

The records made from April 1, the opening date of the Liberty Loan campaign until May 1, the final day will be counted in making the awards.

PEACE INSURANCE—THE LIBERTY BONDS

RURAL WOMEN WARMLY SUPPORT THIRD LOAN

Suffrage Leader Declares They Are Keenly Alive to War's Significance.

That women throughout the state are backing up the Liberty Loan through investment and contributing others to assist in the good news brought to the Liberty Loan Committee by Mrs. W. S. Mitchell, chairwoman of the committee on Rural Problems of the New York State Woman Suffrage Party.

The equal responsibilities which have followed as the natural result of equal opportunities have brought women into line with the country's financial problems, and Mrs. Mitchell is sure that the influence of the American woman will be a direct factor in this drive and any others which may come after.

The women of the rural districts, and I come in contact with a large number of them," said Mrs. Mitchell. "They are very loyal. They understand fully the significance of the war as well as the necessity for the generous help of every citizen in the financial problem, which is a tremendous one. Late developments in Russia and on the eastern front have brought home the impending crisis of the war. The casualty lists have helped to bring it even nearer. The women are keenly alive to the entire situation."

It is this realization, according to Mrs. Mitchell, which has set the women up state, each one giving of her best, about the houses and in the various cities of war. Neither time, food nor money is being wasted. Everything is being conserved to the last and last possibility. "This means," she explained, "that even a greater response than last time will be woman's answer to the Liberty Loan."

"They were anxious enough last time to do their share," she continued, "but now they are more than anxious. They are alarmed by the front events have taken. They know what is needed in the way of food, munitions, clothes, ships, airplanes, ambulances, hospitals and other equipment necessary for the victory over Teutonic tyranny. They are willing to give to the ultimate in order that this may be achieved. There is no doubt but what woman's subscriptions to the Third Liberty Loan will far exceed those of the last drives."

Do your All—Less will be too Little Buy Liberty Bonds.

AUCTION

THE ENTIRE STOCK OF Jewelry, Silverware, Diamonds, Cut Glass, Watches, Clocks, Etc.

BURRITT'S State Street Jewelry Store IS BEING SOLD AT AUCTION

\$30,000 Worth of High-Class Merchandise Auctioned Daily at 2:30 and 7:30 P. M.

In the discontinuing of our State Street Store people of Rochester and vicinity are afforded a rare opportunity to buy for future needs all stock at reduced figures at any time when auction is not in progress.

F. J. BRIDLE, Auctioneer

Advertisement for McDougall Kitchen Cabinet, featuring 'Steps Food Labor' and 'SPECIAL FEATURES' like 'Porcelain' top and 'Automatic drop curtain'.

Advertisement for Towner Brothers Bicycles and Motorcycles, located at 940 Jay Street and 179 Lyell Ave.

Advertisement for John H. McAnarney General Insurance and Fidelity Bonds, located at 101-102 Ellwanger & Barry Bldg.

Advertisement for German American Lumber Co., located at 142 Portland Avenue and 888 Clinton Avenue S.

Large advertisement for 'A REAL HELPER FOR UNCLE SAM' featuring an illustration of Uncle Sam and a sign that reads 'A WALL TO PROTECT FREEDOM AND DEMOCRACY'.

Advertisement for 'The Message of Liberty' featuring an illustration of Uncle Sam and the text 'Lend Him A Hand BUY LIBERTY BONDS'.

A collection of short articles and snippets including 'Material Waste', 'The Limit', 'Happiness in Love of Books', 'Means Disbelief in Self', 'Optimistic Thought', 'He'd Better Say It', 'Aged by Monotonous Work', 'Not Due to Religious Ardor', 'Extreme', 'President's Power Supreme', 'Liked Frederick Best', 'Philippine Burial', 'Origin of Measurements', 'MENEELY BELL CO.', and 'B. J. HENNER CARTING CO.'.