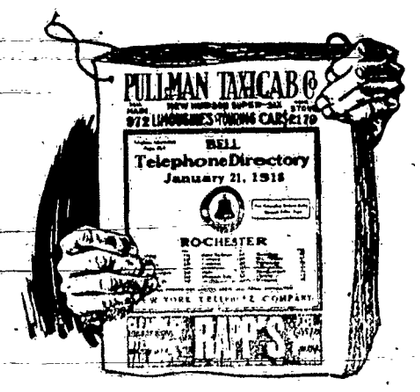


The Book That Brings the Orders

Upwards of 80% of the advertisers in the Bell telephone directory continue their advertisements year af er year.

The reason is plain.

They find by experience that the Bell Book is the Book that brings the orders—the real test of any advertising medium. The Bell Book with advantage of definite circulation and constant use is proving its worth day after day by directing orders to the telephone doors of its advertisers.

Information as to rates and available spaces will be furnished gladly upon request

Save and Serve
Buy War Savings Stamps

NEW YORK TELEPHONE COMPANY

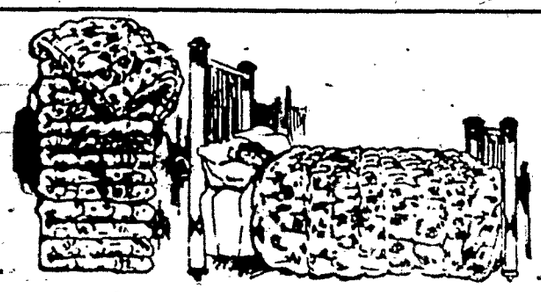
Pig Skins, Now Wasted, Good For Shoes, Finest Saddlery, And Fancy Leather Articles

There has been an enormous decrease in cattle and hogs in the United States and elsewhere There are 4,000,000 fewer hogs in this country than there were a year ago. Hogs play a most important part in the present crisis The losses from cholera have been enormous and the government is sending hog cholera experts into the states to help in the work of cholera control.

There is one source of loss that should be considered, and it does not pertain to disease writes George H Glover of the Colorado Agricultural college Leather is scarce, and in the countries that have been the longest in war the scarcity of leather is possibly causing the most concern Pig skins are wasted and they make the finest of leather It has been tested, and found to be tougher, satisfactory for shoes and it makes the finest saddle and fancy leather goods

The end on pork chops is not necessary in the modern methods of cooking It is paid for by the consumer, is a total loss, and is a constant nuisance because of the fact that the coiled pork rinds in garbage spread hog cholera

Of all the domesticated animals the hog is the most profit makes the greatest gains provides the greatest variety of food products, thrives on the greatest variety of foods and generally gives the quickest returns on the investment At the present time nothing should be wasted Why not save the pig Skin?



When you want an extra Bed be sure and investigate our inducements

Brass Beds Iron Beds Wood Beds Springs Mattresses

Box Springs and Hair Mattresses made to order in our workshops

MAMMOTH ASSORTMENTS **H.B. GRAVES CO.** WE FURNISH HOMES COMPLETE
78 STATE ST., ROCHESTER, N.Y.

The Ideal Iron

Is that whereto heat is being constantly supplied, as fast as absorbed by the goods you're ironing.

SUCH AN IRON IS THE
GLAD IRON
PRICE, $5.00

Try one for fifteen days. If it doesn't please you, we'll call for it.

'Phone Us

Have you purchased your Thrift Stamp to-day?

Rochester Railway and Light Co.

Bell, Main 3960 Home, Stone 3960

Book or Job Printing of any kind
470 Main Street East, 4th Floor.

Some Postscripts.

A small opening in one side of a new tobacco pouch enables pipes to be filled easily without waste

Italy has been gradually increasing its production of lignite until last year more than 1,500,000 tons were mined

Engineers in Norway are planning to consolidate and unite several small waterfalls to obtain 200,000 hydroelectric horsepower in one plant

A paper cap has been invented to be fastened to the end of a cigar as it is made to insure its sanitary condition and also to serve as an advertising band

Half Million for Muskrat Skins.

The annual fur auction at St. Louis closed with sales totaling approximately $3,500,000 A lot of 710,000 muskrats brought $500,000. Many of the skins brought $1.40 each in average price for good pelts being 70 cents. A few years ago muskrat skins sold on the market as low as 5 cents each. A collection of beaver brought $35 per skin and the small lot of beaver from Alaska set a record price of $57 each. Extraordinarily high prices paid this year were held to be due to the high quality of furs. More than 300 buyers from all parts of the world attended the sale

Sought Information.

It was at a Shakespeare club in a small country town The president of the club, a young lawyer was giving his views on the Shakespeare-Bacon controversy and closed his argument thus "I feel sure Shakespeare wrote the plays because he was a lawyer No common man could have written them" A timid little woman catching his eye inquired anxiously "Are there then no uncommon men but lawyers?"—Judge.

Tree Lore

The reason most trees droop toward the northwest, says an old tree trimmer, is because in the summer our prevailing winds are from the southwest the ground then is soft and the trees being in full leaf, the wind tilts them toward the northwest In the winter the northwest winds do not have this effect on the trees because they are denuded of leaves and the ground is frozen or hard.

Stained Glass.

In making stained glass windows every bit of the work is done by hand and it is amazing to realize how many times each piece of glass must be handled. An operator tells of counting up one day and finding that no less than 12 times were necessary. All the lead work is done by hand, too even the opening of the little slots into which the glass is fastened.

Ryan & McIntee
UNDERTAKERS
196 Main Street West
Home Phone 1464 Bell Phone 3929

ESTABLISHED 1851
L. W. Maier's Sons
UNDERTAKERS
870 Clinton Avenue N.
Phones 649

Thomas B. Mooney
FUNERAL DIRECTOR
93 Edinburgh Street
Home Phone 2413 Bell 127

TOGETHER

How close we draw in this our time of trial,
All patient comrades in a dedicated land:
Now rich and poor are one in self denial.
The brave North grips the brave South by the hand

So small it is, the world that bleeds and suffers'
Sea sundered folk united in one dream,
Sending thier best on the crusade that offers,
Their rainbow banners following the Gleam

How old the call of justice and of Honor
To generous hearts, good men and women true'
But with the badge of Righteousness upon her,
At Freedom armed to conquer War bow dew

How great the victory of Peace we strive for
To hasten the wedding of the free
At last TOGETHER one ideal we live for
America, England Flanders the glorious Three

Adrie Farwell Brown of The Vigilantes

Value of Entertainment of Soldiers Proved When Band Is Sent From U. S.

A letter recently received in this country from Col. William Hayward, former New York public service commissioner, illustrating the value of entertainment for soldiers, describes the sensation produced in France by a negro band from the United States, whose membership also included musicians from Cuba and Porto Rico. The cost of organizing the band and sending it to France was $10,000, which was paid by Daniel G Reid

When subscriptions were being raised Mr Reid was the first man asked to contribute. He asked the total amount required, and when told $10,000, he is said to have remarked "I'll pay the whole check."

The band is headed by Lieutenant Europe, who before the war days conducted the orchestra of the Forty fourth street theater roof Colonel Hayward in his letter also said

"A lot of things are no fun, and one year ago I would have thought them unendurable But what heathen we will be when it is all over' I shall not know how to act in polite society or what to do with the ordinary paraphernalia of civilization, like toilets, baths, club chairs. Umbrellas are obsolete Do they still have them anywhere? Rain means nothing but a little bit—not much—deeper mud Still nobody has any kick to squeal about and all hands are so pleased to think they weren't left at home out of this beautiful party that optimism reigns supreme Of course we know absolutely nothing about the war or how it's going except in our own little neck of the woods, and really don't care

"Our band is the most wonderful thing over here I don't believe anybody ever brought as much pleasure and happiness for human beings as did Daniel G Reid's in this instance.

Mother's Cook Book

War Time Foods.

Every woman who is at all patriotic these days is planning, studying and inquiring about foods, how to feed the family well on wholesome food and use the substitutes for flour, meat, fat and sugar that she is expected to provide. Those of us who wish to be on good terms with ourselves must be especially careful to follow our government's requests in regard to food

Barley Muffins.

Take one cupful of buttermilk or sour milk one tablespoonful of syrup one egg two tablespoonfuls of cottonseed or any other vegetable fat, a teaspoonful of soda two teaspoonfuls of baking powder a teaspoonful of salt, and two cupfuls of sifted barley flour Bake in well greased gem pans 25 minutes in a moderate oven. Barley flour makes excellent pastry without the addition of wheat flour. In using barley when baking powder is used, increase the quantity of the baking powder slightly

Potato Yeast Bread

Take three cupfuls of hot mashed potato firmly packed when measured two teaspoonfuls each of salt fat and sugar, a half a yeast cake dissolved in a fourth of a cupful of luke-warm water and six cupfuls of wheat flour Put a third of a cupful of hot water with the salt, fat and sugar in a bowl add the potato mix well, add the yeast and one cupful of flour; knead or stir in the flour at first, adding one cupful at a time, it will be very stiff at the last, but with good kneading it will be smooth The second kneading, because of the moisture in the potato will be soft add no more flour When it is light, knead into loaves and when again light, bake in a moderate oven one hour This makes two loaves of moist palatable bread And potatoes contain about 80 per cent water. If no water is used, four cupfuls of flour will be sufficient, but it will take patience to knead it, but the results will be good

Oatmeal Bread.

Pour a cupful of scalded skim milk and one cupful of water over a cupful of oatmeal; let stand until luke warm; add a tablespoonful of sugar, a teaspoonful of salt, a half a yeast cake, and flour to knead This bread will rise quickly. Mold into loaves and bake in a moderate oven one hour. This makes two loaves.

Nellie Maxwell

FIRE IN CONVENT.

Sisters of St. Joseph's Save Goods.

Workmen burning paint off a partition were responsible for a fire at 12:30 o'clock Tuesday afternoon which did $4,000 damage to the Sisters of St. Joseph's Convent, at No. 16 Lake View park. The flames got beyond their control and communicated with the laths of an inner wall.

An alarm was sent in from Lake View and Raines park, calling out companies under Battalion Chief Creegan. When the firemen arrived the blaze was threatening the entire structure. It was only by quick and effective use of chemicals and hose lines that the building was saved from total loss.

MUSA CARAVAN

Will Hold Card Party and Dance.

The regular monthly meeting of Musa Caravan, scheduled for Tuesday evening, May 7th, has has been postponed until Tuesday night, May 21st, on which night the Caravan will welcome to their midst the wives and lady friends of all the members.

This meeting will consist of a card party and dance, as well as a reception to our newly initiated members and will take place in Columbia and Valmot Halls, Cox Building, 36 St. Paul Street. Lunch will also be served.

The proceeds will go for the purchase of Smileage Books for members of Musa Caravan in the service of our government.

SheetMetalWorks
Tin, Slate, Tile, Asphalt and Slag Roofing
Steel Ceilings, Furnace Work
Cleaning and Repairing Ventilators
Blower Pipes, Range Hoods
General Repairing and Shop Work
F. E. HAYES CO.
44 Aqueduct Street
Phones Main 5703, Stone 7782

'Everything in Rubber'
United States Rubber Co.
24 Exchange St. Rochester, N. Y.

Searvogle's Art Rooms
65 State Street, Room 2
Picture Framing and Mirrors. Resilvering
And a full line of hand-carved frames
Phone Stone 2092-L

DumondVan-Curran Co.
Incorporated
HAVE YOUR FURNACE CLEANED before the Fall rush
1794-1796 East Avenue
Roch. Park 831 Bell, Chase 1174

A-1 TAXIS
Main 413 Stone 453
$1 up a trip $1.60 up an hour
Union Owner Drivers

MENEELY BELL CO.
TROY, N.Y.
AND
156 BROADWAY, N.Y. CITY
BELLS

Bell Phone 1261 Roch. Phone 5201
J. L. Phelps Wall Paper and Paint Co.
Wholesaler of
WALL PAPER AND PAINTS
149-153 State St. Rochester, N. Y.

Suburban Moving
ANYWHERE--ANY TIME
Your Goods Carefully Packed and Moved in Our Large Motor Vans.
Rochester Carting Co.
'PHONES 205

Home Phone 367 Bell Phone 2550
W. H. Baker
Rug Weaving and Carpet Cleaning
609 Oak Street

WM. H. ROSSENBACH
Funeral Director
Lady Assistant
Phones. Bell 1438 Genesee. 412 Stone
645 Main St. West

The Best Remedy
Jackson's Cough Syrup 25c
George Hahn
Prescription Druggist
561 State Street

Burke & McHugh
CARTING CO.
Are now located at 163 North St.
Large and small covered vans and general carting. Both Phones.

United States and Firestone Tire Service Station
Vulcanizing a Specialty
J. C. BAART
454 Main Street E.

Home 5215-L Stone Bell 2767-W Main
Residence Phone 5195-X Stone
B. J. HENNER CARTING CO
B. J. HENNER, Prop
General Carting. Furniture and Freight Moved All orders Promptly Attended to
Office and Stand: 324 State Street

PALMER LUMBER CO.
STONE 5179 MAIN 1777

W. A. Wilson Machine CO
Engineers, Boiler Makers, Machinists Repairs and Supplies
217 North Water Street
Both Phones 922

Furniture Movers
PIANO MOVERS
Sam Gottry Carting Co.
OFFICE, POWERS BLDG.
State St. Entrance Both Phones
Auto Vans for out of town Moving

Geo. Engert & Co.
COAL
Principal Office and Yard
306 Exchange Street
Telephone 257

C&B LINE DAILY BETWEEN BUFFALO & CLEVELAND
3 MAGNIFICENT STEAMERS 3
The Great Ship "SEEANDBEE" — "CITY OF ERIE" — "CITY OF BUFFALO"
BETWEEN
BUFFALO — Daily, May 1st to Nov. 15th — CLEVELAND
Leave Buffalo - 9:00 P.M. Arrive Cleveland - 7:10 A.M. Eastern Standard Time Leave Cleveland - 9:00 P.M. Arrive Buffalo - 7:10 A.M.
Connections at Cleveland for Cedar Point, Put-in-Bay, Toledo, Detroit and all points West and Southwest. Railroad tickets reciprocal between Buffalo and Cleveland are good for transportation on our steamers. Ask your ticket agent for tickets via C. & B. Line. New Tourist Automobile Rate - $7.50 Round Trip, with 2 days return limit, for cars not exceeding 127 in. wheelbase.
Beautifully colored sectional puzzle chart of The Great Ship "SEEANDBEE" sent on receipt of five cents. Also ask for our 24-page pictorial and descriptive booklet free.
The Cleveland & Buffalo Transit Company
Cleveland, O.
The Great Ship "Seeandbee"—the largest and most costly passenger Steamer on inland waters of the world. Sleeping capacity, 1500 passengers.
FARE $3.52