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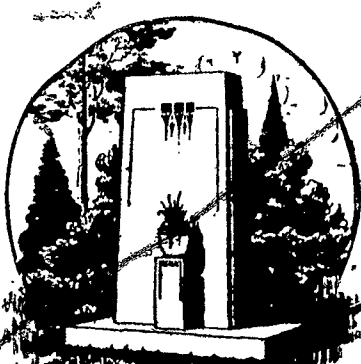
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SHIFTED INTO RIGHT POSITIONS AT SEA
 One of Sir Arthur Conan Doyle's first experiences after his student days was to go to sea on a whaler for seven months as ship's doctor. There was one curious thing about the manning of this whaler. The man who signed on as first mate was a little, decrepit, broken fellow, absolutely incapable of performing the duties. The cook's assistant, on the other hand, was a giant of a man, red breasted, broad with huge limbs, and a voice of thunder. But the moment that the ship cleared the harbor the little decrepit mate disappeared into the cook's galley and acted as scullery boy for the voyage, while the mighty scullery boy walked aft and became chief mate. It appears that the one had the certificate, but was just snoring, while the other could neither read nor write, but was as fine a seaman as ever lived; so, by an agreement to which everybody concerned was party, they swapped their berths when they were at sea.—San Francisco Argonaut.

Betterment of World Easily Brought About
 We know enough today to know that there is infinite room for betterment in every human concern. Nothing is needed but collective effort. Our poverty, our restraints, our inflexions, our indignations, our quarrels, and misunderstandings, are all things controllable and removable by concerted human action, but we know as little how life would feel without them as some poor dirty, ill-treated, fierce-souled creature born and bred amidst the cruel and dingy surroundings of a European back street can know what it is to bathe every day, always to be clad beautifully, to climb mountains for pleasure, to fly, to meet one's but agreeable, well-mannered people, to conduct researches or make delightful things. Yet the time when all such good things will be for all men may be coming more nearly than we think. Each one who believes that brings the good time nearer; each heart that fails delays it.—E. G. Wells.

Fifty Years Of Business
 The Whitmore, Rauber and Vicinus Company have for more than fifty years been in the general contracting business, and have been dealers in Builders' Supplies. They are proud of having laid the pavement on the new Subway Boulevard and of having furnished in addition to other materials, 30,000 barrels of cement for use in concrete work. Having served Rochester for so many years they have come to know the quality of material and the service Rochesterians expect, and they have always kept themselves in a position to meet every demand for building material promptly.

If you are building telephone them for estimates on all kind of cut stone, tile, marble, soda fountain, plaster, lime, metal, lath, water proofing material, cement block, and other materials. Remember their new address, 51 Griffith street.

Cinder Blocks For Building
 Manufactured Under Straub Process At Norman Street Factory

The Rochester Cinder Block Corporation was organized last October for the manufacture of cinder blocks under the Straub patent. Since the first of the year they have been building blocks composed of cinders and cement. Combination of these two materials in the Straub patented block are advantageous and builders of all kinds of buildings are rapidly adopting them. They are absolutely fireproof, thus giving lower insurance rates, less costly to erect, are damp proof and require no latting or lathing, will take mureo perfectly, do not crack or peel and will take paint.

All wood trim can be nailed to the blocks themselves. They provide insulation and reduce heat transfer, thus reducing fuel consumption. Great structural strength is found in buildings made of them. They are sound proof, making them very desirable for libraries, schools and other public buildings. Vermin proof, they eliminate these objectionable things. They can be cut to any size, are good conductors of electricity, and do not fracture readily when cut for conduit openings. It costs from 2 to 5 per cent more to construct a frame of cinder blocks complete with stucco than it does to build a frame of the ordinary frame structure.

The Straub cinder block are built here in the city in the plant of the corporation on Norman street. More than 2,000 square feet of factory space is required to manufacture four thousand blocks per day. The Rochester Cinder Block Corporation is the only plant in the city using the Straub patent. It has no connection with any other firm manufacturing cinder blocks.

Gottry's Vans In Evidence
 Have you noticed the number of The Sam Gottry's Carting Company vans that are in evidence about town? You can see one nearly every time you turn a corner in the downtown section. They are seen not because there are so many in numbers, although the company maintains many trucks and vans but because they are all kept busy all the time. This shows that they are in great demand. It proves that they do excellent work and are surprised by few in the city.

Call the Gottry Company for your spring moving. They maintain a fleet of moving vans of up-to-date make and their equipment is very complete. They are considered expert movers for heavy pieces, pianos, safes from the highest buildings into the hardest places. The men employed by the concern are experienced and have been movers for years. Things entrusted to their keeping will be sure to be taken care of. The company moves anything from one piece to the contents of a very large mansion. Call them for your moving.

McGarvey Coal Company
 Order your coal now. Have a full bin when it is needed. A sure delivery is guaranteed by the McGarvey Coal Company. Reynolds Arcade. Call them by telephone, Main 1841. Mr. McGarvey quotes the following:

The American Engineering Council, from studies made by sixty-seven special committees covering all the great industrial centers of the country, recommends two simple measures to help solve the coal problem. The first is adequate storage by the consumer. The second is the annual purchase of coal on a monthly delivery basis, so arranged that seasonal demand is taken care of by the accumulated storage. While these improvements are suggested especially for the industrial user of bituminous coal, the engineers point out that the household coal, whether the hard or soft coal, can help materially by following a similar policy.

Storing coal at the point of use is better practice than storage at the mine, where the quantity stored need not exceed what is needed to handle ordinary operating delays for the simple reason that coal at its destination is not subject to transportation troubles. What engineers suggest is applied common sense. If they can devise equally simple measures for coal production they will accomplish a valuable reform.

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