

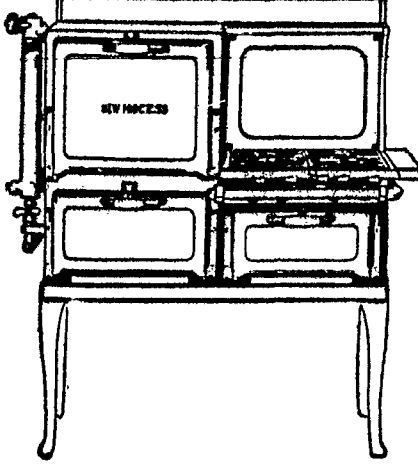
Worthy Firms TO Patronize

Three Rules for Shortcake

Any woman can make perfect shortcake every time by following these three rules: Good Ingredients, Corrects Mixing, Baking for an exact length of time at an exact temperature—in the Lorain Self-Regulating Oven of a New Process Gas Range.

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This is the age of steel. In the past century the buildings were constructed of wood for the most part. Even the larger and more pretentious buildings, the office and business houses were made of wood and its allies. In passing through the country one notices the old grist mills with their picturesque race wheels where all made of wood, and it last of that generation.

Now the great engineers and contractors are planning all the high and mighty office buildings and factories and hotels and apartments with a foundation of steel. This of course is intended to last through this generation and on into the next one. Notice all of the new and up-to-date buildings with which Rochester is so filled at the present time, they are nearly all constructed with steel and cement. The New Knights of Columbus building on Chestnut Street is a shining example of a building erected of steel.

As are many other of the newer buildings which are under construction in the down town district, Sibley's, the Baptist Temple, Malley's store and others. If you wish information on this sort of construction call the Genesee Bridge Company at Genesee 3454.

With the coming of the warmer days, we begin to think of the long looked for vacation. Of course we must have a camping outfit and at the Van Dussen store at 286 North Street you may view the latest in these sets. There are many luncheon kits which are complete in detail with silver and thermos bottles included. There are some which are not filled with anything and you take your own silver as you like. These however have a cold compartment for ice and things which have to be kept cool. There are a range of prices on both these kinds. Thermos bottles in different sizes may be had separately, and other camping necessities.

A suitable and useful gift for the Bride can be purchased reasonably at this store. All sorts of percolators, grills, toasters, etc., in a large display may be seen by those pondering on what to give the newly weds. A full line of garden tools and other hardware is in stock as well as screens and implements for taking care of lawns and hedges and flowers. In fact this is an up to date hardware store in every respect. Call and make sure for yourself that the prices and quality of stock is of the best.

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**Evolution of Horse
Proved by Skeleton?**
Scientists of a recent geological expedition sent to Texas by the American Museum of Natural History (New York) have discovered in rocks more than 1,000,000 years old the fossil skeleton of a horse in one of its ancestral stages of evolution.
In the evolution of the horse the newly found specimen represents an intermediate stage between the type called *Platichippus* and the early Ice-age horse called *Eohippus*. It is smaller than the modern horse.
While the fossil horse discovered is almost the earliest one-toed horse, long before the day of *Platichippus* there had existed quite a number of more primitive or less evolved forms of the horse.
For example, if we go back to the Eocene epoch, when the ancestor of the horse was no larger than a cat, we discover that he had four toes on his fore feet and three on his hind feet. The subsequent evolution of the horse's most clearly marked by the gradual loss of all of these toes, except the single toe on which our modern horses walk.

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Reliable Building Firm

Everybody interested in this line of business knows that the name of Whitmore, Rauber and, Vicous stands for the best of all construction work. This company has long been noted for their honesty and good standing in Rochester and the vicinity. They are general contractors and dealers in building supplies. They are noted as having laid the asphalt in the new Subway Boulevard, and in addition to other materials furnished 30,000 barrels of cement for use in concrete work in the subway's construction.

As this firm has been in business for over fifty years they have come to know the quality of material and can serve Rochester's demand so much better. They have always kept themselves in a position to meet every demand for building and construction materials, promptly.

This company also installs tile and marble floors, side walls, and in other places it can be used. They have put in many soda fountains throughout the city. If you call their office they will gladly give you estimates on Tile, Cut stone, Cement, plaster, Herringbones, Metal lath, Sheet rock, Plaster board, Lime rock, Water proofing material, and Cement Blocks.

If you are building get their prices first. Call Main 180. Their office is located at 51 Griffith Street.

Summery Shoes For the Family

Do the members of your family need re-shoeing? In summer the little girls and ladies wish for the cool looking shoes which correspond with their other summer things. The Meyers Family shoe Store at No. 596 Hudson Avenue is one of the few stores in the city who carry such low prices. When buying for individuals in your home next time look over the large assortment here.

The children's shoes sold here are guaranteed to wear as long as the average shoes and longer than most. Summer shoes for boys and girls, in the style of the grown-ups, are on sale and these will give splendid wear.

There is now in the shop a large and assorted line of ladies shoes and slippers. These are in the newer shades for summer and in many new and unique styles. Satin slippers for evening wear, walking shoes and oxfords, kid and patent pumps with or without straps, can be had at reasonable prices.

The Gentleman of the family is not overlooked here, and Mr. Meyers has chosen his stock of men's shoes with foresight and thought, and a taste that is sure to please the most exacting. The work and heavy shoes have a wearing quality that can hardly be equalled. Call at Meyer's before buying and compare his values with others. They will stand the test and we feel you will become a regular customer of this shop.

Geologist Explains Causes of Landslides

In describing some troublesome landslides that have taken place in England, owing to wet weather, Mr. William Platt, author of "A Popular Geology," says:

The causes are simple enough. Whenever the geological formation is that of alternate hard and soft rocks, and when this occurs in any sufficiently steep bank, hill or mountain, there will always be the risk of a landslide, especially after heavy rains which soak into the softer layers and make them loose and slippery.

Landslides may be divided into two classes—natural and artificial. The former occur in the wear and tear of nature.

That picturesque mountain in the Derbyshire Pennines called Mam Tor is so liable to landslides that it has been nicknamed locally "The Slivering Mountain." Another celebrated instance is the landslide near Shanklin, Isle of Wight.

At Merok, in Norway (Norangsdal) a huge landslide dammed up a river valley, causing the water to pile up and form a lake. The people who lived in the village in the valley managed to escape, but their red-roofed cottages can be seen today under the clear waters of the huge tarn thus formed.

Chairs and Their Makers

It is probable that very early in American cabinet making rocking chairs were introduced. It is not unreasonable to attribute their origin to a date previous to the Revolution, but after 1750. Not until the Nineteenth century was well under way, however, did that type become common as an article of furniture. It is probable also that Windsor chairs were the first to be fitted with rockers. The Windsor chair itself was invented in England, and its comfort quickly made its appeal.

The old chair makers knew how to adapt their furniture to the human anatomy and the American inventor of the rocker added still more comfort.

Chinese Religion

Chinese religion, like Chinese art and literature, is quite indigenous, a natural expression of the Chinese philosophy of life. Indeed, the Chinese notion of religion is very slight. The thought of the entire population is permeated by a definite ethical code, but it is not fierce or persecutory. "Religions are many, but reason is one." Chinese religion is more tolerant, more reasonable and less dogmatic than the religions of any other people. It is hardly more than an ethical code. In China there have never been religious wars.—Chi-Fung Liu, in Scribner's.

Ancient Golf Club

The Royal Blackheath Golf club of London is said to be the oldest. Records date back to 1787 and tradition carries the club back to the reign of James I, 1603-1625. The old Royal Blackheath course has been closed since it was no longer possible to keep it in playable condition. It was crossed and recrossed by roads and railways and surrounded by buildings. The course consisted of seven holes, a match consisting of three rounds of twenty-one holes.

Exactitude of Little Consequence in Map

An amusing story is told in Berlin by the publisher of geographical maps. A Mongolian prince recently visited Berlin to place an order for maps of his country. The publisher was glad to get the order, but told the prince that the latest maps he had were published before the war.

"I must confess," said the publisher, "that I don't know the exact boundaries of your country at present. Haven't you some material that will tell me how to draw the boundary lines?"

"No, I haven't," was the reply. "But it doesn't matter. Just you draw the boundaries as wide as possible, so that my people may see how large their country is."

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ARKANSAS MUSINGS

If you are a free horse, make up your mind to be ridden to death.

And so heart disease kills one in six. We had no idea there were so many good dodgers.

Some married men speak of home in the same tone of voice they do of the penitentiary.

It is estimated that 87 per cent of those who pity themselves haven't much else to do.

A rolling stone, they say, gathers no moss. Well, what would a rolling stone wait with moss, anyway?

Judge Curt remembers the time when some clock found the ruralites turning it, now it finds them tuning in.

The fact that she is wearing her brassiere high doesn't prevent a well-dressed girl from imagining that she has a waist when the sidewalks are empty.—Arkansas Thomas, Cat

SOME BELIEFS HELD BY ATHLETES

Prize fighters believe that thirteen rabbit punches in a row are bad luck—for the one that gets 'em.

To lose a golf ball is bad luck. To bang seven of them into a bottomless pond is seven times as bad.

A baseball player who gets run over by a big load of empty barrels has a sure hunch he won't play that afternoon.

The number three is very significant. The guy who falls out of a canoe and goes down three times is going on a long journey.

Ten is an unlucky number for a boxer. If he hears it counted while he is lying flat on the floor, it's sure to be a dark omen.

It's a bad sign for three motorists to light their cigarettes on the same match over the gasoline tank. It means a funeral in the near future.