

# Worthy Firms TO Patronize

## Evolution—

Records the upward progress of mankind from the early homes of the cave man to the comforts of modern civilization. As man acquired proficiency in the arts, he sought to preserve the objects of his craftsmanship from nature's destructive forces.

As lacquers and varnishes were common products of early Egyptian civilization, so is

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## Take Advantage Of Sale And New Models

At the popular dress shop of Mr. S. Kiener at 599 Hudson Ave. a sale has been in progress for a week or more, and will continue thru Saturday. This is a mid-summer sale of summer dresses, in both cotton and printed silk, the dresses range in prices from \$1.98 to 15.00. Among this assortment of dresses you will find many exceptional values. If you call immediately you will have the advantage of a wide variety to choose from.

This shop is one of the most popular stores in the Hudson-Clifford section, this is due to the fact that here are found a combination of reasonable prices, satisfactory service, and courteous treatment—this of course is combined with goods that are new up-to-the-minute and of good value.

Mr. Kiener purchased his present location and in three years time has succeeded in building up a flourishing business which is increasing every day. Mr. Kiener wishes to say that he appreciates the fine co-operation of both his friends and neighbors in making this successful business possible.

The ladies find this little shop a treasure of fine clothes. New styles from New York are continually being received. The garments are in the newest styles and are of the newest colors and materials. The store caters to the stout women as well as to the medium size ones and has a special department reserved for the children. It will pay you before buying to stop at this shop and go over their stock.

## Fresh Meats-Every Day Thru Hot Weather

Fresh meat together with fresh dairy products is the one important item in the menu of the average household. Meat should always be purchased under the sanitary conditions and of reliable people. These two necessities are obtainable at the Andrews Market at 73 Front street. Not only that but it is handy to down town shoppers, and they can select their cuts of meat themselves. Many housewives prefer to do this rather than to order over the telephone. However, if you wish, your orders will be received and the best attention given them at this store.

Why not drop in there and inspect the fine line of meats Mr. Andrews carries? Why not order one of their home-cured Hams for dinner, they are delicious and can be used so handily for the second meal as cold meat, and for lunches too. These hams are selected from young, ten-der, corn-fed pigs, and they have that lovely mild flavor because they prepare them by their old-fashioned Sugar-Cure.

Call Main 2568 and order your meat or chicken for your special dinner on Sunday, and we feel sure it will be as nice as you have ever eaten.

## Explaining Law of Motion

The first law of motion, one of the cardinal discoveries, which contributed to the fame of Sir Isaac Newton, is that a body continues to move at the same speed so long as no force is applied to retard or accelerate it. It was a surprise to his contemporaries, and continues to be to any one who hears it for the first time. Experience leads us to suppose that the natural condition of a body is stationary; but Newton asserted that neither rest nor motion is more natural than the other. Bodies set in motion by human agency always come to rest before long, because friction and resistance of the air are always operating to retard them; but the earth is surrounded by empty space, so that there is no friction.

## American Colony

American Samoa, comprising the islands of Tutuila, Annuu and others, has an area of 57.9 square miles; population of 8,324, including 268 Americans. The capital is Pago Pago on the island of Tutuila. This town is the most valuable harbor in the South Pacific. It was ceded in 1872 by the native king to the United States as a naval and coaling station. American Samoa is 4,160 miles from San Francisco. The natives are Christians and are regarded as the highest type of the Polynesian race. All of the land of the islands is privately owned. The chief product is coconuts. Fruits are also grown, but not exported.

## Only One Way

Man glories in his physical strength, and well he may. But the greatest strength that a man may possess comes from being clean and straight and right. Strong moral fiber is made by right living. There is no other way to gain this.—Grit.

## Serve Yourself In a Cool Store

Hart's Self-Service Grocery Stores which are located all over the city at convenient places for shopping gladden the heart of the housewife, by giving her the most for her money.

The method of self-serving makes it possible for the highest class of groceries to be sold at the lowest price. They eliminate the clerks and other helpers which other stores have to pay wages to, and put that money into your pocket.

Look up the Hart store in your neighborhood and patronize it. It will pay you big dividends in the end. And make your household expense money last longer in the week. These stores are operated by Rochesterians, owned by Rochesterians, for the benefit of Rochesterians.

Their premium Parlor is located at 29 Market street near State, and they cordially invite the public to go inspect it. There are more than 300 different articles to choose from. There are fifty stores in the city, we will give here only a few of the ones on the main streets:

183 Monroe Ave.; 450 South State street; 447 Portland Ave.; 508 Lyell Ave.; 1266 St. Paul St.; 226 Genesee street; 358 Main street east; 996 Clinton Ave. So.; 27 Market St.; 4002 Lake Ave.; 6 North Union St.; 805 Hudson Ave.; 1446 Dewey Ave.; 415 Thurston Road; 134 Webster Ave.; 158 Main Street West.

## Woodcraft Shop for Screens

The days of swatting the fly are over and every day thoughtful folks are inquiring about fly screens. And this is as it should be—dead flies are as deadly as well as unattractive lying around the house, and the better way is to shut them out with a good equipment of screens and screen doors.

While considering screens it is advisable to study carefully the kind of a screen that is best adaptable to the practical need as well as its proportion, construction, kind of wire cloth, how it is installed, and the reputation of the manufacturer.

Screens and screen doors are an equipment which if well made and properly installed should last a life time, and the judicious homeowner will be very careful to purchase them from manufacturers who are known, and whose products carry a guarantee.

THE WOODCRAFT SHOP, now located at 300 Norton Street, has been specializing in the manufacture of screens in Rochester for eleven years, and is fully equipped to give prompt and expert service in this line. The Company's slogan, "From Estimate to Installation" means that upon request you may have one of their representatives call and advise you, suggesting a practical and durable equipment. No charge is made for this service, the only request being, order early and have them when you need them.

## Never "Out" is Man Who Keeps His Head

Take it from ye pastor: Some great things may have been accomplished by excitement or desperation, or wild impulse, but no deed, or particularly wise or observing to know that remains accomplished by the man who retains his mental poise; "keeps his head." I once saw a weak swimmer become exhausted while beyond his depths, and saw a strong swimmer go readily to his rescue. The drowning man forgot what he knew, that it is easy to carry another in water, if the one carried submits willingly and intelligently. Therefore a struggle followed when the two met, in which a double tragedy was averted only by the fact that the strong swimmer kept his head, fought better and knocked out his opponent, after which he carried him to shore. Had both been cool, it would have been easy and had both become excited, it would have been impossible. And the rule applies as well to the other than physical trouble. The fate which seems to have you down and out can be thwarted if you "keep your head." If you do the best you know, instead of merely wasting time in useless worry and anger. And this trait or habit will stand cultivation which will bring it within the range of possibilities even for impulsive, nervous or weak-kneed persons.—Arkansas Thomas Cat.

## Insect Civilization

That insects do almost everything known to mankind, whom they excel in skill, is the belief of a well known nature student, who spoke before a meeting of the American Institute of Phenology. While the less developed species live under rocks or in the earth and exist by hunting, trapping and fishing for prey, others colonize in large communities and keep herds, raise crops and use leaves for clothing and shelter. Many insects even build tiny streets and highways.

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