

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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recognized for its distinguishing property of long wear—guaranteeing permanent protection to all wood surfaces. Modern home owners, seeking beauty and protection should specify this product of the evolution of the ages.

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"Attention Readers" Cinder Blocks

Manufactured Under Straub Process

After a great many years of research Dr. Kruse invented and perfected what is known as Sulphur Vapor Baths, of which there are now close to three hundred institutions in operation over the country. Rochester is fortunate enough to have one of these institutions, which is located at 139 Park Ave., where we have been operating for some time and where we have benefited hundreds of ailing men and women who live in and near this city. Our place is known as the Sulphur Vapor Bath, the most scientific remedy known for Rheumatism, Lumbago, Neuritis, High Blood Pressure, Colds, La Grippe, Nervousness, Kidney disorder and general run down condition. Now, why travel hundreds of miles to bathing resorts and mineral springs when you can get better results, at much less expense, right here at home? Our place is strictly sanitary and efficient. This is not a Turkish or electric bath. This is a Sulphur Vapor Bath, a Health Restorer, Health Preserver, refreshing, strengthening and invigorating. Treatments absolutely safe. The results of our treatments are always good at all seasons of the year. These treatments are inexpensive and are within the reach of all, and may be taken while living at home, thereby eliminating the expense incurred by a trip to one of the famous health resorts. We give scientific massage. Separate department for ladies, with lady attendant. Give us a trial. You will be delighted. Investigate now. Phone Stone 1403. 139 Park Ave., Rochester Mrs. A. Knight.

The Rochester Cinder Block Corporation was organized for the manufacture of cinder blocks under the Straub patent. 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 lathing or furring will take stucco perfectly; do not crack or peel and will take nails. All wooden trim can be nailed to the blocks themselves. They provide insulation and insure even temperatures, 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 obnoxious things. They can be cut to any size; are non-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 house out of cinder blocks complete with stucco than it does to build a house of the ordinary frame structure. The Straub cinder blocks are built here in the city in the plant of the corporation on Norman street. More than 8,000 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 here building cinder blocks.

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Proper Installation Big Factor In Keeping Even Temperature

The month of January, 1925, will long be remembered in Rochester and vicinity for its extreme and long continued cold weather—days that have proved most trying on the heating systems of many a home. But, despite the many and cold days of the month, Charles Diehl of 335 Jay Street, who sells the Red Cross furnace and installs that make of heat producers in a most scientific manner, so that every room of the house is held at an even temperature, has heard only words of praise all during the continued cold snap. Hundreds of Rochester homes have been kept warm by the Red Cross furnaces installed by Mr. Diehl and they have been the cozy spots of the city during the cold snap.

Mr. Diehl, who has equipped numerous homes with their heating equipment the past few years, says that satisfied customers come into the store continually to tell how satisfactory their Red Cross furnaces are working. And every one has a good word for the evenness of the temperature in the different rooms of the house. The secret of attaining even temperature is largely a matter of proper installation, and that is where Mr. Diehl, through his experience installation work and his knowledge of the vagaries of Rochester's climate, is able to make friends for the furnaces he installs.

What Red Cross Does.
A Red Cross furnace, installed by Mr. Diehl will distribute just the right amount of pure, fresh and properly moistened warm air to all parts of the house in coldest weather. No need to fear the sudden "cold snap" of a week's or a month's duration, for the fire will keep right on burning, as long as it is tended, and the furnace will keep working away with a will, and at a minimum consumption of fuel.

Mr. Diehl likes to have furnace owners come into his store and talk over their operation with him. He is frequently able to give suggestions that will mean savings in fuel and greater satisfaction in operation. Mr. Diehl, besides selling and installing Red Cross furnaces carries a complete line of Red Cross ranges, including the famous Red Cross Combination Range, at his Jay Street store. A call at the store will result in courteous treatment and valuable advice on heating and cooking problems.

Plant That Changes Its Location at Will

To those who have made it a study, plant life teems with wonders. Take, for example, the Loranthus, a species of mistletoe. If this plant finds itself in a situation unfavorable to its growth, it will throw out a root by which it is enabled to move to another site, the means of locomotion being a flattened disc that acts as a sort of foot. The moving process is repeated until a satisfactory position for development has been found. Another plant, the Clusia, lodges its seeds in the branches of a tree, whence the roots grow downward and strike in the soil. From these suspended roots branches grow on all sides, until the tree by which they are supported becomes literally suffocated. These and other queer happenings in plant life are related in "The New Book of Gardening."

Bugle Calls Ancient

Of very ancient origin are the various bugle calls still used by modern armies. The "tattoo" dates back to the Thirty-Years' war, from 1615 to 1648, and was originally the "tap to" call, a signal for the men to cease their drinking by closing the bung or "tap" of the barrel. "Retreat" call was used by the crusaders. The cow's horn was the first bugle and it is mentioned in the Bible. The ram's horn was a later variation. Many students of musical apparatus say the bugle is the oldest of musical instruments.

Love Songs Old as Race

The making of love songs is an ancient art. Before Pan blew upon his reedy pipes there were love songs. They were sung in the Garden of Eden before and after the serpent wiggled his way into that earthly paradise. Men wove their magic into the first crude language of the human race when caves were used for dwelling places and the hunter went forth to the hills to strangle his prey with bare hands. Helen heard them sung to her within the walls of Troy. All through the countless ages of the world since time began there have been love songs.

Scotch Terriers

The first pair of Scotch terriers ever exhibited at a bench show in this country were shown to the public in 1883, at which time there was a decided dislike for the dogs, and the show was criticized for admitting the pair, but after Doctor Ewing of St. Louis and other men began developing the dogs and were able to show their finer qualities, public sentiment developed in their favor and Scotty is a welcome dog at all bench shows and has won his way to national popularity.

Pertaining to Ages

A century begins with the beginning of the first day in its first year, and does not end until the close of the last day in its hundredth year! The mode of reckoning is often confused with the common mode of stating the age of a person. A person born at the beginning of the Christian era would be called one year old during his second year, that is during the course of the year two; he would be called two during the year three; and forty during the year forty-one, etc.

Qualities of Sugar

The sweetness of sugar is tested by diluting each kind of sugar with an equal amount of water until only one taste is sweet. It is easy to confuse the sense of sweetness with other qualities of the sugar, one being the melting quality—that is, if the sugar melts easily in one's mouth, the sense of sweetness comes more rapidly than if the sugar dissolves slowly. All in all, it is believed that white sugar is sweeter than brown.

On Growing Old

We all have to grow old, so do your best not to worry about it. For over three thousand years people have been trying to discover the secret of perpetual youth, but they have never discovered it, and they never will. Old age is a gracious and a happy state when we accept it naturally. It is only when we struggle that it becomes a tragedy.