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They are DEPENDABLE; you can rest ASSURED of HONEST VALUES. They APPEAL because they can BACK UP their appeal.

And that is the first principle of SUCCESS in BUSINESS.

Bread and Cakes Just Like For Valuable Advice See Mother Used To Make Barr & Creelman Experts

There are two places where you can get home-made bread, at home and also at Escott's Bakery, 381 Webster avenue. The bread baked at Escott's is really superior to the home-made, and if a blindfolded person was handed samples of bread baked by the best woman baker in Rochester and samples from Escott's bakery he or she would have a hard time trying to determine which was the home-made, so equal are both in makes in taste and quality. We mention that fact because so many persons enjoy home-made bread.

Escott's have earned reputation for pleasing their customers and they have added to that reputation by establishing a special service by which special breads, cakes, sweets, and all kinds can be ordered for social affairs, entertainments, etc., such as weddings, birthday celebrations, reunions, fraternal society suppers. So ladies, your baking woes are ended. All you have to do is phone Culver 3326, and your work is completed. The order will be superbly filled, delivered, and your guests will compliment you on your excellent taste in baked goods.

It makes no difference what kind of bread is ordered, white, brown or rye. Escott's have it or will bake it. And, oh, how delicious are those Escott's fried cakes and doughnuts. A tip to young housewives—serve Escott's cakes and doughnuts, and your husbands will glory in your baking art. These cakes make the newlyweds think the jokes about a bride's baking are nothing but jokes, and that is just what they are. The women of Rochester ought to give a rising vote of thanks to Escott's bakery for manufacturing such toothsome sweets.

The Escott's are among the oldest bakers in Rochester, and bakers from many cities come here to visit Escott's in Webster avenue to see how that famous baker's goods are prepared.

Four Russian Exiles Ordained In France

By M. Massiani Paris Correspondent, N. C. W. C. News Service) Paris, Aug. 20.—The Bishop of Lille presided over the solemn ceremony in the chapel of the Russian seminary of St. Basil incident to the ordination of two priests, one deacon and one sub-deacon, all Russians and all educated in this seminary. St. Basil's seminary was established at Lille five years ago because of the wish of Pope Pius XI to care for young Russian expatriates desirous of entering the priesthood. They will work among their compatriots and were prepared for the priesthood according to the Byzantine-Slavic rite. Their religious education was entrusted to the Dominicans. The chapel in which the ordinations occurred is arranged and decorated after to Russian manner. During the ceremony, sacred music was furnished by French and Russian choirs, and during the procession in a courtyard decorated with flowers and the Pontifical, French and Russian flags, the canticles were sung in the Russian tongue. The seminarians formed an escort for an icon of Our Lady of Kostroma, a symbol of the Blessed Virgin greatly venerated in Russia. At the evening repast, the provincial of the French Dominicans, the Very Rev. Father Gillet, gave a special benediction sent by the Holy Father to the seminary and its students.

If you are thinking of or planning to purchase and install plumbing and heating supplies, see Barr & Creelman, 74 Exchange Street. His advice is given free because so many do not know where to go, and the expert advice is also given free by Barr & Creelman's skilled plumbers. In the first place, Barr & Creelman do the largest wholesale and retail plumbing business in Rochester, and they welcome visitors seeking information on what kind of plumbing and heating appliances to install. The store's retail catalogue is a bundle of useful information. Apply for one even if you are not in need of material.

What the Barr & Creelman experts do not know about plumbing and heating is not worth knowing, and they are willing to pass along this valuable information for the benefit of the company's customers. In the retail department of this mammoth plumbing store are every tool and piece of material needed for the house or other building.

At this time of year, when everybody is thinking of the days soon to come for overcoats and frosty nights, it is important that the heating appliance be taken care of if you have an old furnace, or other apparatus, see Barr & Creelman about preparing it for the winter. And if you are thinking of buying a new heating appliance, their experts' advice will save you money.

Oh, Boys, Clambakes Like a Regular Shore Dinner

September 1st ushers in the clam-bake season, and the Old Homestead on Irondequoit Bay is already prepared to take orders for bakes of all sizes, from ten persons to ten hundred. Makes no difference how large or small the crowd, the Old Homestead is equipped to prepare juicy clambakes at reasonable notice, and its prices are very low. Needless to give the location, of The Old Homestead, as it is so well known, but to strangers we simply direct them to the Newport road leading to Irondequoit Bay. The Homestead is about half way down the hill. A clambake, such as served at the Old Homestead, reminds travelers of those famous New England Shore dinners. They are very similar. Anybody who has ever had a genuine Shore dinner knows how savory they are.

All the trimmings of a Shore dinner enter in the Old Homestead clambakes if ordered, including lobster. So if you wish to give your friends a real treat, or to surprise the club with a Shore dinner, phone to Culver 2150-M. Oscar Smith, one of the chefs at the Old Homestead, has had years of experience in preparing and serving clam bakes and Shore dinners, and he prides himself on never having lost a customer.

Cardinal's Secretary Recovers

London, Aug. 20.—Father Philip Langdon, O. S. B., for many years secretary to Cardinal Gasquet, has sufficiently recovered from his recent serious illness to travel from Paris to London to rejoin the Cardinal who is here for a few months. Father Langdon travelled with Cardinal Sincero who was on his way to Canada.

OUR RETAIL PLUMBING STORE

is at the service of those desiring to purchase and install their own plumbing and heating supplies and accessories. The advice we offer costs nothing and is the result of long and varied experience.

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Rockne To Supervise St. Thomas' Football

St. Paul, Aug. 21.—Knut Rockne, widely known coach of the University of Notre Dame, has been named general supervisor of football at St. Thomas College by the Very Rev. Matthew Schumacher, C. S. C., new director of the institution. Under the plan outlined Rockne, who will remain at Notre Dame, will have general supervision over the training period and the playing activities at the college during the season.

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