

# Parish Educational Business Bulletin

## AMERICA'S FAMOUS BREW



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Brewed by the  
**IROQUOIS BREWERY**  
Buffalo, N. Y.  
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Stone 509

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Your Plumbing and Heating is properly installed, it will add health, comfort and appearance to your home.

## We Know

How to Satisfy  
**HOWE & BASSETT CO., Inc.**  
23-25 STILLSON STREET

## House of Coats

This is the age of specialization. Any man or any institution that does one thing only can do that thing better than the man or institution that does many things.

When the House of Coats opened its doors in Rochester nine years ago, it was with the announced policy to sell nothing but outer garments; cloth coats and motorcoats for men and women and raincoats for the whole family.

This policy was adhered to and the business flourished from the start. Two years ago it was necessary to move to larger quarters and last winter it again became necessary to double the amount of floor space. The establishment is now located at 75 Main Street East, where it occupies the entire first and second floors for sales rooms, with additional space on the second floor for alteration and fitting rooms.

The rapid growth of the business is ascribed to two things; the variety and newness of the styles and the exceptional values offered. The ability of the House of Coats to excel in the showing of the latest styles is due to the fact that buyers for this concern have nothing to buy but coats and they can spend their entire time combing the market for the latest and most desirable modes and fabrics.

The unusually low prices that have always prevailed at the House of Coats are a direct result of the large volume of business done. Not only can merchandise be bought in large quantities, but where the same merchandise is turned so often the company can take a much smaller profit per sale and yet pay a fair return on the year's business.

This matter of turnover has another advantage for the House of Coats, for it means that fresh stocks must be

constantly added and thus the buyer of a coat, no matter what time of the season, is sure to find new merchandise that reflects the very latest style trends.

## Notice

The Mutual Credit Clothing store, 104 State St. is featuring a special benefit sale to the readers of the Catholic Journal, the entire week of April 16, which every reader should be glad to take advantage of.

You of course know from former announcements just what terms of payment the Mutual Credit gives to its patrons. But our readers are to be especially catered to in this instance that by merely taking this advertisement along with them, and purchasing a suit or a dress, a special discount shall be given which makes a visit to the store very much worth while.

The feature discount is unlimited in as much as it is applicable to the unlimited stock of the latest spring styles in both ladies and mens wearing apparel. The Mutual Credit has had the distinction of being one of the few firms that altho combating with the season of hard times just past, never-the-less been a growing firm. The increased volume of business done has been the results of the unusual low prices that have prevailed for the very best that can be offered in wearing apparel.

She Remembered, Rosemary was four years old and was always inquisitive. One day her mother was sweeping and a curious looking insect ran from beneath the rug. Her mother told her it was a "thousand-legged worm."

About a week later Rosemary was drawing some pictures. Her mother asked what the drawing was supposed to be. Rosemary said: "Why, mother, don't you know. It's a picture of the several-legged worm we saw the other day."

## OUTER APPAREL

Styles Newer  
Fabrics Finer  
Prices Lower



75 MAIN STREET EAST

## KOVEN FUR CO.

Everything in Furs  
65 Clinton Ave. N.



Coats  
Wraps  
Scarfs  
Etc.  
Highest Quality  
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Z. SARTINI, Proprietor  
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## ORNAMENTAL PLASTER WORK

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ROCHESTER, N. Y.

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Repairing Remodeling Storage  
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### Powers Hotel

RESTAURANT: A LA CARTE AND CLUB SERVICE  
RAINBOW ROOM; CAFETERIA SERVICE  
KNIGHTS OF COLUMBUS LUNCHEON EVERY THURSDAY  
AT 12:15 IN CLUB ROOM  
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F. T. Sage S. C. Steele  
D. J. Wolcott D. S. Butty

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Investment Securities  
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Telephones: 5190-5187-5188-5189

## WE CLOTHE MEN, WOMEN and CHILDREN

OPEN A CHARGE ACCOUNT  
Your Credit is Good Here

This Ad. is Worth One Dollar on Purchase of \$10.00 or Over  
**MUTUAL CREDIT CO.**  
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Furniture and Moving  
ESTIMATES GIVEN ON LONG DISTANCE  
STORAGE—CRATING—PACKING  
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MONUMENTAL WORKS—MANTEL GRATES AND TILING  
240 STATE STREET ROCHESTER, N. Y.

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## RAY W. & HARRIET K. SHERMAN

CHIROPRACTORS  
Closed Saturday and Sunday  
Thursday Afternoon 3:30 P. M.  
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Telephone, Main 390

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SIDE CURTAINS, SLIP COVERS, ETC.  
Work Guaranteed—Prompt Service—Reasonable Prices  
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We also do Repair Work 155 FRANKLIN Phone, Stone 2584

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Rochester's Greatest Retail Grocers  
OPERATED BY  
**CITY FOLKS**  
STORES ALL OVER THE CITY

## Wash Your Hands Without Water

the **PARKO** is a Perfect Solvent for Grease and Grime AS HARMLESS AS WATER FOR SHAVING, SHAMPOO AND WASHING. **PARKO-MFG. CO., INC.**

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Oversize Pistons, Rings and Wrist Pins  
MOST MODERN AND BEST EQUIPMENT IN ROCHESTER

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DEALER IN HARD COAL  
100 CANAL STREET

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DEALER IN CHOICE MEATS  
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SUCCESSORS TO DOYLE BROTHERS  
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PAINTS VARNISH

A high quality Paint or Varnish for every particular surface.

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Moving, Packing, Storing.

**YOUR HAIR Does it Fall Out?**  
We guarantee to stop it and make new hair grow. We have discovered these cures during twenty-five years of study and research. Consultation free. Separate department for men.  
**LEVENSON 257 East Main Street**  
Opposite Sibleys Take Elevator

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The management of our Rochester office is in the hands of men of mature judgment and years of business experience. You may feel free to consult them. There is no obligation. Complete Curb Market quotations and service. Main 7593, 7780  
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We have the most complete line of Confirmation Dresses, Capes, of the season.  
Everything for women, misses and children.

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Separate Apartments for Men and Women  
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**SULPHUR VAPOUR BATHS**  
Nature's Method of Curing Disease For Rheumatism and all Kindred Ailments  
MEIGS ST. AND PARK AVENUE ROCHESTER, N. Y.

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For Women, Misses and Children At Moderate Prices  
**DANIEL'S**  
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Tribune, Cleveland, National, Value and Rochester City Bicycles  
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HIGH GRADE CANDIES  
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Motor Vans for Local and Long Distance Hauling  
Get My Rates  
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**Holland Herring**  
genuine imported  
Milchners Reg \$1.15

**Kipped Herring**  
Large cans fancy flat fish  
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**Blue Seal Cod Fish**  
Best quality pure Cod  
2 1/2 to 4 lb. packages  
pound 25c

**Elbow Macaroni or Spaghetti**  
3 pounds 25c  
fresh made

We will have the most complete assortment of Lenten specials in Rochester at a saving of about 25%—why not consult us first for caviar, cheese, crab meat, lobsters, smoked blotters, boneless herring, Milchner herring, bloster mackerel, haddies, shrimp, sardines, farinaceous foods of all kinds. In fact we have what you want or will get it.

## W. E. Woodbury & Co.

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