

# Parish Educational Business Bulletin

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The lubricating oil that you use in your motor is of vital importance to satisfactory performance and economical operation of your car. By using MONOGRAM lubricants you insure complete lubrication and freedom from carbon trouble—You will notice the difference when your motor is running on MONOGRAM.

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### EVERYTHING FOR THE MASON

In new construction, much if not all the success of the whole work depends upon the foundation. And a good foundation presupposes first class material laid in by a first class mason. There are hundreds of first class mason contractors in Rochester from which the intending builder may choose his man to take charge of his mason work, but he should satisfy himself that his mason contractor uses only first class materials.

One concern in town sells nothing but first class materials to mason contractors. If your mason contractor buys supplies from the American Clay and Cement Corporation at 1175 Main St. East you may be sure he secures nothing but the very best in brick, cement, lime, plaster paris, wall plaster and everything for the mason. They are dealers and jobbers and if you need anything in their line once you are their customer, you never go anywhere else. The American Clay and Cement Corporation, 1175 Main Street East. Phones, Chase 4300 and Chase 4301.

### WAL-KO ELECTRIC COMPANY

This is a day and age of electricity. The house not fitted for electric appliances is a second or third rate rental. "I must have electricity; I would rather pay \$10 or \$15 a month more and have electricity" is the usual plea of the would-be renter. "I must have the electric light, electric washer, electric iron, electric toaster, electric curler" is the housewife's wail.

If you have an old house that you want put in a first class rental class, just install electricity. And the first of electrical contractors to consult is to Wal-Ko Electric Company. They specialize in electric wiring and are jobbers in electrical fixtures and all electrical supplies. Their headquarters is at 165 Clinton Avenue North and their phone is Main 3297. If you ever do business with the Wal-Ko you'll give them all your business hereafter and evermore.

How a busy man doesn't love a persistently cheerful individual who succeeds only in being noisy! A penny saved may be a penny earned, but the one carried as a pocket piece draws no interest. A traveler says that him plays about the same part in a railway sandwich that truth does in a horse trade.

### BUILDING BOOM IS ON

Figures from the City Hall indicate that a real building boom is on in Rochester and that everybody is making ready to re-shingle their roof, repair their houses and erect a garage.

If you are thinking of joining the procession, the first thing you want to do is to seek out an honest, efficient contractor. Efficiency is essential, honesty in estimate, specification and performance of contract is doubly essential if you are to be assured of a good job at a figure you can afford. And often the honest contractor whose figure is a little high is the cheaper in the long run.

George H. Rosen, 65 Grand Avenue, fills the bill in all these particulars. He can build and he can repair and he is pleased to furnish you specifications on either a building or a repair job. He specializes in carpenter work and garage construction. Call or phone Stone 4115 R. GEORGE H. ROSEN.

### RE-CHARGING—REPAIRING

One of the principal parts of the automobile is the battery—no matter what its original make. The great problem is to keep the batteries in repair and not to lose any time with the car.

No man who is anything of a motorist or mechanic will neglect his batteries. They need overhauling, at least over-seeing after every trip.

Like all professions, in motor work, there are specialists in different branches. In battery work, the real specialist in Rochester is the Hartford Battery Service Co., distributors of the Hartford Storage Battery. They sell storage batteries; they recharge storage batteries; they repair storage batteries.

A. L. Mason is the commander of the Hartford at 292 Andrews Street. If you prefer you may call Stone 2862 and you will be looked after. Mason, 292 Andrews St. Phone, Stone 2862.

How much foolishness have we each of us added to the world's supply in the last 24 hours?

Babies have imagination. Only a baby could treat a cookie as if it were both a toy and an edible.

Wages of sin are the same. What a reform movement seeks is to prevent you from working for them.

### AMERICAN CLAY & CEMENT CORPORATION

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