

Worthy Firms TO Patronize

Brighten Your Bath Room with LUXEBERRY ENAMEL

It is so nice to have a clean white bathroom welcome you in the morning. Use Luxeberry Enamel for best results. It carries the Lester's guarantee of satisfaction or money refunded.

GALLONS, \$6.00
Pints, \$1.15

QUARTS, \$2.20
1/4-Pints, 65c

HENRY LESTER HARDWARE CO., Inc.
150 West Main Street
Specialists in Builders' Hardware.

CINDER BLOCKS FOR BUILDING

Manufactured Under Straub Process At Norman Street Factory. The Rochester Cinder Block Corporation was organized last October for the manufacture of cinder blocks under the Straub patent. Since the first of the year 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 fire-proof, thus giving lower insurance rates; less costly to erect; are damp proof and require no "furring" or "furring"; will take stucco perfectly; do not crack or peel and will take

paint. All wooden trim can be nailed to the blocks themselves. They provide insulation and insure even temperature, 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.

Further proof, they eliminate these obvious 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 from 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.

"QUALITY" THE WATCHWORD

Rochester is famous for the number of its industries and institutions that have a national reputation. This is due to the fact that quality is the watchword.

Sixty years ago the pioneers founded the Rochester Business Institute for training men and women for commercial and business positions. Over 40,000 students have graduated from this famous commercial school. Students come from all over the country. More than half of each year's enrollment is from out of Rochester.

Co-operation between the big business plants, like Eastman Kodak and others enables the graduates to find positions upon graduation. Last year over 1000 requests came to the R. B. I. for stenographers, bookkeepers, accountants and private secretaries.

articles from the largest business houses in Rochester.

The R. B. I. is so well known all over the country that a few years ago teachers from all parts came to Rochester for a special course at this institution.

Rochester is justly proud of her Kodak, her optical plants, her shoe factories, her high-grade clothing products, the University, the Mechanical Institute. It is also justly proud of her largest, oldest and best commercial school the Rochester Business Institute with its national reputation.

A STORE FULL OF 1925 STOCK

Christmas is over. Some stores in the city are trying to recover from the drain and tear of the Christmas shopping period. The store of Martin Van Dusen however is not under any such strain.

This shop is ready to meet the first of the year in an orderly, systematic, and well stocked way. The goods for the year of 1925 have been in stock only a short time and are fresh and new. Not shop worn. A line of snow shovels, ash cans, baskets, and other articles used by the householder during the snowy winter is very complete and any more of these things come at reasonable prices.

The Spring will soon be here, and with it comes gardening. Keep 'Vans' in mind and go there for your garden tools and supplies. He also carries a variety of screen and other necessary wiring. In fact this is an up-to-date hardware store and known for good business methods.

BEGIN THE YEAR RIGHT

Begin the year right. Have your teeth attended to. Dr. J. L. Bailey who has his office at 390 Main street east will make an appointment at any time with you and go over them and see just what you need done. Many of us leave this very important matter and let it ride, while the teeth are gradually decaying, then when we do go to the dentist we either have to loose them or have them filled. Teeth can never be replaced, always remember that. Of course they can be filled and false ones made to take their place but those can never replace the real ones.

Dr. Bailey makes and places new teeth for you on credit. Think this over, the first of the year everyone has a place for their money, and if you need teeth, the easiest way would be to have Dr. Bailey make them for you and pay for them at your leisure. Call him for an appointment Main 2543.

HURLEY



One of Your Neighbors Has a THOR--Ask Her!

Learn why one-fourth of all electric washing machine buyers have chosen Thors.

The opinion of a Thor owner will doubtless carry more weight than anything we might say. That is why we urge you to get an unbiased verdict. We are not afraid of the result—Thor approval is universal. Over 800,000 women are satisfied users—over 3,000,000 people owe their clean clothes each week to the Thor.

You must see this wonderful machine in operation to understand why it is so popular. No other appliance will save you so much time, labor and money. One year's savings on the washing will easily pay for a Thor. See it at the home of a friend or come in for a free demonstration.

SEE THE THOR IN OPERATION AT THE NEAREST STORE

RUTH ELECTRIC SHOP, 67 NORTH CLINTON AVENUE
HUBER ELECTRIC COMPANY, 66 SOUTH AVENUE
TENTH WARD ELECTRIC SHOP, 1360 DEWEY AVE.

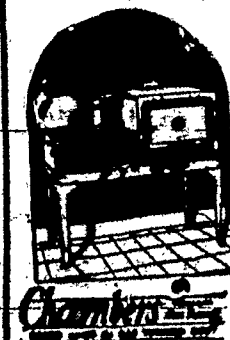
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MORE TIME FOR THINGS YOU'D RATHER DO
Retains heat and cooks with the gas turned off.



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NO MORE "POT-WATCHING"
MORE FLAVOR IN YOUR FOOD
KEEPS FOOD HOT FOR HOURS.

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Whether you say "Merry X-mas" with a letter or a present, say it with Watermans, a pen that writes a perfect letter and makes a perfect

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Office of
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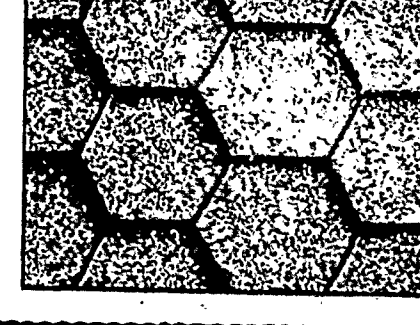
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