

# Alphabet Contest Page!

FIND  
THE NUMBER  
OF LETTERS

## 'M'

in the Advertisements  
On This Page.

# \$10.00

TO BE GIVEN AWAY IN TRADE  
EACH WEEK  
By THE CATHOLIC JOURNAL

This Page Published Every Friday

HERE'S THE PLAN. Four substantial prizes will be offered each week during the run of this contest. The First Prize will be \$4.00 in trade with the advertisers on this page; the Second Prize, \$3.00; the Third Prize, \$2.00 and the Fourth Prize, \$1.00.

When you have satisfied yourself that you have found the correct number of letters designated then send the number of letters to "Contest Editor," The Catholic Journal, so that it will reach this office not later than Tuesday noon. The FIRST FOUR correct answers will be awarded the prizes and announcement of prize winners will be made each week.

All answers must be mailed. DO NOT bring your answers in person to The Catholic Journal office, as they will not be accepted. In the event of a tie, that is, if four or more contestants solve the correct number, the letters bearing the earliest post marks will be awarded the prizes. Neatness will also be considered by the judges in making the awards.

Everybody is eligible to compete except employees of The Catholic Journal and their families.

### BAUMGARTNER'S

NEW MEAT MARKET  
formerly Knobles

Quality Meats at Reasonable Prices

21 Front St. WE DELIVER Phone—Main 2183 or 1390



### WILLIAMSON FURNACES

Heat your house instead of your cellar. A System of air cells insulate for which stops heat leaks. It saves you money.

GEORGE C. REHERG,

Phone for Estimates. Chase 809 1045 Clinton Ave. South

### LEE CORDS

"SAVE BY BUYING WISELY"

UNIVERSITY RUBBER CO.

George A. Fritsche, Prop.

Main 4095 —Vulcanizing— 114 University Ave.

### FUR

STORAGE  
REPAIRING  
REMODELING  
Coats made to order

CROSBY FRISIAN FUR CO.

571 Lyell Avenue

### WHITMORE, RAUBER & VICINUS

General Contractors

Dealers in Contractors and Builders Supplies—Cement Blocks.

KORALITE CAST STONE DRIVEWAYS

51 GRIFFITH STREET

Office of

Rochester Clay Brick & Tile Co.

### The Seneca Florist

Flowers for all Occasions

HOTEL SENECA ARCADE

Phone Stone 2670

### Diamonds

WATCHES and JEWELRY  
on Credit

RUSSEL'S

21 Main Street East

The Diamond Store of Rochester

Wholesale Retail

### YOUNG'S

Shell Oyster and Fish Market  
114 Main Street West  
All Kinds of Sea Food in Season  
We Deliver  
Phones: Main 3985-7993

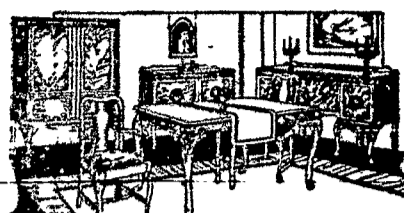
### Philipp Enders & Son

LUMBER AND MILL WORK  
We Maintain Quality  
Glenwood 1848  
Norton and Hollenbeck Streets

### NEW ALEMITE SERVICE

ANY MAKE OF CAR  
Special Attention Given  
to Removal of Body Greases  
Alemite Lubricating Sta.  
25 Pitkin St. Stone 2349

## FURNITURE



of all kinds at moderate prices. We are surprising hundreds of people every day by the value that we are giving to our customers.

EASY PAYMENTS

We extend a cordial welcome to every one to visit our rooms before buying.

### Lauer Furniture Co.

34 South Ave.

### REGENT

All Next Week

ALICE TERRY AND  
ANTONIO MORENO In  
"MARE NOSTRUM"  
AND OTHER FEATURES

### PICCADILLY

Four Days, Beginning Sunday  
DOUGLAS MAC LEAN  
In The Comedy

"HOLD THAT LION"  
With Constance Howard

Thursday—Saturday  
Renee Adoree and Ralph Graves  
in "BLARNEY"  
OTHER FEATURES

The Catholic Journal  
Recommends to its patrons  
**YELLOW CABS**  
Main 2200

"Your food insures your health"  
100%

Whole Wheat Products  
Whole Wheat Bakeries, Inc.  
469 Main St. East

We have a new Vulcanizing  
department.

All Work Guaranteed  
Cash Auto Supply House  
117 MAIN ST. WEST

### Children Will Enjoy Mother Hubbard Butter

A liberal spread of good and wholesome Mother Hubbard Butter on a thick slice of bread will appease that after school appetite. The grownups will also enjoy its tasty flavor.

Ask your Grocer for it.

H. H. Hubbard Butter and Egg Co.  
Gen. 1045 162 Arnett Blvd. Gen. 1046



### O'Brien-Ritz Market, Inc.

Quality Meats at reasonable prices

Main 6638

69 Front Street

### OAK FLOORS

Laid and finished complete in old and new houses. Best quality workmanship and materials. Estimates furnished. Old floor refinished.

FLOYD L. CHRIST, Contractor  
Central Trust Bldg.  
Builder's Exchange Main 6406

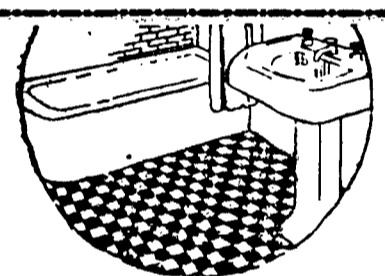
### Kenealy

SEVEN RESTAURANTS  
TWO BAKERIES

### Rochester Lime Co.

Established 1873 Inc. 1876

Dealers in  
Masons' and Blasting Supplies  
209 Main Street West



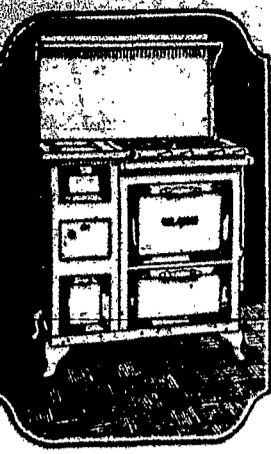
### CALL AT

Our Attractive Show Rooms  
Fixtures with time saving devices in styles and sizes to meet your particular need.

### SLOAN'S

The sign of quality plumbing fixtures, combining beauty and practicability.

Your Plumber Will Install Them  
Samuel Sloan & Co.  
WHOLESALE DISTRIBUTORS  
67-69-71 EXCHANGE ST.



Convenient Kitchen Service and Heating Qualities Make

### RED CROSS Coal-Heat Range

AN attractive feature in any home. It cooks and heats with coal and cooks, bakes and broils with gas.

Waterfront, \$6.00 extra  
Wilcolator, \$17.00 extra  
Easy Terms If Desired

Price \$125.00

### LESTER HARDWARE COMPANY

150 WEST MAIN STREET  
Builders' Hardware Specialists

### "IT PLEASES FRED TO PLEASE YOU" CORDUROY CORD SIDEWALL PROTECTION



Such are the guarantees that go with every tire that we sell. In the matter of tires and their influence upon the life of a car, your interests are our interests.

"Wear Like Iron."

Fred's Gas and Tire Service Station  
PLATT ST. NEAR ST. PAUL ST.

### IT'S THE TALK OF THE TOWN OLDSMOBILE SIX

G. W. HENNER

980-1000 MAIN ST. E.

### Masury's

Paints, Enamels, Varnishes, Flatwall Paint, Oils, etc.

Pierce Electric and Paint Corp.

30 Monroe Ave.

Main 2650

### FOR SAFETY

The Catholic Journal Recommend

**75¢**  
TAX SERVICE

One To Four Persons Same Price  
MAIN 130 47 Cortland St.

### UPHOLSTERING!

We are making a special discount for work given us, for delivery this fall. Call us for estimates. Monthly accounts—If desired.

Rochester Upholstery Co.  
109 E. Main Main 3161-62  
Give us a call. Thank you.

R. J. Curran, Pres. and Treas.  
Jos. J. Mason, Vice-Pres.  
Oswald D. Curran, Secy.

CURRAN-MASON CO., INC.  
General Contractors  
271 CENTRAL AVENUE

### CALL BALL

Shoe Renewing  
Phones Main 895 and Main 898  
48 Clinton Avenue North

Main 7341 CALL Main 7342

### COAL and COKE

Sized Cannel Coal for Fireplaces

Gallagher Coal Co., Inc.  
70 EXCHANGE ST.



### Crouch & Beahan Co.

LUMBER, INTERIOR FINISH,

SHEET ROCK CELOTAX AND COAL

Rochester, N. Y.

### WATER SYSTEMS

FAIRBANKS-MORSE Water System is an Automatic Water Plant for country homes—all the advantages of city water.

BURR & STARKWEATHER CO.

Telephone, Main 3493

42-48 Stone St.

### ANTHRACITE COAL

All Sizes—Prompt Delivery

Try our Genuine Kentucky Cannel—The Ideal Coal for the Fireplace.

EDELMAN COAL COMPANY

STONE 576

88 PORTLAND AVE.

The Greatest Buick Ever Built  
1927

### C. L. WHITING, Inc.

342 East Avenue

Stone, 714

Distributor for Monroe County

P. R. KEATING, Mgr.

Suits and Top Coats

\$22.50

### WHEELS

21 Main St. East

### Sporting Goods

Golf—Tennis—Baseball  
Field Glasses—Kodaks

RADIO and Electrical Supplies

Rudolph Schmidt & Co.

43 South Avenue

### The Seneca Florist

Flowers for all Occasions  
HOTEL SENECA ARCADE  
Phone Stone 2670

Wholesale Retail

### YOUNG'S

Shell Oyster and Fish Market  
114 Main Street West  
All Kinds of Sea Food in Season  
We Deliver  
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We Maintain Quality  
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### NEW ALEMITE SERVICE

ANY MAKE OF CAR  
Special Attention Given  
to Removal of Body Greases  
Alemite Lubricating Sta.  
25 Pitkin St. Stone 2349

### JOHN J. McINTEE

Roofing & Sheet Metal Work  
General Repairing  
754 Clinton Ave. So.—Chase, 2964

### B. A. SPEEDY

Hat Cleaning Shop—Shoe  
Shining Parlor  
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