

# Alphabet Contest Page!

FIND  
THE NUMBER  
OF LETTERS

# "N"

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.

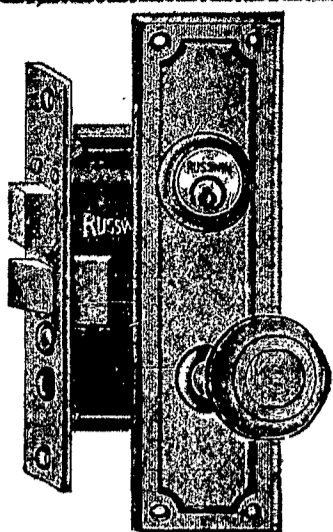
Everybody is eligible to compete except employees of The Catholic Journal and their families.



For—  
Quality  
Reputation

**RUSSWIN  
HARDWARE**

HAS been distinctive for many years. Russwin Hardware has beauty of design, rugged stability and a lifetime of unflinching, trouble-free service.



**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.**

80 Monroe Ave. Main 2650

FOR SAFETY  
The Catholic Journal Recommend  
**75% TAX SERVICE**

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

9th Anniversary Sale Now On  
DISCOUNT OF 20 TO 25%  
ON ALL PURCHASES

**KOVEN FUR CO.**

65 N. CLINTON STREET

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 896  
43 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 8493 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 570 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**  
**FIELDS**  
83 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

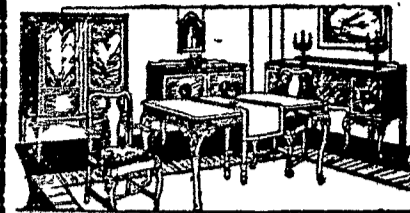
Wholesale Retail  
**YOUNG'S**  
Shell Oyster and Fish Market  
114 Main Street West  
All Kinds of Sea Food in Season  
We Deliver  
Phones: Main 8985-7993

**Philipp Enders & Son**  
LUMBER and MILL WORK  
We Maintain Quality  
Glenwood 1848  
Norton and Hollenbeck Streets

**Diamonds**  
WATCHES and JEWELRY  
on Credit  
**RUSSEL'S**  
21 Main Street East  
The  
Diamond Store of Rochester

**NEW ALEMITE SERVICE**  
ANY MAKE OF CAR  
Special Attention Given  
to Removal of Body Squeaks  
**Alemite Lubricating Sta.**  
25 Pitkin St. Stone 2549

**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.

**EASTMAN**

Direction of Eric Clarke  
Week of Oct. 17

One of the World's most beautiful romances

"LA BOHEME"

LILLIAN GISH,  
JOHN GILBERT

Based on the famous story in Puccini's operatic masterpiece

Overture—"La Boheme"—Puccini  
"A Dream Serenade"—with Ensemble of 12

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

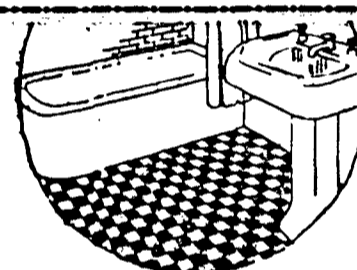


**O'Brien-Ritz Market, Inc.**

Quality Meats at reasonable prices

Main 6638

69 Front Street



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.

**OAK FLOORS**  
Laid and finished complete in old and new houses. Best quality workmanship and materials. Estimates furnished. Old floor re-finished.  
**FLOYD L. CHRIST, Contractor**  
Central Trust Bldg.  
Builder's Exchange Main 6406

**Kenealy**  
wants to see you  
**SEVEN RESTAURANT  
TWO BAKERIES**

**Rochester Lime Co.**  
Established 1873 Inc. 1876  
Dealers In  
Masons' and Blasting Supplies  
209 Main Street West

**ZIMMERLI**  
Desks, Safes, Chairs, Files  
126-132 South Ave. - Phone Stone 5510  
EXPERTS IN SYSTEMS AND EQUIPMENT

Chambers Fireless Gas Ranges  
Estate Stoves—Estate Heatrols  
Clov Gasteam Radiators  
Humphrey Gas Water Heaters  
and other appliances  
—EASY TERMS ARRANGED—  
PLUMBING HEATING  
**Bareham and  
McFarland, Inc.**  
—366 E. MAIN—

Everything Electrical  
**HANSS ELECTRIC CO.**  
188 NORTH STREET  
Main 7111

For the best of everything in  
Paints see  
**VIALL & SON**  
5 N. Water St. Phone Main 733

**BEDIER**  
GAS and TIRE  
STATION  
29 N. PLYMOUTH AVE.  
WASHING — ALEMITING

**HALL BROS.**  
LUNCH  
Home Made Pastry Our Specialty  
6-10 FRONT ST.

Phone Main 2169  
**ROCHESTER DYEING AND  
CLEANING CO.**  
M. S. Leach, F. J. Cieslak Props.  
DYERS and FRENCH CLEANERS  
Goods Called For and Delivered  
20 Clinton Ave. South  
(Hotel Seneca Bldg.)  
Factory 65-67 Hickory Street

**Bringley Boot Shoppe**  
"LADIES' HIGH GRADE SHOES  
AT LOWER PRICES"  
75 Clinton Avenue South

**CRAMER'S  
DEPENDABLE DRUG  
STORES**  
East Avenue Dewey Avenue  
at Chestnut at Magee

**JOHN J. McINTEE**  
Roofing & Sheet Metal Work  
General Repairing  
754 Clinton Ave. So.—Chase 2884

**B. A. SPEEDY**  
Hat Cleaning Shop — Shee  
Shining Parlor  
216 Court St. near Clinton So.  
2 Plymouth Ave. E.