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Of course you did, and you know that he was called the PRINCE OF MERCHANTS.

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Principally, for the reason that he ADVERTISED his wares to those who had the money to buy.

So it is with the MERCHANTS WHOSE NAMES and places you find on THIS PAGE and the other pages of THE CATHOLIC JOURNAL in each issue.

They are DEPENDABLE; you can rest ASSURED of HONEST VALUES. They APPEAL because they can BACK UP their appeal.

And that is the first principle of SUCCESS in BUSINESS.

Artists Pick Out Right Kinds of Flowers For Shoes and Arch Fitting See Torri, Clifford Avenue

Flowers may possess the fragrance of perfume, and be a most pleasing addition to any room, house, office or factory, but how many persons know how to select the right kinds of flowers? Mighty few. Even the gallant youth may be ignorant of what kind of flowers to send to his sweetheart. Such ignorance is unforgivable, seeing there are floral artists in our midst ready to inform us on the proper selection of flowers and plants. The floral artists may be found at Blanchard, the florist, store 48 Lake avenue. The Blanchard store is an emporium of beauty, fragrance, and a delight for eyes as well as nose. If you want to send your best girl, or your wife, a beautiful floral gift see Blanchard, the florist. He knows the flower business from A to Z, and knows what pleases a girl and also what is appropriate for the matured matron. There are styles in flowers the same as in clothing, and the character of the gift is estimated by its appropriateness. Each flower represents a sentiment, and the thrill of a wedding, the pathos of a funeral, the merriment of a birthday celebration, are governed and controlled by the floral decorations. A sweet corsage of roses makes the bride look sweeter, the lily adds dignity to the sombre environments of death, and the school girl enroute to classroom feels happier if she is carrying the flower of her heart. So, reader, visit Blanchard's store if in quest of flowers, plants, etc.

With Autumn here, and rain and snows right around the corner, it behooves a person to look at his or her shoes. The secret of happiness is in the shoe. If the shoe is wrong the whole system feels that way because the feet are tender, and give all sorts of trouble if not scientifically corrected. There would not be any trouble at all if Tom Torri's advice was universally taken. Torri is proprietor of the magnificent new shoe store at 1624 Clifford avenue, where the famous Sundial shoes are retailed, and where the most approved equipment for the manufacture and repair of shoes is available. Torri welcomes callers even if they come only for advice as to foot ailments and falling arches. If you suspect that your arches are weakening see Torri, an authority on arches. He will demonstrate how the arch should be supported, and reinforced for the daily grinding. Only an expert knows how to fix the arch, and Torri is one of Rochester's most experienced men in arch reinforcement. Not only is Torri's store filled with thousands of pairs of shoes boots, pumps, etc., to suit men, women and children, but he handles also a call and delivery system. If your shoes need repairing send for Torri. If you need new shoes, see Torri, and then your foot troubles will end. There is ample parking room at and near Torri's store.

OUR RETAIL PLUMBING STORE

is at the service of those desiring to purchase and install their own plumbing and heating supplies and accessories. The advice we offer costs nothing and is the result of long and varied experience.

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