

PATRONIZE THESE WELL-KNOWN CONCERNS

DEPENDABLE BUSINESS FIRMS ALWAYS AT YOUR SERVICE

BUY, BOOST AND BUILD IN ROCHESTER

Compliments of C. L. WHITING INC. Distributors Buick Automobiles and GOOD USED CARS 342 EAST AVENUE Stone 714

Whitmore, Rauber & Vicinus GENERAL CONTRACTORS Dealers in BUILDERS' SUPPLIES 51 GRIFFITH STREET Phone Main 180

Genesco 4293—We Cater To Orders ARNETT BAKERY HOME OF BAKED GOODS Try Our Delicious Kuchen 344 ARNETT BLVD.

HEATING and VENTILATING EMPIRE BLOWER CO., Inc. Experts in the Removal of Shavings, Dust, Lints and Odors Complete Systems Installed E. Bertran Keyes Main 2918 Ray L. Goodridge 197 N. Water

Have Your Lawn Mower SHARPENED BY MACHINERY DONAGHUE HARDWARE TWO STORES: 1808 Dewey Ave. 4887 Lake Ave. Glen. 357 Charlotte 140 Work Called for and Delivered

BICYCLES FOR EVERYONE REPAIRS—PARTS ALL MAKES OF TIRES CHARLES LIPPINCOTT 484 STATE STREET

R. O. PAUL Choice Meats & Poultry Vegetables In Season Glen. 4044—1442 Dewey Ave. Rochester, N. Y.

Office Phone, Culver 600 Residence Phone, Genesco 391-W G. M. Clancy Carting Co., Inc. STORAGE WAREHOUSE FURNITURE MOVED, PACKED, STORED AND SHIPPED 87 Railroad St. Rochester, N. Y.

NORRISTONE Cut-Cast Granite The building material for the ages—of which many great churches, banks, schools, and other public buildings are constructed. 107 Norris St. C. of C. Bldg. ROCHESTER BUFFALO

Automotive Electrical Service Complete Battery Service TENTH WARD SERVICE STATION Repairing, Overhauling & Towing Collision Work A Speciality Official Garage Automobile Club of Rochester Phone Glenwood 5090 475 DEWEY AVENUE. ROCHESTER, N. Y.

Office Phone, Culver 600 Residence Phone, Genesco 391-W G. M. Clancy Carting Co., Inc. STORAGE WAREHOUSE FURNITURE MOVED, PACKED, STORED AND SHIPPED 87 Railroad St. Rochester, N. Y.

TAXI \$60 GREEN TAXI CO Main 211

The Old Homestead ON IRONDEQUOIT BAY OPEN ALL YEAR Rates Reasonable Call Culver 2150-M for Reservation

SEGLIN CLOTHES FACTORY READY MADE \$25 TO ORDER SELLING DIRECT TO ORDER Phone Main 2439 1000 Clinton Ave. N. Open Evenings

BANJO INSTRUCTIONS CALL CULVER 4305-R GEORGE F. LILLY 309 Hazelwood Terrace STUDIO—EAST AVENUE

IF YOU CAN'T STOP, DON'T START!—We Use the Best Brake Lining, which is Rusco Brake Lining—Will Hold, Wet or Dry We put them on at the lowest price, with free adjustment Called for and delivered—All Work Guaranteed—24-Hour Service Car Washing \$1.25 Up—Day or Night—Phone Stone 2155 JARRETT BROS., 154 South Avenue

Schwarzenbach Service Station GAS, OILS, TIRES Phone Glenwood 1662 1470 Lake Avenue

SERVICE Service in theory and service in fact are widely different. Ours is a service of fact. This applies in the distant community as in our home community. The Complete Service VITO CIMINO AND SONS JOSEPH J. BUCKLEY, Associate FUNERAL SERVICE 61 LAKE AVENUE MAIN 6275

PHONE MAIN 8098 We Call And Deliver We Operate Our Own Plant 551 MAIN ST. EAST Rochester, New York

Suggestion Rules Life Today Says Priest Over Radio Omaha, Neb., Nov. 13.—"Suggestion, rather than reason, rules the life of the so-called home sepiens," declared the Rev. Thomas A. Egan, regent of the School of Law and professor of sociology at Creighton University, in an address on "Suggestion" over Radio Station WOW.

Let Us Study Our Real Needs

Dependable MERCHANTS, like dependable MERCHANDISE are essential to all successful cities. In every growing progressive city of the type of Rochester there are MERCHANTS, and there are merchants. Did you ever hear of John Wanamaker? Of course you did, and you know that he was called the PRINCE OF MERCHANTS. WHY? 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.

Three Qualities In a Best Service Is Always a Winner

Beauty, utility, economy. Three wonderful qualities, and when combined in a house are invaluable. These are the mottoes of Arnold G. Smith, 302 Terminal Building, designer and builder of what are known as Triple Equality Homes. If you are contemplating the erection of a house, see Smith, it will save you money and you will be pleased with your home. In the first place, beauty in a house is as important as in a model show, and the family occupying a beautiful house, take pride in it. Their friends and their neighbors envy the beautiful house, and in time they, too, try to have one. Beauty in houses is Mr. Smith's specialty, and he delights in illustrating beautiful designs to prospective customers. Secondly, utility means endurance, means the saving of upkeep, and it also spells convenience in the arrangement of rooms. Economy is desired by everybody. You expect a \$5,000 house for an investment of that much, and Mr. Smith's knowledge of designing makes that possible, and more. By accepting his ideas, it is possible to get more than one hundred cents value out of every dollar spent, and that is saying a lot. Mr. Smith knows how much material costs, how much is needed, and how much a building craftsman can do in eight hours. His knowledge in this respect makes it possible to construct economically. Therefore, see Mr. Smith.

Paulist Press Lists Christmas Minutes

New York, Nov. 23.—The December guide issued by the Paulist Press includes the following pamphlets appropriate to the season. "Mary The Mother of God," by the Very Rev. Canon P. A. Sheehan; "Advent, Its Meaning and Purpose," by Dom Guaranon; "The Babe of Bethlehem," by Thomas a Kempis; "Bethlehem," by Father Faber; "Emmanuel, God With Us," by S. C. J.; "Meditations For Advent," by the Rev. Richard Clarke, S. J.; "Why Was Christ Born?" by the Very Rev. Joseph McSorley, C. S. P.; "The Divinity of Christ," by the Rev. James M. Gillis, C. S. P.; "The Virgin Birth," by the Rev. Bertrand L. Conway, C. S. P.; "The Immaculate Conception," by the Rev. J. Jazgar, S. J.; and "Noel," a Christmas Story, by Christian Reid. More than two hundred and fifty pamphlets are available at its quarters, 401 West Fifty-ninth street, New York City, the Paulist Press, announces.

Second American Missionary To Be Ordained In India

Shembaganur, India, Nov. 12.—At St. Mary's College, Kurseong, India, on Nov. 21, Mr. James Gibbons, S. J., will be ordained. Mr. Gibbons, who belongs to the Patna Mission of America Jesuits, will be the second American ever to be ordained in India. On Aug. 15, 1927, Father Francis Stoy, S. J., was ordained at Bankpore, Patna Mission. Mr. Gibbons came to India in the autumn of 1925 and made his theological studies in the special seminary for future Indian missionaries conducted by the Jesuits at Kurseong.

Jesuit School Wins Honors at Football

Mobile, Ala., Nov. 23.—Spring Hill High School, Mobile, Ala., as a result of its victory over Jesuit's High School of New Orleans, now is regarded as the Jesuit prep school champions of the South. The game, characterized by the New Orleans press as one of the most sensational prep battles in Crescent City history, was played in New Orleans before a large crowd. Spring Hill High is coached by Frank Reese, former member of the famous Notre Dame team that boasted the "Four Horsemen."

Limerick Catholics Wage Fight Against Questionable Books

Dublin, Nov. 23.—Branches of the Catholic Truth Society in Limerick County have learned that within the last fortnight canvassers for the sale of doubtful or pernicious publications, have redoubled their efforts in the county. This is regarded as an attempt to obtain the largest possible list of regular subscribers before the censorship of publications bill becomes law. The Limerick branches of the Catholic Truth Society have decided to send weekly reports of the activities of undesirable canvassers to The Standard, edited by Father Deery, in an attempt to make a house-to-house canvass in the interests of clean periodicals and books. This campaign is also afoot in other counties, notably in Kerry, where the Tralee branch of the Society reports advances in the numbers of Catholic papers sold.

College Paper Dedicates Issue To Father Finn.

St. Mary's, Kans., Nov. 23.—The Christmas number of The Dial, St. Mary's college quarterly publication, will be known as the Father Finn number. The dedication is a most appropriate one for many of Father Finn's books deal with the student life of St. Mary's, where the beloved priest-novelist wrote his first book. Tom Playfair, one of his best-liked stories was written about a boy who, at that time was student in the small yard at St. Mary's. Father Finn taught at St. Mary's for several years during the '90s. He was moderator of The Dial and was greatly responsible for its present success. The feature article of the Christmas edition of The Dial will be an appreciation of Father Finn written by Rev. Henry S. Spalding, eminent novelist, economist and member of the college faculty. Other articles concerning the life of Father Finn, the Novels of Father Finn, and St. Mary's in Father Finn's time will be submitted by student writers.

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. One of our retail catalogues free for the asking. BARR & CREELMAN CO. PLUMBING AND HEATING 74 Exchange Street, Rochester, N. Y. Phone Main 6465

RENT A NEW CAR—U-DRIVE-IT ALL NEW CARS AT REASONABLE PRICES RATES 10c PER MILE UP NO HOUR CHARGE U-DRIVE-IT SYSTEM INC. 68 BROAD STREET MAIN 6429

201 Grand AVENUE Say it with Flowers McGregor's FLORISTS 587 Monroe AVENUE TWO STORES

NEW METRO GASOLINE GARGOYLE MOBIL OIL CHAS. E. SHONE Distributor of Quality Petroleum Products Monroe 592 407 Mt. Hope Ave. Crankcase service and Greasing

Main 7389 BUSTER BROWN for BOYS—for GIRLS Health Shoes Altier's Brown Blit Shoe Store 887 Portland Avenue

Culver 2596—Phones—Main 3539 HARRY S. TORREY JEWELER Special Attention to Repairing Fine Watches 529 N. Goodman St. 403 Taylor Building

R. E. C. Service Sta. Gas - Oils - Tires - Batteries Out Board Motors and Accessories All Makes of Autos Repaired Phone Stone 820 554 Avenue D.

Free Parking Sundays For All Attending Church We Change Oil and Lubricate Your Car While You Stop MacLean Service Station, Inc. Corner Court and Stone Sts.

Gen. 3093 401 Chll Ave. We specialize in Remodeling of Ladies' Garments (all kinds) with Moderate Prices CLEANING & PRESSING Joseph Giragosian Opposite St. Augustine's Church

Land O' Lakes Sweet Cream Butter Taste it! You'll Like It's Sweet Flavor C. F. MOEHRING, Inc. Glenwood 731 480 Lake Ave.

50 CENT CAB Main 111 Four People 8 Miles SERVICE

Dewey Ave. Market Choice Meats Dressed Poultry 781 Dewey Avenue E. Oertel Glenwood 4922

ESCOTT'S BAKERY Delicious Bread White, Brown and Rye Bread Dainty Finger Rolls, Doughnuts, Fried Cakes and Cookies We Deliver Phone Culver 3326 881 Webster Avenue

Ideal Parking Station Gasoline, Oil, Accessories AUTO WASHING—ALEMITE ELM and EUCLID STREETS Main 7546

Chestnut Parking Station GENERAL LUBRICATING CO. Automobile Washing Gasoline and Oils 98 CHESTNUT STREET, next to Health Bureau, Phone Stone 5939

MARCOTT'S FENDER AND BODY REPAIRING 650 Culver Road at Atlantic Ave. Phone Culver 463 Rochester, N. Y.

Wall Paper, Paints, Decorative Enamels, Window Shades Painting and Paper Hanging a Specialty EDWARD T. HOWDEN 834 DEWEY AVE. Glen. 471

Weiss Dry Cleaning Co. Quality Work—By our new process Men's Suits Cleaned 1.00 Ladies' Work a Specialty Goods Called For and Delivered 172 South Ave. Stone 889

TOM TORRIS Sundial Shoes Modern Shoes & Repairing Expert Arch Fitting We Call For and Deliver 1624 Clifford Ave.—Main 4283-M

HAMMOND HARDWARE "Acme Quality" Paints DELIVERY SERVICE Downtown Prices 1350 Culver Road Culver 3364

Blanchard Florist "FLORAL ARTISTS" Main 1996 Our Only Store 48-52 Lake Ave.

WHITE LINEN SUPPLY LAUNDRIES, Inc. Gen. 5990 We Specialize in All Family Services 427-431 Maple St. Try Our ALLPREST METHOD. Everything Finished and Ready to Wear

Cheese, Sausage, Pork Products PORSCHET 59 Front St. Main 4115

Red Cross Ranges & Furnaces CHARLES DIEHL Hardware and Paints 635 Jay St. Gen. 4498

BEAUTY in design—UTILITY in plan—ECONOMY in cost Arnold G. Smith 302 Terminal Building TRIPLE QUALITY HOMES Phone: Main 5 243

Phone: Stone 4 887 William H. Long Slag, Slate and Tile Roofing ESTIMATES FURNISHED 513 Clinton Avenue South

WHITE HOUSE BAKERY Complete line of Home Made QUALITY BAKED GOODS Sure to please—may we serve you PHONE GLENWOOD 6041 1176 Dewey Avenue Demler & Parsons, Props.