

ANNOUNCING OLDSMOBILE For 1929

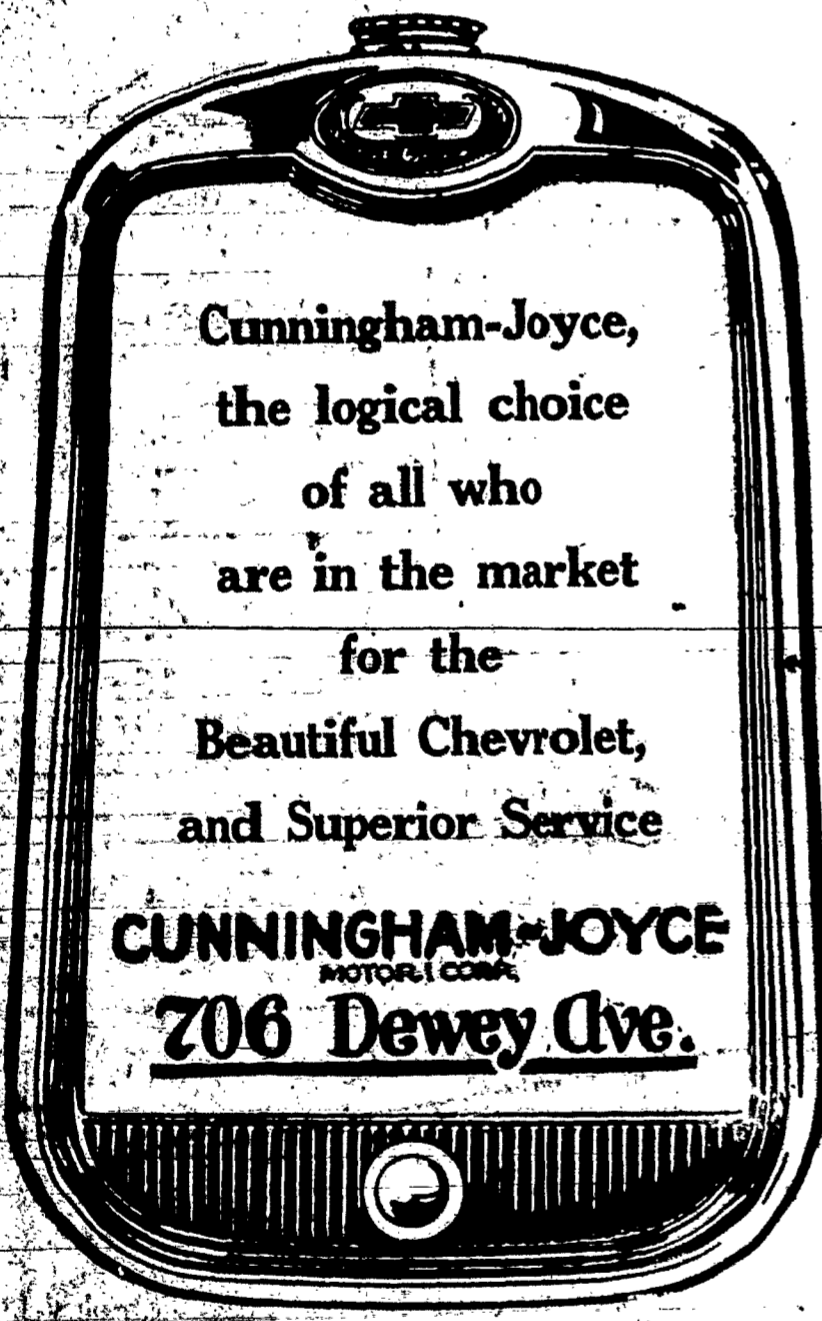
With Many Fine Improvements
At Reduced Prices

Twenty-One Models
Ranging In Price From
\$945.00 to \$1180.00

Be sure and see them at the
Auto Show next week Jan. 21st-26th

"The fine car of low price made finer"
(A product of General Motors)

GEORGE W. HENNER
28-30 South Union Street



Rochester's 1929 Automobile Show

Rochester's 1929 automobile show will be staged in Edgerton Park, opening on the evening of January 21 and closing the following Saturday night, January 26. The figure "21" means more than opening night for the coming show will be the 21st such event to be held in Rochester. Because of the unprecedented activity among motor car manufacturers the coming show is expected to arouse unusual interest. Many new models of the best known lines are being shown for the first time. Manufacturers predict that the sale of new cars in 1929 will be between \$5,500,000 and \$5,000,000. The automobile, according to the dealers, is the chief topic of conversation of the day. The Auto Show is being talked about on all sides and is being anticipated with genuine interest. With many new models appearing on the market and to be seen for the first time at the show, with prices reduced so as to bring cars within the reach of everyone and with the great majority of people dependent upon the automobile, the show is certain to be generously patronized. The dealers have worked hard in the preparation of the show and are confident that the motor car will have an exhibit of the most interesting and valuable in the automobile industry.

As a proper setting for the finest handwork of motor car manufacturers, the dealers' organization will treat the "three" buildings at Edgerton Park to an elaborate scheme of decorations. This year's achievement in decorations is strictly "Rochester made." The contract was let to the Rochester Scene Studios, which in turn has taken care that all materials used are produced in Rochester and put in place by Rochester workmen. The visitor to the Auto Show will see much that is important—little that is startling. The business of manufacturing motor cars has become stabilized. Manufacturers now stress improvements upon their previous work rather than radical departures from what has gone before. It is a more kindly policy so far as the car owner is concerned. He need not approach the Auto Show with the fear that his car, which served him so well during the preceding months, is now obviously out of date. The visitor to the Auto Show will be fascinated by the constant improvements and refinements in the construction of the bodies of automobiles. Engineers have put forth their best efforts to make all body parts "fit" to do away with squeaks and rattles; to figure body specifications in thousandths of an inch; in short to reduce body-building to such exactness that it rivals the work of the engine-builders. The visitor to the Auto Show will notice the pronounced trend toward the closed car. Chummy closed cars testify to woman's influence in

Oldsmobile for 1929 "The fine car of low price made finer"

Oldsmobile is being introduced today at new and lower prices. Desirable improvements without radical changes feature this latest Oldsmobile product, while the symmetrical lines, silence chassis and powerful motor which have earned high recognition with the motoring public have been retained. The complete line of body types now—consists of seven standard models, all available in special and de luxe types. The line contains a landau sedan, four-door sedan, two-door sedan, sport coupe, business coupe, sport roadster and sport phaeton. Six of the special models and two of the de luxe models are now additions to the line. Coincident with the announcement of the new added features in Oldsmobile a price reduction was made. The new low prices are: Standard body types—two-door sedan, \$875; Coupe, \$875; four-door sedan, \$975; landau sedan, \$1035; sport coupe, phaeton and sport roadster, \$945; special body types—two door sedan, \$950; coupe \$950; four-door sedan, \$1050; landau sedan \$1110; sport coupe, phaeton and sport roadster \$1020. De luxe body types—two-door sedan \$1005; coupe \$1005; four-door sedan, \$1105; landau sedan \$1165; sport coupe, phaeton and sport roadster \$1075. Throughout the year artist-engineers endeavored to increase the attractiveness of Oldsmobile. This they succeeded in doing without changing the fundamental lines which found such wide favor with the motoring public that Oldsmobile set new all-time production records.

Another Chevrolet Year
"Never in the history of Chevrolet has the outlook been better. The remarkable new six cylinder valve-in-head car with its added power, acceleration, speed, smoothness and riding comfort offered in the price range of the four should enable factory and dealer organizations to shatter all former records a wide margin. The tentative production program of 1,250,000 units for 1929 will fall far short of the public demand for the car. This will be another Chevrolet year!"

This was the opinion of 800 Chevrolet dealers and bankers who gathered at the Erlanger Theatre for the annual Chevrolet dealers' sales talk and elaborate banquet which was held at the Statler Hotel in Buffalo a few days ago. Cunningham-Joyce Motor Corp., Chevrolet dealer in this section who attended this great Chevrolet affair was optimistic too in his praise for the new car and the plan of operation for the coming year. To make the great dealer show possible more than a carload of special scenery was shipped into Buffalo from Detroit for this occasion. Lights, drops, cars, elaborate curtains and other stage equipment was used as part of the show. A special crew of trained mechanics and a number of stage hands also accompanied the show officials from Detroit.

The officials were: General Sales Manager, H. J. Klingler; Wm. A. Bipes, Manager Dealers Finance and Accounting; J. H. Blackmore, Assistant Sales Promotion Manager; T. E. Chancellor, Fleet Sales Division; D. G. Frazier, Manager of Service Promotion; and William Powers of the Sales Department. Hubert—Peppers Miss Alice Peppers and Alfred Hubert were married at nine o'clock Mass in Corpus Christi Church, Saturday, January 12th, by the Rev. William Hart. The couple were attended by Miss Anna McHale and James E. Peppers, brother of the bride. Following the ceremony a wedding breakfast was served at the home of the bride to the immediate families. Hept—Boufford The marriage of Miss Helen M. Boufford, and John A. Hept, took place on Saturday, January 12th, in St. Boniface Church. The ceremony was performed by Rev. John F. Bopple. The motor car field. If woman is to drive a car, she will drive one which reflects her personality. Beautiful lines must be accentuated by harmonious colors. The best of paints and painters, designers and body-builders, have achieved the results. The visitor to the Auto Show will be unable to see one of the great developments of the last twelve months—the outcome of the battle against vibration. These developments can only be appreciated during an actual demonstration of the cars. The struggle to eliminate vibration is proceeding in a most satisfactory manner. Closer fitting of vital parts, attention to all the various pieces which make up an engine have greatly reduced the racking effect formerly associated with internal combustion engines. The Auto Show will be open to the public every day from 10 a. m. to 10:30 p. m. The restaurant will be operated by Fred Frost.

Rochester Theatre Janet Gaynor & George O'Brien Score Spectacular Success In "Sunrise"

"Sunrise", announces Manager Thomas D. Soriero, is to play at the Rochester Theatre the week of January 20, 1929. This picture comes straight from New York where it enjoyed a run of eight months before large and enthusiastic audiences. "Sunrise" is a Fox production. This unusual picture was chosen as one of the best ten pictures of the year, and from all reports it well merits such a place. F. W. Murnau, was brought over especially from Europe to produce this film for the Fox Picture Corporation. In "Sunrise" there are many outstanding features, among which may be included over 7500 people were used to give a realistic touch to the crowd scenes and over 1,500 automobiles were utilized to create a necessary traffic jam. Even moving picture critics, who believe they know all about the film industry, were over-awed by some of the scenes and could not believe that they were all taken within the Fox studio. F. W. Murnau, famous for his production of "The Last Laugh" spent a whole year in preparing for this picture. From all reports it may indeed, be called a stupendous picture. Manager Thomas D. Soriero announces that the vaudeville olio for the week starting January 20th will contain five well varied and entertaining acts. Radio vs. Romance is the headliner for the week and promises to supply a great amount of the unusual, Boyle and Della, is the second featured act on the bill. The billing is, "How's That", and is made up of three men, with singing, talking and comedy. "Mistakes Will Happen", is an act that bears promise of much surprise. The Six Acrobats, is an act made up entirely of women, six in number and is billed as the "Sensational European Lady Entertainers". The final act is called "The Two Amusement Guides", and is played by Murray and Irwin, who claimed to have an intensely amusing bill of singing, whistling and comedy. As an extra attraction following the main feature "Sunrise", there is to be a comedy picture and, as well, the International news reel, both of which are said to have interest value.

Eastman Theatre
When on next Saturday the Eastman becomes a link in the great chain of Public Theatres which operate throughout the country, a number of changes planned to satisfy the demands of the public, will be put into effect. According to M. J. Murphy, who is City Manager for the Public Theatres in Rochester, these changes will not remove any element that has gone to make up the old Eastman entertainment. The 70 piece concert orchestra which has delighted Rochester audiences in the past will be retained intact, under the direction of its two leaders, Victor Wagner and Guy Fraser Harrison. The theatre's own stock company, the Eastman Players, will also remain. Mr. Murphy states that the changes planned should not be considered as substitutions, but rather as additions, calculated to liven the performance and enhance it with the note of youth and color and jollity so much in demand by the public. The outstanding feature of the Eastman's new policy will be the presentation of the Public stage shows. These will bring to Rochester for the first time the "master of ceremonies," who leads his band on the stage. A complete new revue will be provided each week bringing Broadway stars and the same acts that are presented at the famous Paramount Theatre in New York, starting them on their tour of 40 other large Public Theatres from coast to coast. Starting Saturday the Eastman will be placed on a one price basis for the entire house, from orchestra to balcony. From Monday to Friday inclusive, between the hours of eleven and one o'clock, there will be bargain matinees at reduced admission prices. The new price scale from Monday thru Fridays, will be as follows: 11 A.M. to 1 P.M., 35c; 1 P.M. to 6 P.M., 50c; 6 P.M. to closing, 65c. These prices are for any seat in the theatre. Saturday price will be: 11 A.M. to 1 P.M. 50c; 1 P.M. to 6 P.M. 65c; 6 P.M. to closing, 75c. A uniform admission price of 75c will prevail on Sunday for both afternoon and evening.

The opening program on Saturday will feature Rochester's first Public Stage Show "Topsy Turvy Town", with the Eastman Stage Band of 22 players presenting lively syncopation under the direction of Ray Bell. Incidentally, the stage band will be heard in addition to the regular concert orchestra. The screen presentation selected to usher in the Eastman's new entertainment is Clara Bow's latest success—"Three Week Ends", from the novel by Elinor Glynn. According to Mr. Murphy, the triple keynote of the Eastman's new policy will be "Youth, Beauty and Speed."

Temple Theatre Rochester theatre-goers will have an opportunity to pay homage to one of the towns most distinguished and prominent citizens all next week when the Messrs. Cukor and Konrad will present at the Temple the first Rochester presentation of a play by Philip Barry, the eminent and celebrated playwright, "Paris Bound." So enthused and honored is Mr. Barry over the production here that he has made a special visit to witness and aid at all the rehearsals, the public thus being guaranteed of an identical replica of the successful production that ran for ten solid months at the Music Box Theatre. So enthusiastic were the New York reviewers at the premier on Broadway that, being unable to include all the laudatory comments in their hurried notices that night, columns of praise and recommendation were a daily feature for several weeks after. "Paris Bound", according to the avowed purpose of its author, is a sane, logical argument against divorce. The cast, approved of by Mr. Barry, finds Leona Powers and Harland Tucker in the leading roles of Mr. and Mrs. Huttin, two of the most exceptional roles ever written in a play. The many admirers of these two favorites will find new delight in seeing them in this Barry masterpiece. Other important and impressive parts will be played by Helen Gilmore, Owen Davis, Jr., Mary Wynne, Burke Clarke, Walter Folmer and Elsie Esmond. The customary matinees at reduced prices will be given on Wednesday, Thursday and Saturday, and regardless of the unusualness of this presentation, the standard popular price scale for evenings will not be increased remaining at twenty-five cents to one dollar fifty cents. Due to the extensive local interest aroused by the production of "Paris Bound" by Philip Barry, the management sincerely requests an early purchase of seats as several large organizations, clubs and individual groups are arranging for theatre parties at all performances and buying large blocks of tickets.

Sister M. Alcantara, Teacher in Parochial Schools 53 Years, Dies
Sister M. Alcantara, teacher in parochial schools of the Rochester Diocese for 53 years, and more recently teacher in the St. Mary's Boys' Orphan Asylum, died Monday in that asylum. Funeral services for Sister M. Alcantara, who died Monday at St. Mary's Boys' Orphan Asylum, took place Wednesday morning at 9 o'clock in the asylum chapel. The Rev. William Hart, assistant chancellor of the Rochester diocese, officiated. Burial was in Holy Sepulchre Cemetery. Sister Alcantara was born in Ireland. She came to America and joined the order of Sisters of St. Joseph in this city 53 years ago. She had taught successively in the Cathedral School, St. Bridget's School, both of Rochester; St. Mary's School in Auburn, St. Francis de Sales School in Geneva, St. Michael's School in Penn Yan and St. Mary's Asylum. Her only surviving near relative is a sister, Mrs. Winifred Barry of Worcester, Mass. Sister Liguori Dies at Notre Dame Convent
Sister M. Liguori Minges died Wednesday at the Motherhouse, Notre Dame Convent, Milwaukee, Wis. She leaves a brother, Jacob G. Minges of this city and three sisters, Mrs. Adolph Schlick, Mrs. Roman B. Klem and Sister de Sales Minges of Emmitsburg, Md. Michael H. Flaherty Funeral Conducted
The funeral of Michael H. Flaherty, who died Saturday, took place Tuesday at the home of his brother, Stephen Flaherty, 129 High Street, and at Corpus Christi Church. Solemn high Mass was celebrated by Rev. Charles R. Reynolds, assisted by Rev. William McMahon as deacon and Rev. John Naughton as subdeacon. The bearers were Thomas Kewin, James Downs, James Craig, Patrick Lyman, Nicholas Marion, and Frank O'Rourke. Burial was made in Holy Sepulchre Cemetery, Rev. John Hogan delivering the blessing at the grave. Mr. Flaherty leaves a sister, Mrs. P. J. O'Malley of this city; four brothers, Stephen Flaherty of this city; James Flaherty of Hamlin, and Thomas Flaherty of Minnesota; also four nieces and four nephews. Murawski—Mary Murawski died at the residence, 1325 North street, Jan. 12; aged 66 years. Funeral from St. Stanislaus Church, Jan. 12. Norris—Mrs. Bridget Coyne Norris died Jan. 11 at her home, 652 Linden street. Funeral from Blessed Sacrament Church, Jan. 14. Desmond—William P. Desmond, 14, aged 72 years. Funeral from Lady Chapel, Jan. 16. Duran—Lita Duran died at her home, 195 Lux street, Jan. 13. Funeral from St. Andrew's Church, Jan. 16.

DEATHS OF THE WEEK

Funeral services were held from the respective churches on dates given. All burials made in Holy Sepulchre cemetery unless otherwise mentioned. May their souls rest in peace. Tobin—Mrs. Mayme Moore-Tobin, wife of John G. Tobin, died January 15, at the home, 5 Lafayette Park. Besides her husband she is survived by two sons, John Francis and Edward Vincent Tobin; her father, John Moore; two sisters, Mrs. Michael J. Cunnery and Mrs. Frank O'Leary; two brothers, Edward J. and Joseph V. Moore. Mrs. Tobin was a member of the Catholic Women's Club, St. Elizabeth Guild and Rosary Society of St. Mary's Church. The funeral took place Friday morning, at 8:30 from the home and at 9 o'clock at St. Mary's Church. Donohue—Daniel J. Donohue died at Genesee Hospital, Jan. 16. Funeral from St. Mary's Church, Genesee, N. Y., Jan. 19. Lings—Mrs. Mary Wahl Lings, aged 58 years, died Jan. 17. Funeral from Holy Redeemer Church, Jan. 21. Nels—Mary E. Mathis Nels, aged 63 years, died Jan. 17, at the home, 290 Bennington Drive. Funeral from St. Charles Borromeo Church, Jan. 21. Doyle—Charles B. Doyle died Jan. 11, at the Highland Hospital. Funeral from St. Mary's Church, Jan. 21. Frohm—Hattie B. wife of Chris Frohm, died Jan. 11 at the family residence, 225 Jefferson Terrace, aged 39 years. Funeral from Immaculate Conception Church, Jan. 15th. Hannon—Edward Hannon died at his residence, 77 Engeland avenue, Jan. 12, aged 32 years. Funeral from St. Ambrose Church, Jan. 14. Hohmann—Charles E. Hohmann died Jan. 11, at his home, 43 Terhalla Place, aged 35 years. Funeral from Our Lady of Perpetual Help Church, Jan. 15. Lyons—Miss Elizabeth Lyons died Jan. 12, at her residence, 6 Northumberland Road, Brighton. Funeral from Blessed Sacrament Church, Jan. 14. Interment in East Bloomfield, N. Y., in the family lot. McGurty—Hannah M. McGurty died Jan. 11, at her home, 94 Crouch street. Funeral from Corpus Christi Church, Jan. 15. McDonough—Bridget McDonough died Jan. 10, aged 83 years. Funeral from Corpus Christi Church, Jan. 14. Norton—Mrs. Mary Norton died Jan. 10, at her home, 1 Barlett street. Funeral from Immaculate Conception Church, Jan. 14. Forstbauer—John A. Forstbauer died suddenly, at his home, 84 Radio street, Jan. 14, aged 2 years. Funeral from St. Michael's Church, January 17.

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