


General Business News

The firms appearing on this page are among the leaders in their respective lines, and are highly deserving of your patronage. This paper suggests that you use this page as your Buyers' Guide, assuring you of quality at the right price, together with prompt and courteous service.

EYES Examined  **Glasses Fitted**

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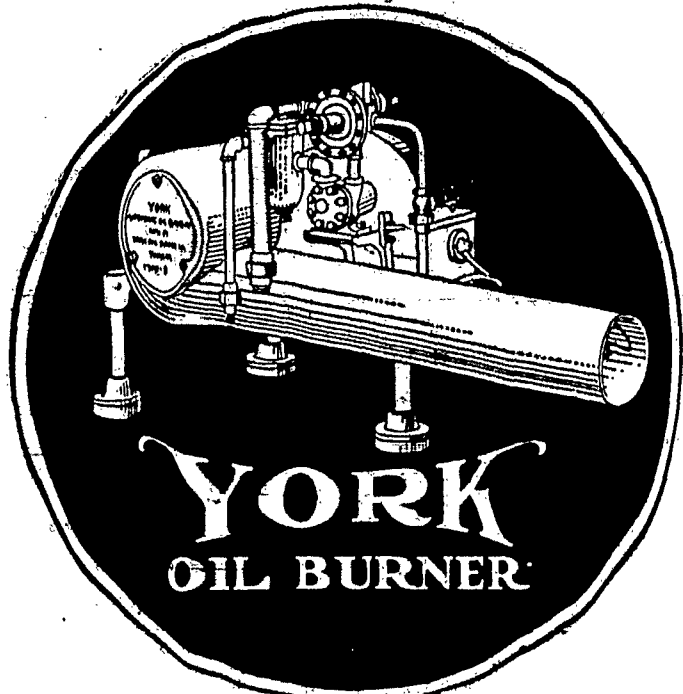
R. H. JOHNSON Special Tailor Made Curtains and Bluffs at \$1.49 a Pair.

12 NORTH ST. TEMPLE BLDG. MAIN 4530

PROTECT YOUR CHILDREN'S
HEALTH AND GIVE THEM
THE BEST

BRIGHTON PLACE DAIRY
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The York Oil Burner Gives Splendid Satisfaction to People Who Use It



When you buy an oil burner you buy but one and make a moderate investment. The dealer buys many, stakes his money, his reputation, his future, on his judgment in selecting the burner that he is to sell, install and guarantee.

The York burner is sold only through established oil burner dealers of proven reputation. The York proposition with a high quality low priced product, a more than fair guarantee, and engineering help for the dealer makes a proposition that is outstanding. You can rely on their experience, their judgment, their honesty just as you would the service and advice of your doctor or lawyer. You can believe and trust them to know their business and to do as they say they will do. It pays to buy a reliable product from a dependable dealer.

The York Oil Burner Company has manufactured York oil burners for eleven years, has grown from a small beginning to an outstanding position in the industry, a successful past and great possibilities of future success.

Ray H. Adams, local manager of the Rochester agency, will be glad to give prices and estimates. He has offices at 101 Walnut Street and his telephone number is Geneese 5813. A visit to him will be well worth your while if you are thinking of buying an oil burner.

Efficient Heating Plant Assured
By Calvin Warren

With the sun sinking earlier every day, and vacations coming to a close, every householder is thinking of his heating plant. Calvin C. Warren who does stove furnace and gutter work says that everyone should check on the pipes, cold-air returns, and leaky furnaces in their homes at this time.

Mr. Warren says that much money is wasted in heating houses because of inefficient heating plants. A little thought and care in having a first-class furnace man check on your home plant will save trouble and worry in the coming winter months. Many furnaces are stuffed with soot and dirt. Why not call Mr. Warren at Geneese 7016 and have your plant cleaned by the Vacuum system? This will eliminate coal gas and help you to get good heat without trouble.

All work Mr. Warren does is guaranteed to satisfy even the most particular homeowners. Mr. Warren's shop is located at 105 Superior Street. Don't forget the telephone number—Geneese 7016.

Fine Assortment of New Bicycles
At Ubelacker's

Summer days are bicycle days and the boys and girls who would like to get a bicycle to ride on should take their dads down to Ubelacker Brothers, at No. 940 Jefferson Avenue. There are few thrills that compare with that of getting a handsome new bicycle.

The new models now at the store of Ubelacker Brothers, bicycle and motorcycle dealers, are "pipkins" and "hoppers" in their snappy colors and silver bright trimmings, fully equipped for speed, safety and comfort with cushion tires, springy shock-absorbing saddles, ball bearing coaster brakes and down to the minute handle bars and rims—sturdily built to last a long time.

THIS WEEK'S SUPER-SPECIAL

FOR SCHOOL CHILDREN—Every-Ready Fountain Pen, 14-kt. solid gold, iridium tipped point, in all styles and colors, \$1.00.

FOR LADIES—\$2.00 Bottle Isabye Perfume, dainty French odor, \$1.00.

FOR MEN—1/2 pint can Prince Albert Tobacco, 49c, with 50c pipe, 00c.

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Brighton Place Dairy Company
Acidophilus Milk

This Milk is Especially Treated to Replace Losses of Inborn Bacilli and it is Pleasant in Taste.

The accumulation of years by every individual presents an ever-widening field of specialized study, not only in medicine, but in preventive foods as well. The information concerning Acidophilus Milk reveals. This special milk product is marketed in Rochester exclusively by the Brighton Place Dairy Company and is meeting with favor in nearly every case where it has been introduced.

The first experiments with bacillus acidophilus were conducted in 1916 by Dr. Harry A. Chaplin. For the past 41 years the Chaplin discovery has been reduced to practical use, it having been found that these bacilli changed the germs in the intestines from the poisonous to the non-poisonous type. The Chaplin Biological Laboratories, Inc., acting upon the endorsement of the American Medical Association, have prepared a folder upon the subject of Acidophilus Milk distributed by the Brighton Place Dairy Company's service-men. It will be gladly given to prospective patrons also to present patrons of the firm.

A Successful Treatment

"Acidophilus bacilli are found in large numbers in the intestines of healthy babies, being placed there by Nature for protection against harmful germs," states Dr. Chaplin. "But as we grow older," he continues, "our diet becomes saturated with a corresponding increase in milk consumption, these protective bacteria are overcome by the poisonous germs. Consequently, when re-implanted the bacilli give the same protection and create the same normal conditions as in the young child. As a result the whole system is improved."

Its Unusual Taste

"Many people like the taste of acidophilus milk, while others prefer it flavored and it will do no harm to flavor it with non-alcoholic flavors. As a suggestion, for a drink that nearly all will like, add a half cupful of orange, lemon or loganberry juice to a pint of Chaplin's Acidophilus Milk."

New Plymouth Cars Possess Rare Smoothness

"In developing Floating Power, Plymouth has made one of the outstanding contributions to automotive engineering and unquestionably has solved the problem of making a four with the smoothness of an eight."

This statement was made by Major Ralph Royce, famous army aviator attached to the Chief of Staff's office in Washington. During the recent air maneuvers, Major Royce commanded the Observation Wing and used a new Plymouth with Floating Power and Free Wheeling as his official car.

The distinguished flyer, a West Point graduate and former commanding officer of the First Pursuit group, who, during the war, held the rank of Lieutenant-colonel, was greatly impressed by the new principles involved in Plymouth's Floating Power. He said:

"I must confess to having driven the new Plymouth many miles before I learned that it was a four-cylinder automobile and when I made the discovery by lifting up the hood. It has all the performance of an eight as well as the latter's smoothness. Had the principles responsible for Floating Power been developed some years ago, there is little doubt in my mind but that the designers and builders of airplanes would have seriously considered retaining the efficient four-cylinder power plant of the earlier aircraft type instead of going to multi-cylinders for smoothness. Had this been the case, today traveling by air would have been much more practical than it is for the four-cylinder power plant is the most economical known to engineers." C. W. Fields, local distributor of Chrysler and Plymouth cars, is located at 167 Court Street and Mr. Fields will be glad to give demonstrations to any person if you call him at Stone 140.

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U. S. Department of Commerce: A coating of 80% in a furnace reduces its efficiency from one-fourth to one-half.

Clean Furnaces give more heat and consume less fuel. Remember one-eighth of an inch of ash is equal to five-eighths of an inch of asbestos. Keep your furnace clean. We have equipment and ability to render you that service.

GENESEE 6640-1

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