

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



EDWARD B. COOKE, Optometrist
316 ARNETT BLVD. (Corner WarwJok)
Geneese 5718 Evenings by Appointment

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HEALTH AND GIVE THEM
THE BEST

BRIGHTON PLACE DAIRY
FULTON AVE. GLEN. 144

Modern Shade Cleaning Company Can Clean Your Window Shades And Make Them Look Like New Ones

The Modern Shade Cleaning Co. located at 20 Palmer St. is introducing a new industry in Rochester. This process of shade cleaning is new in this territory, but not in other parts of the country. In many large Western cities this service has been available for the past 15 years, so this is not an experimental proposition.

Regardless of how badly soiled your shades may be, or how long they have been hanging, they can be cleaned satisfactorily for a small cost to you. The process used by this company is effective on linens, opposies, cambrics and Holland material.

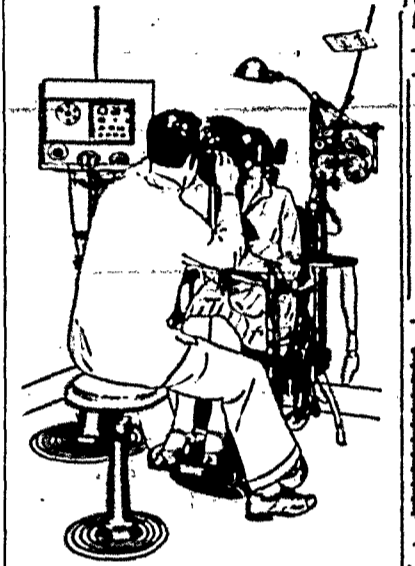
In the brief four months since its establishment in Rochester this concern under the direction of J. J. Agness, has successfully cleaned hundreds of window shades in Rochester and vicinity at a small fraction of the cost of new ones. Included among recent contracts completed are the Eastman School of Music, Eastman Dormitory, Cannadalgua Hotel, State Armory, Photostat Corporation and a large number of Rochester apartment houses and homes. In every case the shade had been in service many years, and had become badly soiled and worn returned to their original condition at a very small cost.

Mr. Agness, manager of this company, will be glad to give estimates of cost on large or small jobs, and will appreciate it if housewives and others will call him on the phone and tell him their needs, Culver 3675.

Care of Eyes Most Important At All Times

Vision is one of the most important special senses, according to Dr. George J. Erskine, Secretary of the International Association of State Boards of Examiners in Optometry. Without our eyes we have to depend upon someone else. The care of the child's eyes is an important responsibility of every parent. What parent would want her child to be able to say when he or she grew up: "Mother, if you had taken care of my eyes, I would be able to make a living for myself."

When your child has passed one year of age, watch his eyes. Frowning, headaches, redness of lids, are signs that he should have a thorough



EQUIPMENT OF E. B. COOKE optometric examination. When the child becomes of school age he should regularly have his eyes examined at least once a year. Not a mere sight test, by having the child look at letters on a distant chart, but a thorough optometric examination at the near point where the child is to do his work.

It has been my experience, Dr. Erskine continued, that many parents would prefer to subject the child to such things as measles, diphtheria, should be no aversion to glasses. The modern glass is not an unsightly affair, and when one considers the benefit derived by the child, the inconvenience will seem negligible. The child who needs glasses and does not wear them sees only a certain sized object and no smaller. The part of his brain registering vision does not then develop the ability to see small objects. Then when the child is in his teens, even with proper glasses his vision cannot be brought to normal. In this way, glasses develop the visual acuity of the child's eyes. It is also possible in certain cases, with proper optometric eye care, that as the child grows the refractive error will grow less and glasses can be discarded at a later date.

Therefore the responsibility for the future vision of the child rests with the parents. The child is not old enough to be responsible for the proper care of his eyes and does not know that it is his eyes which are causing the trouble. If you have children in school why not have their eyes examined by an Optometrist who without the use of drugs or medicine but through the skillful use of scientific instruments measures the human eye and prescribes glasses for its needs. For an appointment call Geneese 5713.

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ED LAWRENCE, Prop.

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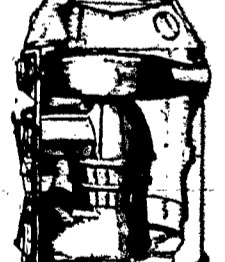
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GENESEE 6049-J

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Phone, CULVER 7400

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