

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.

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FURNITURE UPHOLSTERING REPAIRING
Refinishing Work Done at the Home If Desired
349 TROUP ST. Genesee 2200-R

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Open from 8 A. M. to 12 P. M.
172 PLYMOUTH AVE., SO.
Cor. Adams St. Rochester, N. Y.

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Electrical Wiring-Lighting Fixtures
285 ALEXANDER ST.

New, Inexpensive Permanents
Low in price, but the usual high Ivasky quality—\$3.50. Also \$6.00 and \$7.50.
Phone MAIN 2180 for Appointments.
IVASKY'S 200 BURKE BLDG.
Main and St. Paul Sts.

KEEP THE CHILDREN WELL SHOD!
All Our Work Guaranteed or Money Refunded
SIAMO
Shoe Shining and Hat Cleaning
40 EXCHANGE STREET
We Call We Deliver

Subscribe for The Catholic Courier and Journal

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All Details Are Provided For
ANTHONY L. MARK FUNERAL DIRECTOR
Business Phone 1085 ST. PAUL ST. Residence Phone Glen 5919

Call MAIN 808 CAB
Three Miles **35 cts.** In Two Mile Circle
One or Four Persons
Five or Seven-Passenger Sedans
JOHN A. REGAN, Mgr.

CLARENCE A. VICK INSURANCE
245 CUTLER BLDG.
Rochester, N. Y.
STONE 3180

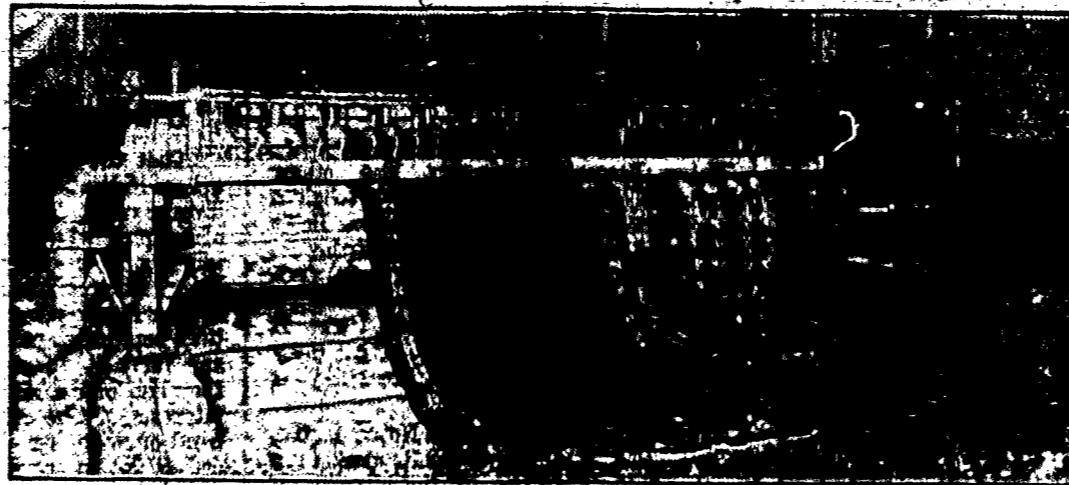
M. J. ZONNEVYLLE & SONS
Established 1894
2052 MAIN STREET EAST (Works in Rear)
DEALERS IN GREASE AND TALLOW
Manufacturers of Hard and Soft Soaps. Chip Soap a Specialty
PHONE CULVER 3208

Monroe 5162
Rochester Cast Stone Co.
JAMES R. SEWELL General Manager
742 Clinton Ave. So. ROCHESTER, N. Y.

MODERN SHADE CLEANING CO.
Look at your shades now. They are probably dusty and show a border if pulled all the way down.
Let us clean and resurface them to make them look like new.
Fall in line with the hundreds of home owners accepting this new service.
Window Shades Cleaned
CULVER 3675 20 PALMER ST. Estimates given without obligation

WILLIAMSON FURNACES
Heat Where You Want it—When you Want it—Without Waste of Fuel—
Terms Arranged If Desired
ALL MAKES REPAIRED
E. J. BARNER
485 DEWEY AVE. Genesee 4515

Automatic Rug Cleaning Company Pleases Hundreds of Customers in City



Expert Laundering of Floor Coverings Has Build Up Wide Reputation for South Avenue Firm Long in Business

Now, before the dark, rainy days of early winter, is the perfect time for fall housecleaning. Give your home a thorough renovating while the warm sun can give a fresh tone and appearance to your furnishings and, above all, see that your floor coverings are bright and cheery for the long winter evenings ahead when much of the family's time will be spent indoors.

Rugs can make or "break" the appearance of any room. If they are freshly laundered and neat, the entire room gives the idea of pleasantness and one can rest or chat an entire evening and feel refreshed. But if the rugs are dull and have even the slightest appearance of untidiness from the room somehow loses whatever appeal other furnishings may give it. "Dull from the ground up" is a good slogan when one is furnishing or refurnishing.

Expert laundering of rugs, therefore should be of first consideration with every housewife. Men who know how to handle rugs while they are being cleaned and how each process should be completed should be sought out by the intelligent homeowner if she would have her home clean.

Because of their thorough understanding of everything connected with rug laundering, expert employees and proprietors of the Automatic Rug Cleaning Company of 674 South Avenue have built up for that firm a reputation for fine work that is more than citywide. Residents of the suburbs of Rochester are among the hundreds who every year, and sometimes twice annually, bring their floor covering to this firm to be cleaned and repaired.

Laundering is more than a business in this South Avenue plant. It's an art in itself. Each rug is carefully prepared for laundering by a hot-water or which reduces the packed-in dirt to a fine dust. It is this heavily trod residue in the rugs that does so much harm in cutting the fibers, so every effort is made by the Automatic Rug Cleaning Company to take out every possible particle. Next the rug goes to the machine pictured above, a cleaning unit that can clean thoroughly 250 rugs in one day. During the time it is in this machine, it is soaped and rinsed several times, so that when it comes out through the "wringer" the rug and body of the rug are as free from dirt and grime as when the materials first came from the store. The rugs don't go through these processes haphazardly, but are watched carefully every moment so that there can be no slipping or tearing through accident.

Then to the drying room. Here the floor materials are kept in a constant temperature for nearly 24 hours, so that nothing can harm the soft nap. Consequently, this is of silky texture when the rugs are taken out of the drying room, ready to be returned to their owners.

A special part of the Automatic Rug cleaning service is the repair work done by this company. Expert men and women, skilled in the art of making domestic and oriental rugs, are employed to patch and repair damaged rugs that are sent to be cleaned. Burns, tears and rips are fixed to such an expert degree that very close examination is necessary before one can determine that the defect existed.

The Automatic Rug Cleaning Company maintains a delivery system so that it is only necessary to call the office and the rug will be called for and delivered within the day or two necessary for thorough cleaning.

Phone Monroe 78 this fall and enjoy your rugs and rooms more this winter than ever before.

Has Dust-Proof Moving Van For Distance Hauls
Edward C. Lawrence, Local and Long Distance Mover, Brilids Successful Patronage on Basis of Personal Supervision

Ten years ago Edward C. Lawrence, of 101 Walnut Street, faced the challenge of independent action and service with a small truck. Of course, in those days, it was comparatively easy to personally oversee every detail of his work, but something else entered into his contract with his customers, he alleges—the handling of their belongings as though they were his own property. Throughout the years Mr. Lawrence has kept up this policy of careful service and his present day equipment of three dependable trucks, including one large padded dust-proof moving van for a long distance work, is his claim of a business properly started and handled.

Mr. Lawrence points out that 75 per cent of his new customers come through recommendations of those whom he has served—convincingly establishing his reputation for careful attention to these small details. A warehouse is conducted in connection with the Walnut Street office. Further information or estimates will be cheerfully supplied to all readers who care to call Genesee 5811.

Newman Floral Shop
Flowers for All Occasions
We Deliver and Flowers Telegraphed
159 Gillette Gen. 4698

LAWRENCE & KOHLS
ED. LAWRENCE, Prop.
LOCAL AND LONG DISTANCE CARTING AND MOVING
Office and Warehouse 280 ORCHARD ST. Phone: GENESSEE 7841

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F. L. Cushman Makes Furnaces Work Like New

F. L. Cushman, 519 Sawyer Street, will make your old furnace work like new. He is an expert at cleaning and renovating furnaces of all kinds and will do the job at any home at reasonable cost. When he is through cleaning a furnace it will give more heat and consume less coal, and you will not be troubled with the gas of any kind.

Mr. Cushman has the equipment and the experience necessary to do a good job on any kind of a furnace. He will tell you whether your smokes flue lining is all right, and will point out any other flaws in furnaces. The following testimonial is an example of how pleased his customers are with his work:

Rochester, N. Y., June 18, 1931.
"Dear Mr. Cushman:
"I am enclosing check for cleaning boiler, and it may interest you to know that I have never seen it cleaned as thoroughly. I should not hesitate in heartily recommending your service to any one."
"Cordially Yours,
"Raymond B. Lewis,
"607 Commerce Bldg."

It is a masterly stroke to triumph over our bodies that we may carry all blows in the other combats in life. In my opinion, this advantage is so great that all who have acquired it will make little account of the labors they must endure in this first war, and it must moreover cause them to everywhere enjoy great peace.—St. Teresa.

Rock Weather Strip Company Does Fine Work

Saves Heat, Coal, Health, and Prevents Dust, Dirt, Noise—A Dependable Firm.

The Rock Weather Strip & Caulking Co., with offices on the second floor of the Terminal Bldg., 45 Broad Street, specializes in weatherstripping and caulking all kinds of buildings—homes, offices, factories, stores, shops, schools, etc. The company is one of the most expert and dependable of its kind in this part of the state. Its work is good, its service is prompt, its prices are reasonable and, what is most important of all, its materials stand wear and tear and last over a period of years, giving the best kind of service and satisfaction.

A telephone call to Main 4445 will bring any information desired about this work.

Thousands of tons of coal are wasted each year because houses and other buildings are not properly caulked and weatherstripped. When a job of this kind is done, and done in the right way, it will keep out the cold, keep in the warmth, preserve and protect the individual or family health, and save many times its cost as the years come and go.

The Rock Weatherstrip is not an experiment. It is a sound, well-established, dependable company, using the finest and best kind of materials obtainable, and its work is backed by more than twenty years of splendid service to its patrons. It is the second-oldest company in this line of business in the United States, and it has branches in all the principal cities of this country, Canada, China and Japan. The local office has weatherstripped and caulked a large number of buildings in Rochester and vicinity. Ask for references, and talk with satisfied customers—that's the best way to find out what kind of work a company does. Have your home, factory, store, office, school, etc., weatherstripped, and you will have no more dirt or dust blowing into your home; no more heat going out and cold coming in; no more windows rattling, and you will be sorry you didn't have the work done long ago. Give the Rock Co. a ring, Main 4445, and ask for prices and facts about their work.

Barr & Creelman Announce a New B. & C. Oil Burner

The Barr & Creelman Co., 74 Exchange Street, one of the best known and most reliable concerns in this part of the state, announces this week that it is placing upon the market an oil burner of its own design and manufacture—a burner remarkably reasonable in cost, economical to operate and designed to give the right amount of automatic heat with the least possible inconvenience to the user.

For a number of years past the Barr & Creelman Co. has been willing and installing various makes of oil burners for the home. The cost of some of these was beyond the means of the average home owner, and the company set about to design and make a burner that would be low in price, practical in use, cheap to operate, and that would be equipped with every possible safeguard and convenience. The results of this work are evident in the new B. & C. burner, safeguarded by 60 years of heating engineering experience and heating service to home owners in Rochester and vicinity.

The Barr & Creelman Co. will install the new burner in any home for the low price of \$380. It burns heavy oil, has a 27-gallon storage tank, room thermostat, safety controls and is fully approved by the experts of the insurance underwriters. A telephone call to Main 4445 will bring any additional information desired, or a visit to the Barr & Creelman store will enable any prospect to see at first hand the simplicity, excellence and practicability of this splendid new oil burner.

Saucke Bros. Construction Co., Inc.
BUILDERS AND CONTRACTORS
Telephone, Glen. 3463

J. BLAIN
Street 6245
FRANKLIN STREET GARAGE
Franklin St., Opposite St. Elizabeth's Hospital
24-HOUR REPAIRING SERVICE—WINDSHIELD REPAIRING
INSIDER PARKING

CARTER & DOWDLE
LOCAL AND LONG DISTANCE MOVING
1/2 Rate in U. S. A. or Canada
Office Phone: Genesee 4884
Residence: Glenwood 3430-W
123 1/2 RAINDOW ST.

PATRICK'S CATHOLIC COURIER ADVERTISING
N. A. Fenton & Co.
315 W. Main St.
240 White Building
Rochester, N. Y.

WINDSHIELD REPAIRING
Price and Terms
THE JOHN SHEDDEN COMPANY
SHEET METAL WORK
ROOFING—ELECTRICAL
General Contractors
61, 63 and 65 MONROE ST.

Lamberton's Parking Station
Columbus Station
Gen. Office and Garage
Over Service Through Our Customers
281 Franklin St.

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OUR DIFFERENCE IS QUALITY
336 GENESEE STREET
Rochester, N. Y.

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336 GENESEE STREET
Rochester, N. Y.

The Complete Service
VITO CIMINO & SONS
FUNERAL SERVICE
31 LAKE AVE. Main 5275

35c TAXI
GREEN GAS AND BROOKDALE, N. Y.

45 Broad St., Rochester, N. Y.
BOCK WEATHER STRIP AND CAULKING CO.
Locality:
NIAGARA WEATHERSTRIP COMPANY OF ROCHESTER
Metal Weatherstrips
Furniture Caulking
Tuttle and Bailey Builders Furnishers

Our Retail Plumbing Department!
Is at the service of those desiring to purchase and install the best Plumbing Supplies and Appliances.
Barr & Creelman Co.
74 Exchange Street
Plumbing and Heating Material Store
Ask for our catalogue which is sent free on request.