

General Business News

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PROTECT YOUR CHILDREN'S HEALTH AND GIVE THEM THE BEST
 Try a Quart of SELECTED MILK
BRIGHTON PLACE DAIRY
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The Brighton Place Dairy Co. Places Selected Milk, a Fine New Product, Upon the Market Here

The economic problem of the average family has had its effect upon the milk industry, as in all other activities. In the case of the Brighton Place Dairy Company, with offices and plant at 45 Fulton Avenue, this need for greater economy has been successfully met through the introduction of a new "Brand" of milk which this concern claims is from 10 to 15 per cent richer than standard quality milk and considerably lower in price than the prevailing prices for the same grade in cities surrounding Rochester. This saving to the consumer is characteristic of the policy of the local milk firm which has always been early to find the path to successful public service.

"Selected" Milk is the name of the new Brighton Place product. The finest herds that browse on the sunny slopes of nearby farms supply the demand for this richer milk richer far than the grade usually sold as "standard." The milk is carefully kept apart from other supplies, specially pasteurized to make certain of its purity when bottled and sealed. Over the sterilized pouring lip of each bottle is placed the Brighton Place hood cap, held in place by a light metal ring. No impurities can possibly touch the pouring lip of the bottle after it is sealed. This absolute cleanliness is pointed out as a most important essential to the health of younger children. Busy adults will find equal enjoyment and a new source of energy in the positive purity and extra nourishment of "selected" milk, it is claimed.

"Selected" milk made its debut to Rochester a few days ago. All drivers have been instructed in the details of the new product and will explain this modern service to householders along their routes. The Brighton Place wagons and trucks are organized to give early and regular milk service in every section of the city.

The products of the Brighton Place Dairy Company are closely inspected for irregularities by Brown, a Cornell graduate in bacteriology. A modern laboratory has been equipped for his special needs at the Fulton Avenue plant. These imperfections may consist of lactic acid odors, bacteria, sediment, inadequacy of butter fat and numerous other analyses which are necessary to produce a clean and safe bottle of milk.

The Brighton Place Dairy Company also specializes in Rochester Standard Raw, Guernsey Pasteurized, Brownstone and Fraonilovs Certified Milk, and Adolphus Milk.

Rochester Boys Are Honored At St. Bonaventure

John E. McMillen Elected President of the Senior Class, and H. V. Rock Vice-President of Student Senate

St. Bonaventure, Oct. 2.—Two St. Bonaventure College students of Rochester were elected to offices in the annual class elections held this week. They are John E. McMillen, son of Mr. and Mrs. C. E. McMillen of South Goodman Street, in Blessed Sacrament parish, and Harold F. Rock, son of Mr. and Mrs. H. F. Rock of Durran Street, in St. Andrew's parish.

Mr. McMillen and Mr. Rock, both Seniors at the Allegany institution, were elected President of the class and Vice-president of the Student Senate, respectively. The duties of the Student Senate, a body composed of nine members from the three upper classes in the college, is to represent the undergraduates in all dealings as a group with the faculty and in general to supervise all student activities.

Both men are graduates of Aquinas Institute in Rochester. McMillen was captain of the basketball team in high school and Rock was a member of the dramatic club. The former is taking an arts course at St. Bonaventure's and the latter is bachelor's degrees in science. Both will be graduated next June.

The Prevalence Of Eye Strain Among Children

There are many physical defects which might retard the child in his school work, but this article is intended to stress the prevalence of eye strain and its attendant evils.

Three people out of every ten in America are wearing glasses today and it is said that seven out of every ten should be wearing them. This almost universal need for glasses in modern civilized life is due largely to the constant use of the eyes at close range, and almost constant exposure to glare from side walks, streets or buildings or from high powered electric lamps used in our homes.

The strain of civilized life falls most heavily upon the eyes, the most delicate and hardest working organ of the body. This is especially true of school children because a child's eyes until he has reached the age from 10 to 12 and too frequently he is required to do the work which would mean a full load for mature eyes.

There are about 15,000,000 young people in America. At least ten to fifteen million of them have eyes which are so completely out of focus that it is interfering with their progress in school and robbing them of the opportunity for preparation for life.

In the testing of school children's eyes a child might be able to read every letter on the test chart and yet be suffering from nervous exhaustion due to eye strain. Such cases usually escape the notice of nurse or teacher and yet they are the ones in the greatest need of relief. If your child shows any of the following symptoms—headaches, head tilting, squinting, holding books too close, sore lids, poor distant vision, nervousness, or irritability, an eye examination 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 need. For an appointment call Genesee 5713.

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Special Prayers For Prosperity In Brazil Sunday

Sao Paulo, Oct. 2.—By order of the Bishop of Recife (Pernambuco), all Catholic churches in his diocese will offer special prayers at the masses next Sunday, interesting for divine help to overcome Brazil's present financial troubles.

The business men of Recife have been requested by the Bishop to assist at the masses, and commercial societies will attend in a body.

Father J. E. Nelligan Pastor for 21 Years, Is Buried

(Continued from Page One)
 Within 10 years the school attendance of the parish had increased to such an extent that during 1912 the old school building was found inadequate to accommodate the 525 pupils registered in Holy Apostles School and the work of gathering funds for the erecting of a new and modern school building was begun by Father Nelligan. A fair was held during November, 1912, which netted quite a handsome sum. Ground was broken in the spring of the year 1913, for the handsome new school structure which reflects great credit, not only on Father Nelligan, but his flock.

The handsome new parochial residence, adjoining the church, was built through the efforts of Father Nelligan. In 1911 and was completed in November of that year at a cost of \$14,000. He was modern and progressive in the maintenance and upkeep of the parish property, and at all times he was solicitous for the spiritual welfare of his parish and its people. He was beloved by all who knew him, and his life reflected the good he preached and the truths he taught. He is survived by one brother, James; one sister, Miss Julia Nelligan, and a niece, Elizabeth Scully, all of Rochester.

Bishop is celebrant

The funeral Mass was celebrated by the Rt. Rev. John E. Francis O'Hara, D. D., Bishop of Rochester, and the sermon was preached by Archbishop Thomas F. Hickey, D. D. More than 100 priests were present. The church was packed to the doors, many mothers carrying infant babies in their arms.

Assisting Bishop O'Hara were the Rt. Rev. Mgr. J. J. Hanley, assistant priest; the Rt. Rev. Mgr. John P. Brophy and the Rt. Rev. Mgr. John P. D'Arcy, deacons of honor, Rev. Arthur A. Hughes, deacon of the Mass, Rev. J. Emil Gelfi, Ph. D., D. D., subdeacon; Rev. J. Francis Grogan, master of ceremonies; Rev. John O'Brien, assistant master; Rev. Alexander McCabe, Rev. Andrew V. Byrne, acolytes; Rev. Thomas F. Connors, thurifer; Rev. Michael J. Kroca, book bearer; Rev. Patrick Kelly, C. S. R., gremiale bearer.

Delegations from the Knights of Columbus, Holy Name Society, Rosary Society, Knights of St. John and Holy Apostles Branch, L. C. B. A., occupied pews in the church during the services. The delegation representing the Knights of Columbus was composed of N. J. Devereaux, William O'Brien, John P. Keating, Paul Predmore, Dr. Walter B. O'Neill, N. J. O'Neill, Edward J. Walsh, Frank J. G. Connor and George Nier.

The bearers were The Very Rev. Walter J. Lee, the Very Rev. James Griffin, the Rev. John J. Bresnahan, the Rev. William J. Gallagher and the Rev. Edward P. Simpson.

Archbishop Hickey paid a beautiful and touching tribute to Father Nelligan, his life, his work, his influence. Many persons were moved to tears during this discourse.

More Than 2,000 Expected to Attend M. C. C. M. Conv.

(Continued from Page One)
 On the afternoon of the opening day the delegates will be taken on a sight-seeing trip in and around Rochester by the Knights of Columbus, with Patrick A. Dwyer as chairman. At 8 P. M. Sunday evening there will be a public mass meeting in the Columbus Auditorium, with addresses by Bishop O'Hara, Bishop Schramm, Walter T. Johnson, President of the Council, and Hon. W. D. Cunningham of New York. The K. of C. Choral Society will sing.

There will be numerous meetings, with talks, reports, outlines of work, etc., all of them interesting and all of them helpful and inspiring. These include: Monday, Oct. 12, at 10 A. M. opening business session; 11:45, registration; 12:30, luncheon meeting; 2 P. M. business session; 3 P. M. banquet.

Tuesday, Oct. 13.—Business session, 9:30; luncheon, noon; business, 2 P. M.; evening session at 8 P. M. At the Tuesday evening meeting the first public exhibition of the recently made motion pictures of the Sacrifice of the Mass will be given. These pictures, made by the Eastman Kodak Co. with the approval of Bishop O'Hara, will be shown under the direction of Thomas J. O'Leary, department manager for the Eastman Co. They are surpassingly beautiful, and have been filmed with the utmost care and excellence. They are expected to be an outstanding feature of the entire convention, and a great surprise to all delegates.

Organizing Branches
 Messrs. Walter T. Johnson, national president of the Council, and Charles E. Dolle, executive secretary, are in Rochester all this week and are assisting in organizing branches of the council in all parts of the diocese. They are meeting with the finest kind of interest and success.

In the coming evening, a branch was organized Sunday, and these officers were elected: Joseph F. Zella, president; E. J. Clancy of Hornell, vice-president; Frank Watson, secretary; E. A. Lavigne, of Genesee, treasurer.

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