

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.

LAWRENCE & KOHLS
ED. LAWRENCE, Prop.
LOCAL AND LONG DISTANCE CARTING AND MOVING
Carter and Warehouse Phone
220 ORCHARD ST. GENESEE 5812

YORK -- YORK -- YORK
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Quiet Economical Dependable
We have a list of York owners who will be glad to tell you why they installed York Automatic Heat.
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101 WALNUT ST., Rochester, New York Genesee 5813

Letterheads, Envelopes
45 per 1000
Aircraft Printers
138 St. Paul Street

CULVER 4469
WILLIAM P. SINDEN
UPHOLSTERER
Over-stuffed furniture, re-upholstering, canvas reupholstering, repairing.
1979-1983 MAIN ST. EAST

EDWARD B. COOKE, Optometrist
216 ARNETT BLVD. (Corner Warwick)
Examinations by Appointment

Burgaby BARBER SHOP
Men's Haircuts 25c
Also Women and Children's Work
117 1/2 PALMISTA AVE.
W. J. Nolan, Prop.

A. J.'s Tux Shop
73 CLINTON AVE. S.
Rochester's exclusive dress clothes rental parlors specialty.
Big in wedding outfits for men.

GEORGE BALLARD
Sheet Metal Work
Roofing and Warm Air Furnaces
10-12 GUNNISON STREET
Estimates Given
Phone Glen 4917

City Delivery and Storage Corp.
Carting, Trucking
Newspaper, Parcel Delivery
Light Hauling
71 BOND ST. Stone 905

Main 1267
A. J. BALDOCK
Custom Shirt Maker
Complete Selection of New Fall Patterns
223 Burke Bldg.

THE OUTSTANDING VALUES OF THIS WEEK
One Dental Mirror Free with every Dr. West Tooth Brush. Two 25c tubes Dr. West Tooth Paste for 35c. Any 5c Cigar, except White Owl, 10c per box of 50. Any 10c Cigar, 25c. Half Pound Bar of Hershey Chocolate or Almond, 19c.
YALOWICH BROS. DRUG CO.
Monroe at Alexander Joseph at Hermann St. Paul at Norton

BECKEN'S SERVICE STATION
26 PLYMOUTH AVE. SOUTH
WASHING -- GREASING
OIL -- OIL
Your Patronage Invited

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

Only Curtain House of It's Kind in the Country
R. H. JOHNSON Special Tailor Made Curtains and Ruffles at \$1.49 a Pair.
42 NORTH ST., TEMPLE BLDG. MAIN 4530

STORAGE Cleaning Re-Molding Repairing
Rochester Fur Dressing Co.
200 Bond St.
Fur Skin Wash

Glare of Light Is Bad For Eyes; Care Necessary

Some one discovered that the rays of an electric light directed against the ceiling instead of full on the paper of the worker practically eliminated eye strain and we now have indirect lighting. There was a heavy toll in blindness before men came to the realization that they could not defy the killing ray of oxy-acetylene or electric torches for cutting steel, or the blast of a furnace, without adequate protection for the eyes. Snow blindness is as much feared in the north as the biting cold. Not only in such exceptional cases but in all light there are rays injurious to the human eye under certain conditions. Geographically there is no immunity from them. They are present in every latitude and every temperature.

The glare of a thousand varying lights and colors are continually fighting to irritate our eyes. The blazing sun of mid-summer; the less intense but more brilliantly colored sunsets in the north as the biting cold. Not only in such exceptional cases but in all light there are rays injurious to the human eye under certain conditions. Geographically there is no immunity from them. They are present in every latitude and every temperature.

Blurred Vision And Eye Strain And Their Cause

Far-sightedness is a condition which affects about 80% of all people in some degree. It is a condition in which the light is focused by the eye behind the retina (recording plate) and unless the eye can compensate for this condition blurred vision is the result.

In the cases of low degree there often is no noticeable loss of vision as the eye by straining will compensate for the error, but often as a result of this straining one or more of the following symptoms may appear—headaches, nervousness, sore lids, tired feeling after reading or other close work, eyes may water. These conditions are very liable to cause the person affected to believe it is not his eyes because his vision remains clear.

In the errors of higher degree there is often a definite loss of vision accompanied by similar symptoms as in the lower degree except the symptoms are often not so severe because the error is so great that it cannot be overcome and consequently the eye does not strain as much.

Anyone who is troubled by any one of the above conditions should consult an optometrist who without the aid 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 Genesee 5713.

When You Insure, Be Sure to Deal With a Good Firm

When you insure your automobile, your house, store or anything else, be sure to deal with a reliable firm—a firm with a dependable, capable and honest agent. A lot depends upon the way your business is taken care of. If it is taken care of properly, you will have no trouble in collecting your insurance in case of fire, accident, etc. A dependable and experienced insurance agent is Clarence A. Vick, with offices at 245 Cutler Bldg., East Avenue. You will like him, and his way of doing business.

One of the companies represented by Mr. Vick is the American Motorists' Insurance Co., which for the past five years has paid a dividend of 25 per cent. to its policy holders in New York State. This is a splendid dividend for any policy holder to get, and it cuts the cost of insurance on any kind of a car or truck. In a big way, Mr. Vick will be glad to explain this insurance to any person, and give you any information you wish. The best part of it is that this is a stock company, and no policy holder will ever be liable for an assessment, as is the case sometimes with mutual companies.

The fall of the year is a bad time for accidents. Wet, slippery leaves, slippery curves, and other things help make accidents more numerous. Then, as the first fine snow comes, the accidents are liable to increase. It is always better to be prepared. Low visibility, early darkness, the reluctance of horses and other things to bad handicaps to motorists this time of the year.

Mr. Vick will be just as glad to talk over other kinds of insurance with you, and you will like him and his way of doing business. Just give him a ring at Stone 1180, or call upon him at his office, Cutler Bldg. 42 East Ave.

J. BLAIN C. BERGENROETHER
Stone 6365
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INSIDE PARKING

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We Specialize in
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Telephone: Main 4082

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Brick Laying, Foundations, Sidewalks, Cellar Floors, Chimneys, Driveways, Garage Floors, Stucco Work, Plastering and General Repairs. No job too small—none too large. If you are figuring on building or remodeling, let us give you an estimate.

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Georgian Bay Lumber Company, Inc.
For SERVICE and SATISFACTION
MILLWORK and FINE INTERIOR TRIM
181 Humboldt Street
Fir—Hemlock—Wall Board—Soft White Pine—Elgwood B. C. Shingles—Yellow Pine.

Main 5147, Residence, Glen. 237-J
Hauser Machine Co.
GENERAL JOBBING
Ice Machinery Installed and Repaired
117 PLATT STREET

UBELACKER BROS.
Gen. 2200 940 Jefferson Ave.

WM. H. JACKSON, JEWELER
We have a few Victor 78c Records left. Will include one Record FREE with each \$1.00 Box of "Xmas Cards" while they last.
Open Evenings 325 DRIVING PARK AVE.

Line of Paints Added to Stock By Uebelacker's

Complete lines of paints and hardware have been added to the stocks of the Uebelacker Brothers, of No. 940 Jefferson Avenue, Frank Uebelacker announces. Uebelacker's are now dealers in the internationally famous Sherwin-Williams brand of paints, varnishes, and so on.

The three Uebelacker brothers have made names for themselves as expert motorcycleists, as well as in their business connections. Joe and Pete are noted cycle riders in championship contests, and Frank is vice-president of the Kodak City Motorcycle Club.

For motorcycles, bicycles, radios, paints of the best kind, and other things, patrons will find the Uebelacker store a dependable place to trade. A telephone call, Genesee 2200, will bring any information one wishes to obtain over the phone, or a call at the Uebelacker store, 940 Jefferson Avenue, will be appreciated always.

Most of our useful thoughts die away without doing their office, vanishing like bubbles almost as soon as they appear.

CLEANING, PRESSING REPAIRING
Minor Repairs Always Done Free
Suits Made to Order
THURSTON CLOTHES SHOP
628 Thurston Road

REST HAVEN
Ideal for Rest—Recovery or Residence
Hospital trained nurses in attendance
65 HIGHLAND AVE. Mon. 069

PLUMBING and HEATING
Barnes Quality Enamelware
See Our Display
H. W. Dean Plumbing Co.
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Cor. of Hayward
Culver 1896

SAUNDERS COAL CO., INC. COAL AND COKE
Cleanliness and Courtesy Always
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Phone—STONE 441

it's easier to get well and Stay well than it is to Remain ill.
You may have tried everything for your
Asthma Insomnia
Catarrh Nervous Disorders
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But until you see the results derived from Electro-Magnetism as produced by
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You cannot know how really well you can be until you try THERONOID today, and every day in our office without charge or obligation to prove its efficacy in your case.
Time in on our Radio Programs—WHIC—Today Tuesday 10:00 A. M.
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Stone 4972

THE PLYMOUTH MARKET
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FRESH, SALT AND SMOKED MEATS
Poultry, Fish Sausage, Etc.
182 Plymouth Ave. S.
Phone—Main 6870

Automatic Rug Cleaning Co.
674 South Ave.

Speedy Makes Old Hats Look Like New Ones

HAT CLEANING SHOP
SPEEDY DRY CLEANING
MENS SUITS DRY CLEANING
DRY CLEANING
DYEING
SHOES CLEANED AND DYED
DRY CLEANING
REPAIRING
COMPLETE REPAIR SERVICE

COURT STREET HOME OF THE B. A. SPEEDY STORE

Fall is here. Nearly every man and boy is getting out the old felt hat, looking it over and wondering if it is fit for another cycle of time. "Now, if we could only brighten this up," many of us are thinking. Well, you can, and you can have it made to look almost like new. Where and how? At the B. A. Speedy Store, 212 to 216 Court Street, opposite Washington Square.

Scores of hats every day are rejuvenated at Speedy's. Speedy hat renewing includes dry cleaning, steaming and reblocking. When worn hat bands and sweat bands are replaced, it is just about impossible to tell a Speedy renewed hat from a new one, says E. A. Speedy, head of the establishment.

Many women's hats are cleaned at Speedy's. Included in this division blocking service which enables people to have their hats reshaped according to the latest modes. A good hat cleaned frequently is better economy than a less costly one thrown away after a season's wear.

Twenty minutes is all that is required for complete hat service. The large staff of attendants requires this short time for hat cleaning, suit pressing, and shoe repairing and shining, while the patron lounges in one of the large pleasant dressing rooms. And there is no extra charge for this super-service.

The pressing department is fully equipped with the nationally known Hoffman Valetor steam machines. These not only press suits more quickly and efficiently than do the ordinary types of presses, but by high pressure steam also sterilizes clothes and kills moth eggs which may be hidden within the folds.