

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.

O'BRIEN & RITZ MARKET
FRESH QUALITY MEATS
 69 FRONT STREET
 WATCH FOR OUR WEEKLY SPECIALS

Main 8188 **FRUITS AND VEGETABLES**
WHITE FRONT FRUIT STORE
 PETER J. KRAUS, Prop.
 Open from 8 A. M. to 12 P. M.
 172 PLYMOUTH AVE., SO.
 Rochester, N. Y.

PHONE STONE 5
BARBER-DONOVAN, INC.
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 Returned
SIAMO
 Shoe Shining and Hat Cleaning
 40 EXCHANGE STREET
 We Call We Deliver

Glenwood 2017-2018
 Window Screens—Storm Sash
 Forch Enclosures
THE ROCHESTER WOODCRAFT SHOP
 Incorporated
 300 Norton St.

SINCERE SERVICE
 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.

AMERICAN MOTORISTS INSURANCE CO.
 Safe, Sane and Saving
 Has Paid 25% Dividend to N. Y. Policy Holders for Five Years
 Save 3¢ on Auto Insurance Cost
CLARENCE A. VICK INSURANCE
 245 CUTLER BLDG. STONE 3180

M. J. ZONNEVILLE & 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 8208

Monroe 5162
Rocheater Cast Stone Co.
 JAMES R. SEWELL General Manager
 1965 East Avenue ROCHESTER, N. Y.

MODERN SHADE CLEANING CO.
 Look at your shades now. They are probably dirty 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 8675 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
 455 DEWEY AVE. Genesee 4515

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 same 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 by far than the grade universally 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 tight 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 C. Brown, a Cornell graduate in Bacteriology. A modern laboratory has been equipped for his special needs at the Fulton Avenue plant. These inspections may consist of lactic acid odor, bacteria, sediment, inadequacy of butter fat, and numerous other analyses which are necessary to produce a

K. C. Singers Will Broadcast Every Friday

Bishop John Francis O'Hern will inaugurate the K. of C. Hour over Station WHEC on Friday evening of this week, November 13th, beginning at 10:15 and continuing until 10:45 p. m.—Grand Knight John A. Doyle will also talk on the broadcast, which is being sponsored by the Rochester Knights of Columbus Choral Society.

Broadcasting will take place from the Fourth Degree Room, Columbus Civic Center. The Knights of Columbus Choral Society under the direction of Prof. Frederick C. Pohl will be heard in several numbers. The K. of C. hour will be on the air every Friday evening beginning at 10:15 with a varied program. Many prominent members of the council will be heard and a program of music will be presented. Arrangements for the broadcast were made by President Edward Hizzo of the Choral Society and Nicholas Paziani, program manager of Station WHEC.

Rev. D. A. Lord Gave Address At Mercy High

Rev. Daniel A. Lord, S. J., founder of the Sodality movement in the United States, visited Our Lady of Mercy High School on Wednesday afternoon of last week and outlined the program of the Sodality movement to the student body.

Wednesday morning, Miss Dorothy J. Willmann, governor of the New York Chapter of the International Federation of Catholic Alumnae addressed the student body on the effective work that can be done in the spreading Catholic literature as a part of the Catholic Action program of the Holy Father.

ST. PATRICK'S RADIO HOUR

(Continued from Page Two)
 But as to their own, whilst the bloody sacrifices predominated, they had not the power of appeasing an offended and irritated God, nor of releasing man from the crushing burden of sin. St. Paul says "It is impossible that with the blood of oxen and goats sins should be taken away." They were then merely types and figures. The proof of which is the historical fact that after the destruction of the Temple by Titus they were never offered again.

Real Atonement
 They imparted only an exterior or legal purification. They permitted the Israelite to take part in the public service of God. They expressed the necessity of real atonement and interior purification and pointed to the sacrifice of the cross as the source of reconciliation. This animated the Israelites with faith and conditions to acquire interior justification. Only by a believing hope and a contrite love did they draw the remission of sin and their salvation, before the fountain of grace was opened at the foot of the cross.

In this manner the use of faith was directed in the Old dispensation to the future. The promises of the Redeemer were known, constantly kept before the people and the fruit of the sacrifice of Calvary was won beforehand. Even an obscure knowledge of the great meaning concealed in the sacrificial rite was sufficient. Just to-day the Catholic accepts the entire body of revelation, definition and practice even though all the ramifications of each may not be entirely known or understood. Such an understanding of what these sacrifices prefigured was known to the masses of the people, and surely, to those more enlightened, the revelation of the work of redemption was imparted.

It behooves one to think deeply over these pregnant thoughts and to weigh well the evidence presented in the Holy Scripture as to the character and purpose of sacrifice even as found in the Old Law and to be prepared to accept the reality to-day for the type. May God grant this grace through Jesus Christ, Our Lord, Amen.

Sweet Sacrament

Sweet Sacrament, alone at night,
 Save for the tiny Sanctuary light,
 I will come to you at dawn,
 In the early hour of morn;
 I will come to you; and say,
 "Keep me, Jesus, all the day."
 I will come to you at noon—
 Time will then pass all too soon;
 Then, when I my lesson learn
 I will then to you return.
 I will come to you at eve,
 When all nature says: "Reprieve."
 May I there, dear Jesus, stay
 Just a little while and pray?
 Teach me, Jesus, to do right—
 Sweet Sacrament alone at night!
 —Mary F. Hullman.

Let us not fear that God, who cares for all, will fail those who accomplish His holy will, and who have wholly devoted themselves to His service.

K. of C. Plans Ladies Night, With Program

The first "Ladies-Night" will be conducted by Rochester Council, Knights of Columbus in connection with the regular meeting of the Council, Thursday evening in Columbus Civic Center with Lecturer George J. Law in charge.

While the knights are in business session, the women will play cards in the clubrooms on the second floor. James Ryan Jr. and Edward Lorscheider will assist Lecturer Law in the arrangements. Wives, sisters, sweethearts and daughters of the members are invited.

Following the council meeting, the knights and ladies will gather in the ballroom for entertainment and dancing. A boxing and dancing act will be presented by the two young sons of Charles Fahy of 174 Weldon Street. An "Old Middleburg Dance" will follow.

Mission Society To Hold Supper and Bazaar

The Mission Society of St. Joseph's Church will hold a Saucerkraut Supper and Bazaar on Saturday, November 21, in the basement of St. Joseph School. There will be various articles suitable for Christmas gifts, as well as general usefulness. Candy, baked goods, etc. The popular "Lotto" and other attractions. Supper will be served from 5:30 to 7:30. Price 50c.

Is your Church in need of altar linens? Will you like to give your Pastor a gift he will truly appreciate? A set of vestments, an alb, a surplice, a ciborium cover, etc. These are just a few of the many articles the Sisters of the Good Shepherd make so beautifully.

It will be worth while to attend the showing of Church Goods at Holy Angela's Convent, December 3, 4, 5, and 6, afternoon and evening. If you are not in need of any of the articles at present, you no doubt will be at some future time. So come, you will find the display interesting and will give you an opportunity to inspect this branch of the Sisters' work. Do not forget the date, December 3, 4, 5 and 6.

Mission Group Will Give Party, Alabama Priest

To raise funds for Father Lonergan's mission in Tuscaloosa, Alabama, the local Alabama Mission Group will conduct a card party and dance in Columbus Civic Center on Wednesday evening, November 18th.

A program of entertainment will be presented with Mrs. Daniel Hall, soprano, and Raymond J. Hogan, pianist, featuring. Tickets are now on sale at Columbus Civic Center or from the committee as follows:

Arrangements: Leon F. Maloney, chairman; John C. McGrath, Philip J. O'Keefe.

Publicity: Eugene W. Maloney, chairman; William Martins and Dorothy E. White.

Entertainment: Raymond C. Hogan, chairman; Charles H. Watkins and Francis Rourke.

Tickets: William F. Lynch, chairman; Carl A. Wirth and Alfred A. Hoffmann.

Cards: Miss Anna R. McGrath, chairman; Mrs. Frances L. Lamphear and Mrs. Ruth M. Jager.

Dance: Bernard F. Jaeger, chairman; Michael J. Burnett and E. L. Wagner.

Thomas Edison

Thomas Edison was a great man,
 A marvelous mind had he;
 He labored daily and at night
 To serve both you and me.
 He lighted up the universe
 With his cleverness and will,
 But had God so ordained
 He would be unknown still.

"Twas said, "He knew not God"
 Methods that is not true,
 For he who loves his fellowmen
 Must surely love God, too.

FANNY DRESS SHOP
 ARRIVAL NEW FALL DRESSES
 Crepes—Satin—Travelweeds
 Velvets
 \$8.75—\$12.75
 Special 1/2 Sizes
 Opposite Thurston Theater
 538 THURSTON RD. Gen. 7728

LOCAL AND LONG DISTANCE MOVING
J. L. (Jimmy) Ryan
 1510 Dewey Avenue Glen. 4684

William H. Saucke, Pres. Walter C. Saucke, Vice-Pres. Robert A. Saucke, Sec. and Treas.
Saucke Bros. Construction Co., Inc.
BUILDERS AND CONTRACTORS
 Telephone, Glen. 3483 21 SARINAC STREET

PHONE MAIN 1514
C. H. MORSE & SON
 (HENRY W. MORSE, Prop.)
 "Index Label" Air Cushion Rubber Hinge
 15 SOUTH WATER ST.

CARTER & DOWDLE
 Maple Leaf Van-Line
 Insured and Bonded Movers in United States and Canada
 OFFICE 124 RAINIER ST. PHONE OLANWOOD 1448

WENDELL HAYES, Pres. and Treas. S. J. KIRKHAMER, Sec. and Treas. J. J. HAYES, Vice-Pres. and Sec.
THE JOHN SIDBONS COMPANY
 SHEET METAL WORK AND ROOFING
 ROOFING—Tin, Sheet, Copper, Tin, Asphalt, etc. and Plans
 STEEL DRILLING A SPECIALTY
 Estimators, Contractors, Ventilating and Heating Experts
 61, 63 and 65 NORTH WATER STREET

Lamberton's Parking Station
 Colonial Station
 Gas, Oil and Greases
 Our Service Pleases Our Customers
 201 Franklin St.

MEN'S HUNDREY CLEANERS
 and Tailors
 LADIES' HAT CLEANING DRY CLEANING and Tailors
 Main One and Two
 1200 Main Street
 Progress's Dry Cleaners and Tailors
 Phone, Colver 72—Colver 18

Subscribe to
The Catholic Courier
 and Journal

N. A. Fowler & Co.
 INVESTMENTS
 210 Wilder Building
 Rochester, N. Y.
 MAIN 424

The Complete Service
VITO CIMINO & SONS
 FUNERAL SERVICE
 81 LARK AVE Main 4376

MAIN 311
35c TAXI
 GREEN CAB AND BROKERAGE, Inc.

65 Broad St., Rochester, N. Y.
BOCK WEATHER STRIP AND CAULKING CO.
 formerly
 NIAGARA WEATHERSTRIP COMPANY OF ROCHESTER
 Metal Weatherstrips Floor Covering
 Tuttle and Bally Radiator Furniture

ROCHESTER
WELDING
 WORKS
 349 ORCHARD STREET
 Genesee 3736 E. L. FRYE, Mgr.

Hotel Rochester Garage
 CORNER BROAD & PLYMOUTH
 Ford and Chevrolet Cars
 Greased, 95c
 Free Spring Spray

ROCHESTER
WELDING
 WORKS
 349 ORCHARD STREET
 Genesee 3736 E. L. FRYE, Mgr.

Our Retail Plumbing Department
 Is at the service of those desiring to purchase and install their own Plumbing Supplies and Accessories.

Barr & Creelman Co.
 74 Exchange Street
 Plumbing and Heating Material Since 1888
 Ask for our catalogue which is mailed immediately upon receipt of return postage.