# General Business News

The firms appearing on this page are among the leaders in their respective lines, and are highly deserving of your patron-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.

Will Broadcast

will be heard in several numbers. The K of C hour will be on the air

don't Edward Rizzo of the Choro

Rev. D. A. Lord

Gave Address

ST. PATRICK'S

RADIO HOUR

Real Awnement

They imparted only an exterior of

conditions to acquire interior justi

fication. Only by a believing hop

and a contrite love did they draw th

In this manner thee ye of faith

It behooves one to think deeply over these pregnant thoughts and to weigh well the evidence presented in

the Holy Scripture as to the charac-

ter and purpose of sacrifice even as

found in the Old Law and to be pre

pared to accept the reality to-day for

the type. May God grant this grace through Jesus Christ, Our Lord.

was directed in the Old dispensation

imparfed.

Every Friday

#### O'BRIEN & RITZ MARKET FRESH QUALITY MEATS 69 FRONT STREET

WATCH FOR OUR WEEKLY SPECIALS

#### FRUITS AND VEGETABLES WHITE FRONT FRUIT STORE

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PHONE STONE 5

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Monroe 5162

## Rochester Cast Stone Co.

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1965 East Avenue ROCHESTER, N. Y.

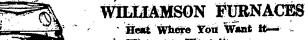
#### MODERN SHADE CLEANING CO.

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E. J. BARNER

### The Brighton Place Dairy Co. - K. of C. Plans Places Selected Milk, a Fine New Product, Upon the Market Here

The economic problem of the aver-clean and safe bottle of milk. se family has had its effect upon the The Brighton Place Dairy Comage family has had its offect upon the nilk industry, as in all other activi- pany also specializes in Rochester fles. In the case of the Brighton Standard Raw, Guernsey Pasteur-Place Dairy Company, with offices ized, Browndale and Baomalero Cer-and plant at 45 Fulton Avenue, this tifled Milk, and Addophilus Milk. need for greater economy has been successfully met through the Introduction of a new "Brand" of milk K. C. Singers 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 sur rounding Rochester. This saving to

rounding 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 firest herds that browse on the suny slopes of nearby farms supply the demand for this riched milk richer by far than the grade universally sold as "standard." The milk is carefully kept apart from other cure.

Bishop John Francis O'Hern will the knights and ladies will go the knights and indies will go the knights and indies will go the ballroom for entertaining dancing. A boxing and dancing. A boxing and dancing are fired 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 broad on street. An "Old Find the fired this richer by far than the grade universally sold as "standard." The milk is carefully kept apart from other cure.

Bishop John Francis O'Hern will the knights and ladies will go the knights and ladies will go the knights and ladies will go the ballroom for entertaining dancing. A boxing and dancing. A boxing and dancing and the ballroom for contenting the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing and the ballroom for ontertaining dancing. A boxing and dancing and the ballroom for ontertaining dancing and the ballroom for ontertaining dancing. A boxing and the ballroom for ontertaining dancing and the ballroom by far than the grade universally sold as "standard." The milk is carefully kept apart from other supilles, specially pasteurized to make lip of each bottle is placed the Brighlace hood cap, held to place by ton Place nood cap, across places of every Friday evening organization at light metal ring. No impurities at light metal ring. No impurities to the council that bottle after it is seafed. This will be heard and a program of music will be heard and a program of music arrangements for absolute cleanliness is pointed out as a most important essential to the nearly of younger andron. Busy adults will and equal enjoyment and new source of energy in the post "selected" milk, it is claimed.

"Selected" milk thade its debut to
Rochester a few days ago. All driv-

ers laive been instructed in the de tails of the new product and will ex plain this modern service to house holders 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 for irregularities by C. Brown, a Cortithe program of the Sodality move-nell graduate in Bacteriology. A ment to the student body. fat, and numerous other analyses effective work that can be done in which are necessary to produce a part of the Catholic Retire program of the Holy Father,

#### Vick Insurance ls Attractive In Every Detail

while to get into communication with Clarence A. Vick in the Cutler Bldg., 42 East Avenue, but satisfied by the content of the country and the cutler Bldg., 42 East Avenue, burden of sin. St. Paul says "It is the Cutler Bldg., 42 East Avenue, burden or sin. St. rau, corp.
Stone 3180, and talk matters over oxen and goats sins should be taken with him. He is not only an expert insurance man, but is careful, conscientious, helpful and honest in every detail of his dealing. You will which is the historical fact that after scientious, helpful and honest in every detail of his dealing. You will be thoroughly satisfied that your insurance business is handled right if Titus they were never offered again. ou do the business with Mr. Vick.

One of the companies represented One of the companies represented the imparted only an exterior of by Mr. Vick is the American Motor legal purification. They permitted ists insurance Co., which for the israelite to take part in the pubpast five years has paid a dividend of the service of God. They expressed the necessity of the atonement and New York State. This is a splendid the necessity of the cross as the and it cuts the cost of insurance on source of regoncillation. This and any kind of a car or truck in a big mated the Israelites with faith an way. Mr. Vick will be glad to exconditions to acquire interior justi plain this insurance to any person. and give you any information you The best part of it is that this remission of sin and their salvation, is a stock company, and no policy before the fountain of grace was holder will ever be liable for an as-opened at the foot of the cross. sessment, as is the case sometimes

with mutual companies. The Fall of the year is a bad time to the future. The promises of the for accidents. Wet, slippery leaves, Redeeiner were known, constantly slippery curves, and other things help kept before the people and the fruit make accidents more numerous, of the sacrifice of Calvary was won Then, as the first fine snow comes, beforehand. Even an obscure knowledge the accidents are liable to increase, edge of the great meaning concealed the accidents are liable to increase. edge of the great meaning concealed of it is always better to be prepared in the sacrificial rite was sufficient. Low visibility, early darkness, the prevalence of fogs and other things are bad handicaps to motorists this time of the year.

Mr. Vick will be just as glad to talk over other kinds of insurance are understanding of what these sacriment was known to the

with you, and you will like him and fices prefigured was known to the his way of ding business. Just give him a ring at Stone 3180, or call upon him at his office, Gutler Bidg. 42

#### Sweet Sacrament

Sweet Sacrament, alone at night, Save for the tiny Sanctuary light, in the early hours of morn; will come to you and say: Keep me, Jesus, all the day.

will come to you at noon-Time will then pass all too soon: Then, when I my lesson learn

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. Hultzman.

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

# Ladies Night, With Program

conducted by Rochester Council, Knights of Columbus in connection with the regular meeting of the Jouncil Thursday evening in Columbus Civic Center with Lecturer George J. Law in charge.

While the knights are in business session, the wonten will play cards In the clubrooms on the accoud floor James Ryan Fr. and Edward Lorscheider will assist Lecturer Law in the arrangements. Wives, sisters, sweethears and daughters of the

### the Fourth Degree Room, Columbus Civic Center, The Knights of Columbus Choral Society under the direction of Prof. Frederick C. Pohl

and Bazaar

Society and Nicholas Pagitara, program manager of Station WHEC

At Mercy High

f the Sodality movement in the lit will be worth while to attend inted States visited Our Lady of the showing of Church Goods at Holy The products of the Brighton Place Mercy High School on Wednesday Angels Convent, December 3, 4, 5, Dairy Company are closely inspected afternoon of last work and outlined and 6, afternoon and ovening. If

modern laboratory has been equipped. Wednesday morning, Miss Dorothy be at some future time. So come, for his special needs at the Fulton J. Willmann, good the New you will find the display interesting may consist of lactic acid odoss, bacteria, sediment, inadequacy of butter dressed the student body on the work. Do not forgot the date, Defat, and numerous other analyses effective work that can be done in

#### Mission Group Will Give Party. Alabama Friest

But as to their officacy, whilst the bloody sacrifices predominated, they dance in Columbus Civic Center be presented with Mrs. Daniel Hall, soprano, and Raymond J. Hogan. magician, featuring. Tickets are now on sale at Columbus Civic Center or from the committee as fol-

legal purification. They permitted J. O Keefe.

J. O Keefe.
Publicity: Eugene W. Maloney, chairman; William Martins and Derothy E. Wills.
Entertainment: Raymond C. Horran, chairman; Charles H. Watkins and Francis Rourke.

Hoffmann. Cards: Miss Anna R. McGrath, ear and Mrs. Ruth M. Jager. Dance: Bernard F. Jaeger, chair nan; Michael J. Burnett and E. L

He lighted up the universe With his cleverness and will, But had God so ordained

"Iwas said, "He knew not God"; Must surely love God, too.

#### FANNY DRESS SHOP ARRIVAL NEW FALL DRESSES

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The first "Ladies Night" will be

members are invited.
Following the council meeting

the knights and ladies will gather in the ballroom for entertainment and dancing. A boxing and dancing not will be presented by the two young sons of Charles Fahey of 174 Woldon Street. An "Old Fiddlers' Dance" will follow.

# To Hold Supper

The Mission Society of St. Joseph's Church will-hold a Sauerkraut Sup-per and Bazear on Saturday November 21, in the Basement of St. Jo-seph School. There will be various naked goods, etc. The eve popular 'Lotto' and other attractions. Supper will be served from 5:30 to 7:30.

is your Church in need of allar ithens? Do you want to give your l'aster a gift he will truly appreciate? A ot of vestments, an alb, a syrplice, a ciberium cover, etc. These are just a few of the many articles the Sisters of the Good Shepherd make so beau-It will be worth while to attend

To rate funds for Pather Loner-gan's relector in Tuscaloosa, Alabama, the local Alabama Mission Group will conduct a card party and Wednesday evening, November 18th A program of entertainment will lows:

Arrangements: Leon F. Maloney, chairman; John C. McGrath, Philip

Tickets: William F. Lynch, chair-man; Carl A. Wirth and Alfred A.

hairman; Mrs. Frances L. Lamp-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 would be unknown still.

Methinks that is not true, For he who loves his fellowmen

#### Crepes Satins Traveltweeds Velvets

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