

# 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 5123  
**WHITE FRONT FRUIT STORE**  
FRUITS AND VEGETABLES  
PETER J. KRAUS, Prop.  
Open from 8 A. M. to 12 P. M.  
172 PLYMOUTH AVE., SO.  
Cor. Adams St. 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 quality  
quality—\$3.50. Also \$6.00 and \$7.50.  
Phone MAIN 2189 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

Glenwood 2017-2018  
Window Screens—Storm Sash  
Frost Enclosures  
**THE ROCHESTER**  
**Woodcraft Shop**  
Incorporated  
300 Norton St.

**SINCERE SERVICE**  
All Details Are Provided For  
**ANTHONY L. MARK** FUNERAL DIRECTOR  
Business Phone 1083 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 1/4 on Auto Insurance Cost  
**CLARENCE A. VICK INSURANCE**  
245 CUTLER BLDG. STONE 3180

**M. J. ZONNEVILLE & SONS**  
Established 1864  
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

## Vick Insurance Is Attractive In Every Detail

When you are planning to take out insurance of any kind, it will be well worth your while to get into communication with Clarence A. Vick in the Cutter Bldg., 42 East Avenue, Stone 3180, and talk matters over 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 be thoroughly satisfied that your insurance business is handled right if you do the business with Mr. Vick.

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 end of the year is a bad time for accidents. Wet, slippery leaves, slippery curbs, 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 prevalence of fog and other things are bad handicaps to motorists this time of the year.

Mr. Vick will be just as glad to explain other kinds of insurance with you, and you will like him and his way of doing business. Just give him a ring at Stone 3180, or call upon him at his office, Cutter Bldg., 42 East Avenue.

**Harry Donovan Of Irondequoit Buried Saturday**  
Harry T. Donovan, former justice of the peace in Irondequoit and a former United States deputy marshal, died Thursday morning from St. Thomas Church at 10 o'clock. Mr.

**FANNY DRESS SHOP**  
ARRIVAL NEW FALL DRESSES  
Velvets \$8.75—\$12.75  
Special 1/2 Sizes  
Opposite Thurston Theater  
558 THURSTON BLDG. Gen. 7728

**CARTER & DOWDLE**  
Maple Leaf Van-Line  
Insured and Bonded Movers in United States and Canada  
OFFICE 12 1/2 RAINIER ST. PHONE, GLENWOOD 5443

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

**ROCHESTER WELDING WORKS**  
349 ORCHARD STREET  
Genesee 3736 H. L. Fetter, Mgr.

Monroe 5162  
**Rochester 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 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

**LOCAL AND LONG DISTANCE MOVING**  
**J. L. (Jimmy) Ryan**  
1510 Dewey Avenue Glen. 4584

**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 Materials Since 1880  
Ask for our catalogue which is fully illustrated and contains attractive prices

## Where Beautiful Articles Are Made



THE WOODCRAFT SHOP AT 300 NORTON STREET

The Woodcraft Shop at 300 Norton Street is one of the most distinctive establishments in the city of Rochester. It makes a great many useful and beautiful articles for the home, the shop, the garden, the lawn. It has the distinction of having the latest plant for the manufacture of storm sashes in Rochester. Sashes that are made to order to fit your doors and windows perfectly, and that saves you more than their cost in the coal they save, and the warmth they retain in your home.

The Woodcraft Shop does not confine itself to the standard products of the carpenter shop. Rather it is a cabinet-maker's factory. It fills special orders. It caters to special orders. What the ordinary builder does not supply and what the home owner finds it difficult to obtain through the Woodcraft Shop is ready to undertake. From the start of the business it was decided to make the business different from other woodworking factories. As a result, service was made the keynote. Instead of doing merely the woodwork for the home owner, representing the hiring of a carpenter and painter to complete the work, the company adopted the slogan of "From Estimate to Installation," enabling the purchaser to secure a complete job with only one overhead.

Trucks of the Woodcraft Shop are filled with carpenter shops on wheels. A carpenter goes with each truck, and does the installation work on each order. The shop also furnishes the products for customers who wish to do their own painting and installing. Many unusual orders come to it. One prominent Rochester man desired a fence. It was to be a particularly long fence and particularly artistic. The Woodcraft Shop did the job—at a cost of \$750. Mattices, china cabinets, book cases, built-in furniture and the best grade of interior trim are some

of the special orders which the company is frequently called upon to handle. The Woodcraft Shop does its own measuring, plans, makes a few joints original with it. The doors are made through the shop and never get out of the mill at an angle, forming a detail. It is impossible to drive the joint apart without smashing the stile. Any and every kind of woodwork for the home, the garden, porch, shop or store will be made to order by the Woodcraft Shop at prices that are first and with service and promptness. A telephone call to Glenwood 3417 will bring any estimate wished, and will be appreciated.

**Uebelacker's Add Line of Paints And of Hardware**  
Complete lines of paints and hardware have been added to the stocks of radios and bicycles handled by the Uebelacker Brothers, 940 Jefferson Avenue. Frank Uebelacker announces. The Uebelackers are now dealers in the internationally famous Sherwin-Williams brand of paints, varnishes, etc.

The Uebelackers operate a business that has expanded continually since they first opened their store in South Avenue. Here they developed a trade and clientele that demanded greater space and facilities for their sales and repair work, so their office and shop were moved to Jefferson Avenue. In their repair work the Uebelackers feature a call-and-deliver system which has won much favor with their customers, both old and new. When something is wrong with your bicycle or motorcycle, call Genesee 2250 and a representative of this firm will call for the "wounded" machine, take it to the shop where expert repairs will be made, and then the machine will be delivered again to your home, ready for more action, and in first-class condition.

**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 selling 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 50 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 275-gallon storage tank, room thermostat, safety controls and is fully approved by the experts of the insurance underwriters. A telephone call to Main 6465 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 3468  
51 SARANAG STREET

PHONE MAIN 1261  
**C. H. MORSE & SON**  
(HENRY W. MORSE, Prop.)  
"Index Label" Air-Cushion Rubber Stamps  
15 SOUTH WATER ST.

**THE JOHN SIDDON'S COMPANY**  
SHEET METAL WORK AND ROOFING  
LUDWIG—The, Slate, Copper, Tin, Asphalt, Zinc and Lead  
WIRE, CHIMNEYS A SPECIALTY  
Gutters, Conductors, Ventilating and Smoke Stacks  
61, 63 and 65 NORTH WATER STREET

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

**MEN'S SHIRTS DRY-CLEANED AND PRESSED—41.00**  
**LADIES' SILK DRESSES DRY-CLEANED AND PRESSED**  
Main Office and Plant  
1908 Main Street East  
**Progressive Dry Cleaners and Tailors**  
Phone, Culver 48—Culver 79

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

**The Complete Service**  
**VITO CIMINO & SONS**  
FUNERAL SERVICE  
21 LAKE AVE. Main 4775

**MAIN 211**  
**35c TAXI**  
**GREEN CAB AND BROKERAGE, Inc.**

65 Broad St., Rochester, N. Y. Main 2200  
**BOCK WEATHER STRIP AND CAULKING CO.**  
formerly  
NIAGARA WEATHERSTRIP COMPANY OF ROCHESTER  
Metal Weatherstrips  
Tuttle and Bailey Radiator Furniture