

# 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 9189  
**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 quality  
 \$3.50; also \$6.00 and \$7.50.  
 Phone MAIN 9189 for appointments.  
**IVASKY'S** 300 BURKH 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  
 Porch Enclosures  
**THE ROCHESTER**  
**Woodcraft Shop**  
 Incorporated  
 300 Norton St.

**SINCERE SERVICE**  
 All Deaths Are Provided For  
**ANTHONY L. MARK** FUNERAL DIRECTOR  
 Business Phone 1835 ST. PAUL ST. Residence Phone Glen 6910

Call MAIN 808 CAB  
 Three Miles **35 cts.** In Two Mile Circle  
 One or Four Persons  
 Fire 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  
 Says 4 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  
**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 9678 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**  
 428 DEXTER AVE. Genesee 4515

An Oil Burner That is Economical, Easy and Safe to Operate, and That Gives Satisfactory Service to Users



The York Oil Burner, distributed by Ray H. Adams, 121 Walnut Street, represents the new idea in oil burning. It is a modern oil burner, easy to operate, safe, simple and economical, causing little or no trouble to users and always giving the heat of satisfaction. The York Oil Burner is a joy to all who have it in their homes. A letter from a user of a York Oil Burner says: "My only cost for oil to heat my residence with the York Oil Burner for the winter 1927-28 was \$128.24. My average cost to heat with coal over a period of five years previous in the same house was \$242 per year. If hard coal \$13.25 per ton, oil nine cents per gallon."

Nearly Perfect Combustion  
 It is claimed that the York oil burner principle, with special installation of extractors materials, clearing at the floor level, doubtless the combustion space, and that even with the cheapest grades of oil the York burner works perfectly, almost perfect combustion. Maximum heat with a minimum of oil is assured, they state.

At the present time the local firm engaged in a campaign to dispose of a number of used oil burners of varied makes takes in exchange for York burners. Attractive price in local firm devoted exclusively to the sale and service of oil burners. This is an excellent opportunity for presentation.

**FANNY DRESS SHOP**  
 ARRIVAL NEW FALL DRESSES  
 Crepes—Silks—Travels—Wools  
 Yelk  
 \$8.75—\$12.75  
 Special 4 Stiles  
 Opposite Thurston Theater  
 538 THURSTON BLDG. Gen. 7728

Patronize Catholic Courier & Journal Advertisers

**CARTER & DOWDLE**  
 Maple Leaf Van-Line  
 Insured and Bonded Movers in United States and Canada  
 OFFICE 12 1/2 BARKER ST. PHONE GLENWOOD 5448

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

**ROCHESTER WELDING WORKS**  
 349 ORCHARD STREET  
 Genesee 3735 H. L. Fetter, Mgr.

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

**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

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 its selected milk, the problem has been successfully met through the introduction of a new "Brand" of milk which this concern claims is from 100 per cent of lactose and others, but for the same grade in other parts of the country. This milk is produced by the consumer's characteristic of the quality of the milk and for a long time has been known to the public as the "Brighton Place Dairy Company" selected milk. The new "Brand" of milk is produced by the Brighton Place Dairy Company, 4000 Brighton Place, through the use of a special process of selection of the best milk from the best farms in the area. The demand for this milk is so great that it is sold at a premium over the regular price of milk.

The Brighton Place Dairy Company is a modern service to house-holders, also, in their routes. The Brighton Place Dairy Company trucks its milk to give early and regular milk service in every section of the city. The Brighton Place Dairy Company are carefully inspected for irregularities by a Cornell graduate in bacteriology. A complete laboratory has been equipped for his special needs at the Brighton Place Dairy Company. The Brighton Place Dairy Company is a modern service to house-holders, also, in their routes. The Brighton Place Dairy Company trucks its milk to give early and regular milk service in every section of the city. The Brighton Place Dairy Company are carefully inspected for irregularities by a Cornell graduate in bacteriology. A complete laboratory has been equipped for his special needs at the Brighton Place Dairy Company.

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 connection with Clarence A. Vick in Cutter Bldg., 12 East Avenue. Mr. Vick is a "matters" over with him. He is not only an expert insurance man, but is careful, conscientious, helpful and honest in every detail of his doing. You will be thoroughly satisfied that your insurance business is looked right if you do the business with Mr. Vick. One of the company represented by Mr. Vick is the American Motorists Insurance Co., which for the past five years has paid dividends of 25 per cent to its policyholders 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 a big way. Mr. Vick will be glad to explain this insurance to a person and give you any information you may desire. The best part of it is that this is a stock company and a policy holder will not be liable for an assessment, as in the case of some mutual companies. The plan of this insurance is to help for accidents—wet, slippery, icy, slippery, curves, and other things, help make accidents more dangerous. Then, as the first time you get into an accident, you are liable to incur a loss. It is always better to be prepared. Low visibility, early darkness, the prevalence of fog and other things are bad handicaps to motorists in many of the year. Mr. Vick will be just as glad to talk over other kinds of insurance with you, and you will like him a big way of doing business. Just get him a ring at Stone 3180, or call on him at his office, Cutter Bldg., East Avenue.

Uebelacker's Add Line of Paints And of Hardware

Complete lines of paints and hardware have been added to the stocks of Uebelacker's. The new line includes a complete line of wall papers, a complete line of oil and water colors, and a complete line of hardware. The Uebelacker's are now dealers in the internationally famous Sherwin-Williams brand of paints, varnishes, etc. The Uebelacker's operate a business that has expanded continually since the opening of their store at 300 South Avenue. Here they developed a trade and clientele that demanded a larger space and facilities for their sales and repair work, so their office and shop were moved to Jefferson Avenue. In their repair work the Uebelacker's feature call and deliver system which has won much favor with their customers, both old and new. Whether you have a bicycle, a motorcycle, or a representative of this firm will call for the "wrench" 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.

William H. Saucke, Water C. Saucke, Herbert A. Saucke, Pres. Vice-Pres. Sec. and Treas.  
**Saucke Bros. Construction Co., Inc.**  
**BUILDERS AND CONTRACTORS**  
 Telephone, Glen. 3463  
 82 SARANAC STREET

PHONE MAIN 1291  
**C. H. MORSE & SON**  
 (HENRY W. MORSE, Prop.)  
 "Index Label" Air Cushion Rubber Stamps  
 15 SOUTH WATER ST.

WENDEL BAYER, S. J. KLEHAMER, CARL F. DIEZEL, Pres. and Treas. Secretary Vice-Pres. and Suppt.  
**THE JOHN SIDDON'S COMPANY**  
 SHEET METAL WORK and ROOFING  
 ROOFING—Tie, Slate, Copper, Tin, Asphalt, Slag and Piano  
 STEEL CEILING A SPECIALTY  
 Gutters, Conduits, Ventilating and Smoke Stacks  
 61, 63 and 65 NORTH WATER STREET

Has Dust-Proof Moving Van For Distance Hauls

Edward C. Lawrence, Local and Long Distance Mover, Builds Successful Patronage on Basis of Personal Supervision  
 Ten years ago Edward C. Lawrence, of 101 Walnut Street, faced the challenge of independent action and service with a small truck. Of course, in those days, it was comparatively easy to personally oversee every detail of his work, but something else entered into his contract with his customers, he alleges—the handling of their belongings as though they were his own property. Throughout the years Mr. Lawrence has kept up this policy of careful service and his present day equipment of three dependable trucks, including one large padded dust-proof moving van for a long distance work, is his claim of a business properly started and handled. Mr. Lawrence points out that 75 per cent of his new customers come through recommendations of those whom he has served—convincingly establishing his reputation for careful attention to these small details. A warehouse is conducted in connection with the Walnut Street office. Further information or estimates will be cheerfully supplied to all readers who care to call Genesee 5813.

**Lamberton's Parking Station**  
 Colonial-Beacon Cars, Oils and Greases  
 Our Service Pleases Our Customers  
 201 Franklin St.

MEN'S SUITS DRY CLEANED and PRESSED \$1.00  
 LADIES' SILK DRESSES DRY CLEANED and PRESSED \$1.00  
 Main Office and Plant 1906 Main Street East  
**Progressive Dry Cleaners and Tailors**  
 Phone, Culver 72—Culver 73

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

The Complete Service  
**VITO CIMINO & SONS**  
 FUNERAL SERVICE  
 31 LAKE AVE. Main 6275

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

65 Broad St. Rochester, N. Y. Main 6640 or Monroe 6486-M  
**BOCK WEATHER STRIP AND CAULKING CO.**  
 formerly  
 NIAGARA WEATHERSTRIP COMPANY OF ROCHESTER  
 Metal Weatherstrips Pecora Caulking  
 Tuttle and Bailey Radiator Furniture