

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.

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 met through the introduction of a new "Brand" of milk which this concern claims is from 10 to 15 per cent richer than standard milk, and considerably longer in life 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 name of the new Brighton Place product. The finest herds that browse on the sunny slopes of nearby farms supply the demand for this richest milk—richer by far than the grade universally sold as "standard." The milk is carefully kept apart from other supplies, especially guaranteeing 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 light 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 destined 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 imperfections may consist of lactic acid odors, bacteria, sediment, inadequacy of butter fat, and numerous other analyses which are necessary to produce a clean and safe bottle of milk.

The Brighton Place Dairy Company also specializes in Rochester Standard Raw, Guernsey Pastourized, Brownale and Donalovo Canned Milk, and Acidophilus Milk.



Christmas Music
Blue, curling smoke could be seen from the chimneys of houses, and great old trunks of trees made crackling sounds. It was a world of white and dark patches, of lights and shades and of the sounds of the wind and the ice-coated trees.

It seemed like a background of music to Frances and Floyd, as they walked up beyond the town to the woods to gather Christmas greens. They wanted a great many greens. The house expected them. Every picture wanted its spray of green behind it, every window wanted its wreath, and the house wanted its big tree, and its little ones for the center of the dining room table.

"You're coming to Christmas dinner, you know?" Frances told Floyd.

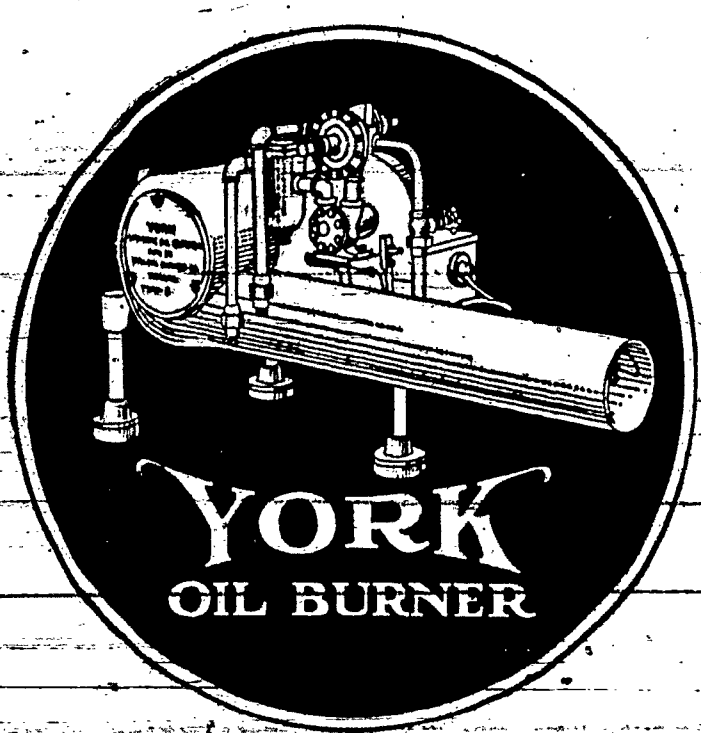
"Yes, your mother did ask me. It was so good of her. Of course it will be my first Christmas away from home, but we never celebrated Christmas much at our house. Not the way you seem to do."

"Why I never knew people to celebrate Christmas as you do—and there are no young children in your house."

"We've always done it that way," Frances answered. "Mother always has Christmas celebrated as though everyone of us was a child."

"Maybe it's what keeps us feeling so young and merry all the time."

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, 101 Walnut Street, represents the new perfection in modern oil burners. Easy to operate, safe, simple and economical, causing little or no trouble to users and always giving the best 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:

"I bought your oil burner for my dining room. It is a real beauty. I bought the York Oil Burner for the winter 1927-28 was \$178.24. My average cost to heat with coal over a period of five years previous in the same house was \$242 per year. (Hard coal \$13.25 per ton, oil nine cents per gallon.)"

Sells Only Oil Burners

Mr. Adams points out that the local York office is the only Rochester firm devoted exclusively to the sale and service of oil burners. This requires a closer study and application of all the newer ideas in oil heating and a guarantee of concentrated service to every York user.

Nearly Perfect Combustion

It is claimed that the York engineering principle, with special installation of refractory materials, starting at the floor level, doubles the combustion space, and that even with the cheaper grades of oil the York brick work provides almost perfect combustion. Maximum heat with a minimum of oil is assured, they state.

At the present time the local firm is engaged in a campaign to dispose of a number of used oil burners of "victor" makes in exchange for York burners. Attractive price inducements are placed at the disposal of Catholic Courier readers who may be interested in Mr. Adams' timely presentations.

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"You're Sure It's Not Just the Family You Love?"

We're such a family for games and fun—all by ourselves, too."

"What a beautiful walk they had, and how Floyd did enjoy helping them decorate later on."

Since his business had called him here and since he had seen so much of Frances he had never felt happier. At first, as he went inside with the Christmas greens, he felt a bit of a stranger.

Their voices were all louder than usual. They were calling directions to each other. They were laughing over the things they were doing.

They were so enormously busy over such details. They took as much time wrapping up a paper of pins for one of the members of the family as they would have done had it been a rare necklace.

And about every little detail they took the same care.

The Christmas decorations were finished. The wreaths were up in the windows. Every picture had its spray of green behind it, and they were all talking of how it would look on Christmas day.

Floyd was sure they would all act as though it were a great surprise to them. That was how they entered into the spirit of their Christmas.

"Come very early in the morning," Frances' mother was saying to Floyd. "Then you'll be here in time to help open the presents and empty the stockings."

"Floyd accepted gayly. It was really his first Christmas like this. And in the center of it all was Frances—Frances whom he loved so much."

"Maybe," he said to her as he was leaving, "maybe I could be a member of the family next year. Do you think you could love me enough to take me?"

"You're sure it's not just the family you love?" she asked, smiling.

"I'm quite sure of the member of the family I love best," he returned, and she buried her head in his heavy overcoat and said:

"Well, I think it's a very good idea!"

"There was Christmas music every-where!"

A soul which does not practice the exercise of prayer, is very like a paralyzed body, which, though pos-

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 a comparatively easy task 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 padlock dust-proof moving van, has been the result of 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.

When "Merry Christmas" Will Do Lots of Good

BIG snow flakes caressed the farmhouse of Garth Mason and lingered at the window sills—a frame for holywreaths. Inside every one but Garth chattered happily. He stared through a window toward a distant light.

"But he ought to make the first move," Garth muttered stubbornly. Finally, impelled by something stronger than will, Garth jerked on his coat and strode forth.

In the doorway of his "hard" neighbor Garth paused self-consciously. "Just brought—Christmas eve, you know—a little present—" he awkwardly extended a new pipe gayly wrapped. "Wanted to say, 'Merry Christmas!'"

"Garth stopped. His hollow-eyed 'enemy' had only partially risen from his chair. John Clark was sick! Long the men talked. John had been haunted, too, by the old misunderstanding.

"Felt that—if I could only see you I'd get well," he faltered. Already he looked improved.

When Garth left the fields stretched before him in peaceful white. Above the cheery lights of his home a star shone with unvarying calm. Garth smiled.—Clark Agee Days.

Early English Carols
The first English collection of Christmas carols was published in 1521.

Christmas Present for Nancy Potter's Birthday

DICK ROBERTS was in love with Nancy Potter, so was Jim Preston. Dick was working his way through college. Jim's father was a multi-millionaire.

"Not much show for me," Dick apologized, as he did up Nan's present, a soft, gold watch that matched the glint in Nan's hair and the gleam of her brown eyes.

"Anonst the ribbons and seals he thrust the card. "When Your Birthday Comes—on Christmas," it was headed.

Dick took it over on Christmas eve. There sat Jim, safely ensconced in the easiest chair in the room.

Dick whistled bravely as he trudged homeward through the snow. It was Christmas, the time of happiness no matter how hurt one's feelings were.

It was Christmas afternoon when Nan called up urging Dick to come over. Dick whistled cheerily as he tramped homeward that night.

Oh, yes, Jim's present was a gorgeous sapphire bracelet and there was a lovely Christmas card. But—Jim had forgotten that Nan's birthday came on Christmas.—Florence Harris Wells.

Oil Aids Santa Claus in Making Family Happy

THE Berrimans had known both cold and hunger; but when oil spilled prosperity all over the district, it included Hal's ranch.

Now he could do things for Lottie and the girls! They should have a home. Having located one for him, the renter started to show him through. "Never mind," said Hal, "I want to know—is it hot?" Reassured, he bought it—furnished, Christmas eve.

Next morning he brought them. He lighted the fire in the cheery fireplace. Sallie quickly spied the row of stockings and hugging Betty, cried: "I always knew there was a Santa Claus, even if he couldn't find our ranch."

"Just what we wanted, too," said Betty.

Lottie emptied her stocking eagerly as a child. Silk stockings, bon bones, gloves and deep down in the toe—a wedding ring! "Better ten years late than never," laughed Hal. "A happy wedding, Hal, even without a ring. Money isn't everything." "Powerful convenient though," returned practical Hal. It was his day.—Norm O. Bailey.