

MODERNIZATION IN THE HOME

MODERNIZATION LOANS for Church and Home

We will gladly work with you and, provided you can meet the few simple requirements which make you eligible for a loan, under the F. H. A., will see to it that you receive your money for contemplated improvements promptly with no red tape.

Nine
City Banking
Offices



Banks
at Webster, Avon
and Sodus

UNION TRUST COMPANY

A Marine-Midland Bank

CHOOSE

TIMKEN Oil Heat

LEADER IN SALES AND
QUALITY FOR THE
LAST SEVEN YEARS

LAUBE ELECTRIC CORP.

191 EAST AVE. — STONE 104
AIR CONDITIONING — OIL WATER HEATERS

BUCKWHEAT & RICE CO.

"Lower Cost Heating Experts"

"COMBUSTION-AIRES" — "FUEL SAVERS"

— STOKOL STOKERS —
"Hydraulic Driven"

You can burn anything you fan—
BUT
it takes a definite condition to give
ECONOMIC RESULTS!

195 EAST AVENUE
Main 3564

OPEN
THE
DOOR



to Greater
Convenience
Beauty and
Utility

Never
before have there
been so many ways
to add to the charm,
the comfort, and
the attractiveness
of your home. Sci-
entists, engineers,
and manufacturers
have developed in-
numerable devices
and methods for
making homes more
livable, more
healthful, and more
beautiful. Begin
now to modernize
your home!



New Homes for Old . . .

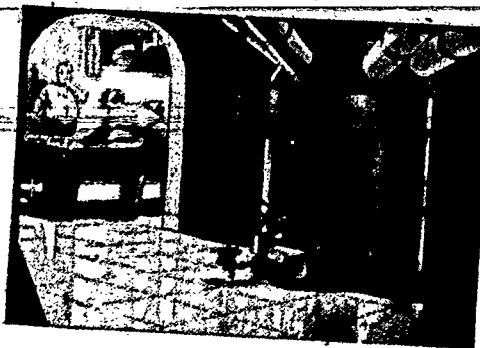
--- In Three Easy Lessons!

- 1 Visit our five model rooms for new ideas in rugs, furniture and the use of color.
- 2 Compare Howe & Rogers values . . . get acquainted with H. & R.'s lower prices.
- 3 Investigate the "H. & R." plan for refurnishing your home on a special plan of budget payments.

Howe & Rogers

89 CLINTON AVENUE SOUTH

GAS HEAT In Your Present Coal Heater



A Janitrol automatic unit in your present coal furnace not only is an inexpensive way to allow extra space for a pleasant playroom in your basement, but also will provide many thousands of hours of home comfort free from the dirt, discomfort, dust and bother of old fashioned fuels. You do not need a new furnace with Janitrol Gas Heat.

Get the Facts

HEATMASTER

137 EAST AVE.

MAIN 713

We will gladly make a preliminary survey of your present system without any obligation on your part, to enable you to determine the possibilities of self-liquidating modernization. Change-over work can be done by a heating contractor of your own choosing. Neither boilers, piping or radiation need to be changed. On new building projects we will cooperate with your architect and consulting engineer. Authenticated performance data upon request.

**DUNHAM
DIFFERENTIAL
HEATING**

Modernize
Your Heating Plant
Sub-ATMOSPHERIC STEAM
heating saves so much
annually in fuel or
steam that many ex-
isting heating
plants can be con-
verted to Dun-
ham Differen-
tial opera-
tion at no
ultimate
cost
what-
ever.

C. A. DUNHAM CO., 430 E. Ohio Street, Chicago

ROCHESTER, N. Y. SALES OFFICE
950-2 MERCANTILE BLDG.
GRAY D. DICKASON, Mgr.
Phone STONE 4564