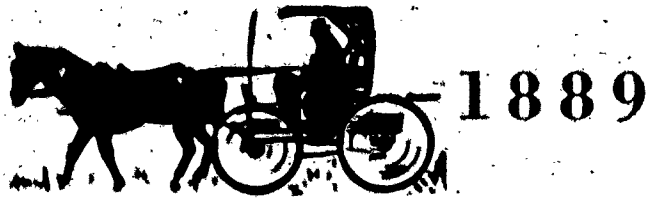


# 50 YEARS of PROGRESS in a GREAT PROFESSION



1889

AWAY BACK when the electric trolley was at last really supplanting the slow horse car, and gas lights were replacing kerosene lamps in the parlors of the day, the communities of the Rochester Area stood at the threshold of a half-century of unparalleled scientific and professional advancement. Fifty years is not a long time when measured against the calendar of human history, yet the fifty years since 1889 have seen the progress of ages crowded into a few decades.

YOUR funeral director has not only appeared in this picture of progress, he has helped to create it. He has

adapted new inventions to your needs, and developed new techniques for your service. Guided always by the highest ideals of professional conduct, he has accepted every opportunity to add better equipment, better methods, better ideas to the efficient facilities which he places at your disposal.

SO IT IS that, in this year of 1939 . . . which marks a fiftieth milestone in the progress of the Catholic Press in the Diocese of Rochester, your funeral director is able to look back on a comparable period of progress in service. He looks forward, too, to future half-centuries of service . . . service to the living in their hours of trial.

1939



## Pledged to Even Greater Progress in the Next 50 Years!

- |  |  |   |  |
|--|--|---|--|
| <p><b>Joseph J. Buckley</b><br/>Funeral Director<br/>386 Genesee Street<br/>Genesee 2028 Rochester, N. Y.</p>                              | <p><b>Joseph L. Logan</b><br/>Funeral Director<br/>386 Genesee Street<br/>Genesee 2028 Rochester, N. Y.</p>                  | <p><b>Meagher and Cuddy</b><br/>Funeral Directors<br/>158 State St. Phone 1451-1<br/>AUBURN, N. Y.</p>  | <p><b>Frank A. Foley</b><br/>of<br/>DEVANEY and COMPANY<br/>Funeral Directors<br/>394 Main Street<br/>GENEVA, N. Y.<br/>Telephone Sempronius 24-F 21<br/>Branch Moravia Exchange</p> |
| <p><b>Edward H. Dreier</b><br/>Funeral Director<br/>85 Joseph Place<br/>Stone 5795<br/>Office Phone 173 Res. Phone 215</p>                 | <p><b>L. W. Maier's Sons</b><br/>Funeral Directors<br/>870 Clinton Avenue No.<br/>Stone 609 Rochester, N. Y.</p>             | <p><b>Glenn F. Mosher</b><br/>Funeral Home<br/>98 East Genesee Street<br/>AUBURN, N. Y.</p>   |  |
| <p><b>Domenic F. Emma</b><br/>Funeral Home<br/>54 Clifton Street<br/>Between Jefferson Ave. &amp; Reynolds St.<br/>Con. 3187 Gen. 4424</p> | <p><b>A. J. Mattie &amp; Son</b><br/>Funeral Directors<br/>300 Cumberland Street<br/>Stone 1552 Rochester, N. Y.</p>         | <p><b>E. J. Sabin Funeral Home</b><br/>CALEDONIA, N. Y.</p>   | <p><b>O'Connell Funeral Home</b><br/>LIMA, N. Y.</p>   |
| <p><b>Farell Brothers</b><br/>Colonial Funeral Home<br/>9 Ridge Road West<br/>Glen. 410</p>  | <p><b>Mudge Funeral Home</b><br/>L. T. LEWIS L. S. MUDGE<br/>725 Park Avenue<br/>Monroe 842 Rochester, N. Y.</p>             | <p><b>Curtice &amp; McElwee</b><br/>Funeral Directors<br/>CANANDAIGUA, N. Y.</p>  | <p><b>Nye Funeral Home</b><br/>MARION, N. Y.</p>   |
| <p><b>Fiske Funeral Home</b><br/>103 Lake Avenue<br/>Phone Main 2730</p>   | <p><b>E. A. Zimmerman</b><br/>Funeral Director<br/>510 Monroe Avenue.<br/>Monroe 1684</p>                                    | <p><b>Stuart A. Hagerman</b><br/>Funeral Director<br/>504 Penna Ave. Phone 2-0697<br/>ELMIRA, N. Y.</p>                                       | <p><b>Rounds Funeral Service</b><br/>Established 1905<br/>Residence Now Hope, N. Y.<br/>P. O. Moravia R. D. 2 N. Y.<br/>W. M. E. ROUNDS CHAS. H. ROUNDS</p>                          |
| <p><b>Bernard T. Flannery</b><br/>Funeral Home<br/>17 Phelps Avenue<br/>Glen. 4251 Rochester, N. Y.</p>                                    | <p><b>Harry J. Brady</b><br/>Funeral Director<br/>East Rochester, New York<br/>Phone: E. Rochester 33</p>                    | <p><b>Charles F. Hughes &amp; Son</b><br/>Incorporated<br/>CHARLES A. HUGHES, Mgr.<br/>Funeral Home<br/>311 Lake Street<br/>ELMIRA, N. Y.</p> | <p><b>Arthur G. Schulz</b><br/>Funeral Director<br/>215 So. Main Street<br/>NEWARK, N. Y.<br/>Phone 153</p>  |
| <p><b>Gerhard Company</b><br/>E. R. Suter, Manager<br/>178 Cumberland St.<br/>Stone 6815</p>   | <p><b>Lester E. Brew</b><br/>Funeral Director<br/>37 Clark Street Phone 1017<br/>AUBURN, N. Y.</p>                           | <p><b>Justin T. McCarthy</b><br/>Funeral Director<br/>403 Walnut Street<br/>ELMIRA, N. Y.</p>   | <p><b>Howk &amp; Mepharm</b><br/>Funeral Directors<br/>ONTARIO, N. Y.</p>  |
| <p><b>H. D. Halloran &amp; Sons</b><br/>Mooney's Funeral Directors<br/>195 Plymouth Avenue So.<br/>Main 127 Rochester, N. Y.</p>           | <p><b>E. A. Heieck &amp; Son</b><br/>JOSEPH E. HEIECK<br/>Funeral Service<br/>17 Franklin St. Phone 12<br/>AUBURN, N. Y.</p> | <p><b>Stephen L. Wilson</b><br/>Funeral Director<br/>301 South Main Street<br/>ELMIRA, N. Y.</p>  | <p><b>H. S. Norton Co.</b><br/>Funeral Service<br/>SOEUS, N. Y.</p>  |
| <p><b>Haubner &amp; Stallknecht</b><br/>Funeral Directors<br/>828 Jay Street<br/>Genesee 300 Rochester, N. Y.</p>                          | <p><b>Langham's</b><br/>Funeral Service<br/>91 E. Genesee Street<br/>AUBURN, N. Y.</p>                                       | <p><b>Wheeler &amp; Son</b><br/>Funeral Home<br/>E. Bloomfield and Holcomb, N. Y.<br/>Phone: Holcomb 282</p>                                  | <p><b>Albert Young</b><br/>Funeral Home<br/>WILLIAMSON, N. Y.</p>  |
|  |  |   | <p><b>Bush-Robertson Co.</b><br/>Inc.<br/>Funeral Directors<br/>WOLCOTT, N. Y.</p>   |

**These Funeral Directors Render Modern Service**