

For a New Year of CONFIDENT BUYING



We give you our Contract Advertisers for 1957



Who TOGETHER published MORE THAN A MILLION ADVERTISING LINES in recognition of Diocesan* CATHOLIC FAMILY PURCHASING POWER!

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|---|---|---|---|--|---|---|---|--|---|---|--|---|---|---|
| AMBULANCE
National Ambulance
APPLIANCES
Home & Institutional
American Specialty Co.
Charlotte Appliances
Elmira Arms Co. Toys-Sporting Gds.
N. Y. State Electric & Gas Corp.
Ralph Appliances
Roch. Gas & Electric Corp.
Singer Sewing Machine Co.
Sprawak Appliance Sales-Elmira Heights
Weed & Co. | DAIRIES
Blue Boy Dairy
Buckner Dairy
Craighton's Creamery (Elmira)
Drey Lee (Auburn)
Geneva Milk (Geneva)
Ockender Dairy (Auburn)
Parkside Dairy (East Roch.)
Plymouth Dairy Inc.
Wegman Dairy Inc.
DANCING SCHOOLS
Hilma School of Dance (Elmira)
Vil Maria School of Dancing | FUEL COMPANIES
John H. Murray & Son (Waverly)
Hub Oil Co.
FURNITURE STORES
M. L. Allen & Son (Corning)
E. Coleman & Son (Waverly)
Diversified Equipment Co. (Office)
Edgcomb's (Elmira)
Flanigan's Furniture
Hornell Sample Furniture (Hornell)
Lynch Furniture (Geneva)
J. P. & M. Sullivan (Elmira, Corning, Williamsport) | *DIOCESAN AREA ADVERTISERS
12-COUNTY COVERAGE
DEPARTMENT STORES
SPECIALTY HOUSES
Men's, Women's, Children's Apparel
Mary's Dry Good Store
B. Michaels Co. (Greene Brighton)
Montgomery Ward Company (Newark)
National Clothing Co.
Personus & Malone (Elmira)
Prjansky, Inc.
Schoeman's
Sheehan's Inc. (Elmira)
Shekman's Inc. (Canandaigua)
Sibley, Lindsay & Curr Co.
Stein's Stores, Inc.
Wineburg & Gleason (Hornell) | HOTELS & RESTAURANTS
Avon Inn (Avon)
The Blarney Stone
B. M. Grill
Brush & Palette (Candor-Owego)
Carr's Cozy Corner (Elmira)
Casa Lorenzo
Crescent Beach Hotel
The Eggleston
Flor-N Restaurant
Glen Edith Hotel
Hedges 9 Mile Point Hotel
Keefe's Restaurant (Elmira)
The Jefferson Hotel (Watkins Glen)
Locust Lawn
Manger Hotel (Formerly Seneca, Roch.)
Mark T'wan Hotel (Elmira)
Melody Gardens (Elmira)
O'Brien's (Waverly)
Ozzie's Village Inn
Pop Lar Food Nook
Rund's Steak and Seafood
Hotel Sellen (Palmyra)
Hotel Seneca (Geneva)
Sheraton Hotel
Treadway Inn
Trotter Hotel
The Washing Well | LUMBER (MILLWORK)
Atlantic Millwork Co.
Dudley Lumber Co., Inc. (Fairport)
Giordano Lumber Co.
Holland's Lumber Co. (Hornell)
Nidge Lumber Co. Inc.
Vinda Vista & Kildes Lumber Co. Inc.
MEAT PACKERS (W/Freezable)
Arpeke Brands
Tobin Packing Company
Russer's Inc.
Zweigle
SURGICAL SUPPLIES
Woodruff Brace & Limb Co.
MONUMENTS
Trotter Bros.
Watkin's Monument Co. (Owego)
MOVERS
Blanchard Storage, Inc. (Local & Long Distance)
Chris Bondon (Local, Rochester)
Geo. M. Clancy Carrying Co. (Local & Long Distance)
Murphy Trucking Co. (Corning-Hornell)
Paul Traynor (Local, Rochester) | RADIO - TELEVISION
Abbott's TV
Edw. T. Boyce & Son
Cameron Radio, Photo & TV Service
Granger TV
Raymo Radio & TV Service
REST HOMES - SANATORIUMS
Gordon C. Bourlein Group (Rochester Heights)
Foster Nursing Home (Canisteo)
Green Acres (Albion)
Lake Manor (Rochester)
Oak Hill Manor (Elmira)
Pine Crest Manor (Corning)
River View Rest Home (Owego)
RELIGIOUS GOODS - CHURCH EQUIPMENT
Mrs. H. Baumgartner (Elmira)
Charlita's
Catholic & Parish
Deposito Studies (Newark)
Estelle's (Newark)
Garry Displays, Inc.
Immaculate (Geneva)
Immaculate Stationery (Newark)
Our Lady's Gift Shop (Elmira)
Parkway Stationery Shop
William F. Proctor
Religious Art Shop (Elmira)
Society Stationery Co.
Trotter's Inc.
Tuckler's Inc. | | | | | | | | |
| AUTOMOTIVE
Sales & Service
H. M. Brown Chevrolet Corp.
Bill Cooke Inc.
Flecher Motors Inc.
Frazier Chevrolet Inc. (Greene)
Hallman's Central Chevrolet Co. Inc.
Hoselton Chevrolet Co. East Roch.
Judge Motors Corp.
Maplewood Motors
Thomas E. Mester
(Motorcycles-Mowers)
Moly Chevrolet Co. (Hornell Falls)
Newark Motors Inc. (Newark)
Palmer Motors Inc.
Pleasant Pontiac Corp.
Pittman Oldsmobile Inc.
Ralph Pontiac Corp.
Simmons Motors Inc.
Whiting Buick Inc. | DRUGGISTS
Ait. Drug Store
Blum's Pharmacy
Bliss Drug
Brainer's Retail Drug (Fairport)
Bint's Pharmacy
Brownell Pharmacy
Bryan's Drug House Inc.
Chilson Pharmacy (Brighton)
Dewey Avenue Pharmacy (Greene)
Ecker Drug Store (Elmira)
Gould's Inc. (Elmira)
Kely Retail Drug (Elmira)
La May Drug Co.
Lynn's (Owego)
Mandell Pharmacy
Millman's Pharmacy
Oxford Pharmacy
Pine Drug Co.
Pharmacy Pharmacy
R. Pharmacy Inc. (Elmira)
Smallen Drug Store
St. Mary's Pharmacy
Wolfe Pharmacy
Wurtzman's Pharmacy Inc. (Elmira)
Wm. Yalovich Drug Co. | FUNERAL SERVICES
A. W. Beilby & Son (Elmira)
Burns Hanna Funeral Home
Claude W. Emery Funeral Director (Fairport)
Ester & Munroe (Owego)
Farrell Bros.
H. D. Halloran & Sons
Haubner & Stallknecht
Charles J. Hughes (Elmira)
Kaufman Funeral Home (Elmira)
Lynch Funeral Home (Waverly)
F. H. McElwee & Son, Inc. (Canandaigua)
Majella Funeral Services Inc.
N. J. Miller Sons Funeral Home
O'Connell Funeral Home (Lima)
Henry Parker Funeral Director (Newark)
Robert J. Poole Funeral Home
Otto W. Staub
Trotter Funeral Home
Van Horn Funeral Director (Fairport) | REAL ESTATE - HOME BUILDERS
BUILDERS:
Caldwell & Cook Inc. (Lakewood-Dewey)
Kaufman Builders
Joseph Entress (Hornell, Greene-Vilmar, Scottsville)
Alfonso DiNardo & Son (St. John's Dr., Greene-Kings Court, Irondequoit)
Edward Garland
Alvah B. Lawson
Theodore Francis Spill (Shewood, Pittsford)
Pepperidge Homes Inc. (South Ridge Estates, Greene)
Charles F. Ryan & Son Inc. (Irondequoit)
Quinn Builders - East Rochester
REAL ESTATE BROKERS:
Alliance Realty Co., Realtors
Nina Ball, Realtor
Brenna Realty Co., Realtor
Andy Chendley, Realtor
William A. Feldman, Realtor
Edward Garland, Realtor
NOTE TO SUBSCRIBERS: If you do not see your favorite merchant or family service listed on this page, we ask that you give him a special personal invitation to place a portion of his advertising in your Courier Journal where it will receive | HOTELS & RESTAURANTS
Alfred Doe & Sons (Cooling, Gutter)
Finegan Construction Co. Inc. (Roof Raising-Domest)
N. C. Freed Co. Inc. (General)
S. J. Gotfrida Painting, roofing, siding
Wm. C. McComb Co. (Roofing, siding)
Rochester Ceiling Co. (Ceilings)
Harold Stein (Carpenter) | INSURANCE
Egbert F. Ashley Co.
Ari Barman & Sons, Inc.
Eleanor J. McLachlan (Elmira)
Modern Protection Co. Inc.
Oakley & McNamee
Frank O'Dea (Elmira)
Donald H. Ruth (Elmira)
Richard H. Schuster
Arthur B. Stiles, Inc. (Owego) | JEWELERS - JEWELRY
At the Watch Doctor
Herbert A. Drescher
Bernard Hentler
Juanita Gift Shop (Greene)
Lavinus Bros.
Marks & Abramson, Inc.
Robinetto (Seneca Falls) | JALOUSIES
Storms and Screens
Andrew's
Colonial Mfg. Co.
D.G.M. Company
A.R. Essig Jalousie Co.
Charles LaVerde
John F. Lanzetta | LAUNDRIES - DRY CLEANERS
Finger Lakes Laundries (Geneva)
Langman Dry Cleaning Co.
Moreton Cleaners (Waverly)
Nick & Erwin (Greene)
Frank Palmer (Spencerport)
Silver Dry Cleaners
Speedy Cleaners
Staub Beck Cleaners
Sunbright Cleaners (Auburn)
Frank Zona & Son (Seneca Falls) | JEWELERS - JEWELRY
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Speedy Cleaners
Staub Beck Cleaners
Sunbright Cleaners (Auburn)
Frank Zona & Son (Seneca Falls) | PAINT STORES
Arnold Paint Co.
Greene Hardware & Paint (Greene)
Hadlock Paint Co.
Herkon Paint Store
Shaker's Paint Store
Town Paint & Hardware Store
PAINTING
Alfred Doe & Son
H. Stain
PAPER HANGING
Alfred Doe & Sons
Max Etalon
PHOTOGRAPHY
Kolorkraft (Gloesoff) Studio | PAINT STORES
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AMERICAN AGRICULTURAL CHEMICAL COMPANY AMERICAN EXPRESS COMPANY AMERICAN OIL COMPANY BATAVIA DOWNS BETSY ROSS CLUB BUFFALO RACEWAY CARDINAL FARLEY	CARDINAL SPELLMAN'S PRAYER BOOK CATHOLIC DIGEST CATHOLIC NEAR EAST WELFARE ASSOCIATION CONFRATERNITY OF THE PRECIOUS BLOOD DANT DISTILLERS COMPANY	J. A. DOUGHERTY & SONS, INC. FROMM & SICHEL, INC. HAGUE, N.Y. HULETT'S LANDING, N. Y. LADIES CATHOLIC BENEVOLENT ASSOCIATION MONK'S BREAD MR. BOSTON DISTILLERS CORP.	McKESSON & ROBBINS, INC., LIQUOR DIVISION PROPAGATION OF THE FAITH PUBLICKER INDUSTRIES, INC. SCHENLEY INDUSTRIES, INC. SCHIEFFELIN & CO. STEIN'S NURSERIES TOBIN PACKING COMPANY
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SEAL OF ACCEPTANCE MATS AVAILABLE FOR CATHOLIC FAMILY NEWS-PAPER ADVERTISING

Note to 1958 Advertisers: In accordance with a new national advertising policy beginning January 1, 1958 in conjunction with BOGNER & MARTIN national representatives (295 Madison Ave., N.Y.C.) the official Seal of Acceptance featured on this page will be made available BY SPECIAL ARRANGEMENT with the publishers, to contract advertisers for copy scheduling.

For a stronger Catholic Press... support the advertisers in Catholic Papers

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CATHOLIC COURIER JOURNAL
OFFICIAL NEWSPAPER FOR THE DIOCESE OF ROCHESTER
SINCE 1889
35 SCIO STREET • ROCHESTER 4, NEW YORK • BAKER 5-6210

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The insignias, reproduced in matrix form, are the signs of credibility and bridge the gap between the keen reader loyalty of the Catholic Family Newspapers and the automatic endorsement that any publisher places on a product or service when he accepts an advertising schedule.

FOR COMPLETE INFORMATION governing regulations conforming to general advertising copy, please consult your Catholic Courier Journal representative or phone BAKER 5-6210, Display Advertising Department.

TAXI COMPANIES
American Taxi Co. (Auburn)
Towner Taxi Company (Elmira)

THEATRES
Cinema Theatre
RKO Palace Theatre

TRAVEL AGENCIES
DePree Travel Bureau
Kullback Travel Agency
Wydler Travel Services

UTILITY COMPANIES
New York State Electric and Gas Corp.
Rochester Gas and Electric Corp.

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Latest Audit Circulation 54,846 BY MAIL EVERY FRIDAY