

A PERSONAL

ENJOY SUPERB AND DELECTABLE FOODS SERVED IN THE CONTINENTAL MANNER AT—

Invitation ... Lorenzo's



RECEPTION ROOM
Comfortable chairs, honey atmosphere and pleasant surroundings. Greet you on entering Rochester's newest rendezvous.

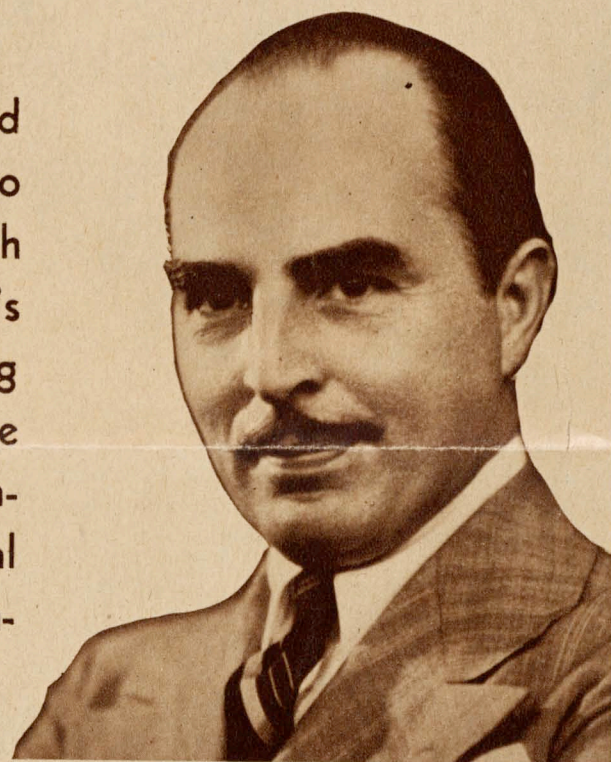


ENTRANCE
You can't miss these doors on Chestnut Street . . . the entrance to the home of **FOOD FIT FOR A KING.**



COCKTAIL LOUNGE
An intimate, cozy place with subdued lighting, reminiscent of the grand manner of old Europe.

ROCHESTER has a new and unique rendezvous to meet, greet and dine with family and friends . . . Lorenzo's celebrating nine years of serving Buffalo folks, now brings the same superb foods with the accompanying traditional continental flavor and atmosphere, to Rochesterians.



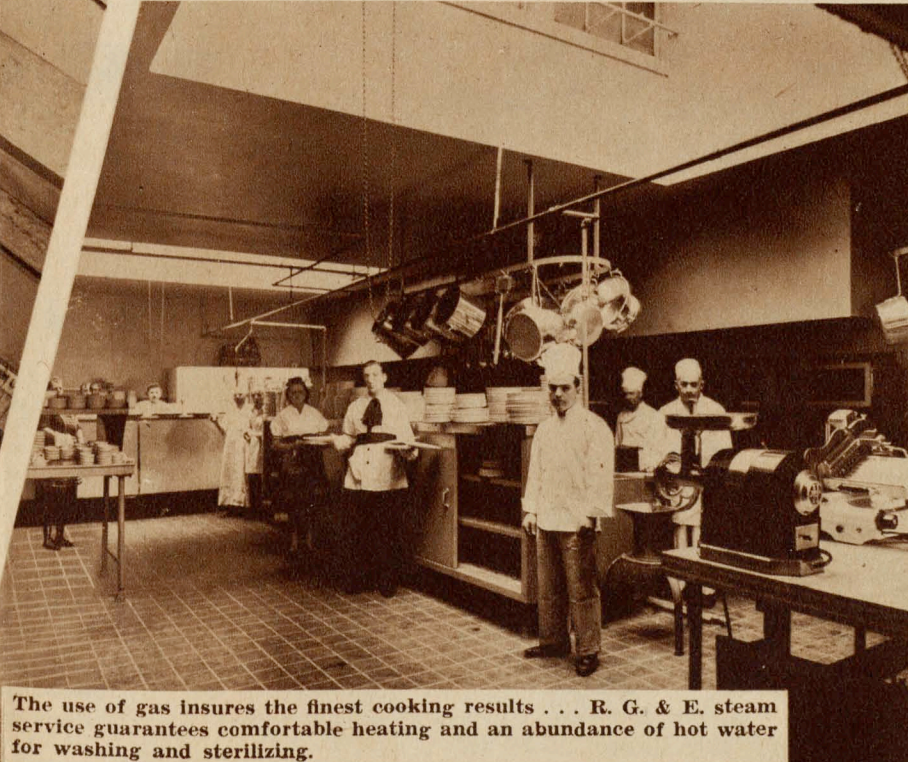
Ideally situated in the heart of downtown Rochester at 33 Chestnut Street, near the Regent Theatre, Lorenzo's, serving new and unusual food delicacies, already has found the popular acceptance of a host of Rochesterians.

Litling continental music by the Lorenzo trio . . . melodious operatic arias sung only as Lorenzo can sing them . . . Lorenzo's charming tea-cup reader . . . Lorenzo's wandering artist . . . all enhance the pleasure of dining out at Lorenzo's.

Lorenzo



DINING ROOM
A fascinating room, alive with color, soft lights, marvelous music . . . a delightful atmosphere.



The use of gas insures the finest cooking results . . . R. G. & E. steam service guarantees comfortable heating and an abundance of hot water for washing and sterilizing.

Leaders in their specific fields of enterprise sought association with **LORENZO** in establishing this fine restaurant. Chosen to cooperate with Lorenzo were:

- JAMESTOWN LOUNGE CO.**
Furniture Equipment
Jamestown, N. Y.
 - CHAPIN-OWEN CO., INC.**
Year 'Round Air Conditioned by Frigidare
205 St. Paul St.
 - CABLE-WIEDEMER, INC.**
Kitchen Equipment & York Refrigeration
205 Central Ave.
 - ALFONSO DINARDO**
General Contractor
187 North Union
 - T. H. GREEN ELEC. CO., INC.**
Electrical Contractors
31 North Water St.
 - THOMAS COOK ADV. CO.**
Electric Display Signs
149 Carter St.
 - CHROMACRAFT STUDIO INC.**
Ecclesiastical, theatrical and fine commercial decorators
30 Tyburn Way
 - EUGENE G. SACKETT CO.**
Tile & Marble Construction
319 Alexander St.
 - SOUND EQUIPMENT CO.**
Specialists in Sound Amplifying Apparatus
928 Genesee St.
 - ANTHONY-KLEE CORP.**
Superior Printing
165 St. Paul St.
 - WHITE LINEN LAUNDRIES, INC.**
We Rent Linens of All Kinds
427 Maple St.
 - THE AMERICAN SPECIALTY CO.**
Rochester's Leading Supply House
291 Central Ave.
 - MEYER SMITH CO.**
Cocktail Lounge Equipment
402 Broadway, Buffalo, N. Y.
 - ALEXANDER SCHLOTTMAN**
Electrical Contractor
143 Kingsboro Road
 - A. GRAMBONE CO.**
Plumbing & Heating Contractors
247 North St.
 - F. J. BARDO**
Steam, Hot Water & Vapor Heating
25 Rowley St.
 - ARTHUR KOWALSKI**
Interior Decorator
44 Allen St., Buffalo, N. Y.
 - WILLIAM E. SIGEL CO.**
Store Fronts, Fixtures, Show Cases, Alterations
204 North St.
 - RALYEA, INC.**
China and Silverware
323 Washington St., Buffalo, N. Y.
- Purveyors of Fine Foods
- For *Lorenzo's*
- GIOIA MACARONI CO.**
The best in Macaroni & Spaghetti
71 Park Way
 - BORDEN ICE CREAM CO.**
Outstanding Quality Ice Cream
288 Ormond St.
 - LOUIS JACOBSON MEAT MARKET**
Wholesale & Retail Choice Meats
57 Spring St.
 - SUPERIOR MILK CO., INC.**
Not just Milk but Superior Milk
641 W. Broad St.
 - UNION DAIRY PRODUCTS, INC.**
Dairy Products of Quality
1790 East Main
 - GIAMBRONE & CO.**
Fresh, Frozen, Fruits, Vegetables, Canned Goods
469 South Ave.
 - CAESAR A. TRONOLONE CO.**
Wholesale Grocers
96 Niagara Food Terminal, Buffalo, N. Y.
 - J. C. PIERI CO.**
Wholesale Grocers & Importers
601 Bailey Ave., Buffalo, N. Y.
 - S. J. McCULLAGH**
Suirona Coffee Used Exclusively
Pearl St., Buffalo, N. Y.