

BULLETIN

from LAKE & RIDGE MERCHANTS

Vol. I

ROCHESTER, N. Y., JANUARY 28, 1932

No. 1

to Our Neighbors Across the Genesee

COME OVER THE NEW VETERANS' MEMORIAL BRIDGE TO
ONE OF THE FINEST SHOPPING SECTIONS IN TOWN



WE TAKE THIS opportunity to greet our many friends on the east side of the river. We have had the pleasure of serving many of you for years, despite the fact that lack of a river crossing at the Ridge Road made it a rather long journey to the Lake and Ridge business section. Others have "discovered" our shopping center since the opening of the beautiful Veteran's Memorial Bridge.

Over a quarter of a century ago, when much of the surrounding territory was still undeveloped farm land, this corner had its beginning. During the intervening time it has grown into one of the finest community shopping centers in Rochester. From one store it has progressed until now there are more than 40 business houses grouped in this one location and it is a little

**Plenty of Room
To Park
Here**

"downtown" in itself, a real fine shopping center.

Progressive business men have founded and "brought up" this community. Their stores reflect everything in the modern trend. Their methods are not antiquated nor is their merchandise, for they have moved with the times. In merchandise they offer everything in the food line (bakeries, markets, groceries, etc.) drugs, clothing, tailoring, dry goods, shoes, furniture, coal and in fact anything you need. One of Rochester's most beautiful theaters and a branch bank, as well as a fine branch library are located here.

Just across the bridge, it is not far to come; yet it will be mighty worthwhile to do so. You are invited to drop in at the corner and see for yourself.

**READ THE FOLLOWING PAGES CAREFULLY BEFORE SHOPPING HERE --- YOU WILL
FIND, THEN, THAT YOUR VISIT WILL BE MORE INTERESTING AND
FAR MORE PROFITABLE TO YOU**

Annual Clearance Sale

Odds and Ends being cleared out to
make room for our Spring line.

BARGAIN LOTS
in Ladies' and
Children's Shoes

98¢ - \$2.87

People are buying these 3 and 4 pair at a time.
Hurry before our stock is exhausted!

MEN'S SHOES 10% DISCOUNT

K. & W. Shoe Store

1467 LAKE AVE.

Open Evenings



NEED THAT EXTRA TON?

Call Glenwood 5767

CITY COAL & COKE CO.

WAGG'S CORNERS

Main Office—226 Kent St.

Glenwood 5895

17 YEARS AT THE CORNERS

Making the finest of ice cream and candies, business is always good with Vonglis. Distinctive candies and delicious ice cream are the reasons for this popularity.

SPECIALS FOR THE WEEK-END

Butter Creams 39c lb. | Cream Wafers 29c lb.
Ice Cream (Neapolitan bricks) 35c qt.

Valentine Novelties in Candy

(Names put on at no extra charge)

FREE: Your birthday or valentine cake
decorated any way you wish at no charge.

J. VONGLIS—1521 Lake Avenue

Over a quarter century ago . . . the first
Wagg's store was opened and Wagg's
Corners came into existence.

TODAY—Wagg's store stands in the center
of one of Rochester's busiest community centers.
Occupying the corner plot at Lake Avenue
and Pullman, it has plenty of room to
display a huge stock of dry goods, furnishing
and novelties.

No more complete selection is offered in any
similar store in the city. There you find every-
thing new in a line which ranges from needles
and thread to nearly every article of wearing
apparel for any member of the family.

PRICES HERE ARE ALWAYS LOW!

Plenty of Clerks—No Waiting

OPEN SATURDAY EVENING 'TIL 9

G. J. WAGG

DRY GOODS FURNISHINGS - NOVELTIES

BARTEL'S MARKET

5 PULLMAN AVENUE

**THE FINEST IN MEATS AT THE
MOST REASONABLE PRICES**

Perhaps some of you will remember us . . . for
more than 20 years our market was located on Clin-
ton Avenue. Four years ago we moved to the Lake
and Ridge section, but despite the change many of
our customers continue to patronize us. Now with
the new bridge open, many others are coming over
. . . when you come here to shop—try BARTEL'S.

For Delicious Baked Goods—Try Johnston's

Among the many fine shops at the Lake and Ridge corners is one which represents a Tenth Ward institution. It is the H. A. JOHNSTON KLEEN BAKERY.

For many years Johnston's have been the standard of quality in this section. If you have not tasted any of Johnston's delicious products, baked fresh every day in their own ovens on Lewiston Avenue, ask your Tenth Ward friends . . . or better still try some of these specials this week.

SPECIALS FOR THE WEEK-END

ICE BOX COOKIES 16c doz.
NUT BREAD 19c loaf
WHIPPED CREAM PUFFS . . . 6 for 25c
SMALL PARTY ROLLS. . . 2 doz. 18c

Made in both Parkerhouse and Finger Roll Style

H. A. JOHNSTON KLEEN BAKERIES

1505 LAKE AVENUE

(Next to Lincoln-Alliance Bank)

THREE OTHER STORES AT 827 DEWEY AVENUE,
1300 DEWEY AVE. and 400 LEWISTON AVE.

NEXT TO THE LIBRARY

Entrance on Owen Street

Is one of the most reliable and satisfactory tailoring, cleaning and pressing services to be found anywhere . . . your clothing is kept under cover and is well taken care of while we have it . . . everything here is neat and clean. . . . Prices are no higher than at any other cleaners.

CLEANING—REMODELING—REPAIRING

Wm. Sovatsky—11 Owen Street

Open 8 a. m. to 8 p. m.—Glenwood 5194

DAVIS DRUG CO.

PRESCRIPTION PHARMACISTS

1481 Lake Avenue corner Ridgeway Avenue

If you present this ad before Feb. 1 and make a 50c purchase you will receive Free a 50c bottle of Coty's Lorigan perfume or a Coty's Lip Stick.

Your PRESCRIPTION

When your Doctor prescribes, the good the medicine or treatment will do depends on two things:

FIRST, is the way your Druggist fills your prescription.

Skill in Compounding

Your pharmacist must know all about drugs and chemicals—their strength, purity, uses and dangers. He must know how to perform the many processes by which chemicals are compounded and made ready for your prescription. Our prescription department has this skill and experience.

SECOND, the amount of benefit your prescription will do depends on how careful you are in carrying out your physician's orders. Do just as the Doctor tells you, follow his directions exactly and explicitly.

We carry a complete stock of John Wyeth and Bro., and Park, Davis & Co. pharmaceuticals and tablets, Squibb's Household Remedies and Clapp's Baby Foods.

Special Prices for Thurs-Fri.-Sat.

Meads Dextri Maltose No. 1, 2 or 3 53c
Squibb's Cod Liver Oil 79c
Squibb's Mineral Oil 74c
Pond's Vanishing Cream, 65c jar for 49c
Woodbury's Facial Cream jar 41c
Jergen's Lotion 45c
Mellow-Glo Face Powder 79c
Sloan's Liniment small 29c; medium 54c
Listerine, 14-oz. 69c
Palmolive Shaving Cream 21c
Djerkis Talcum 23c
Hot Water Bottle (\$1.00 retail) 69c

Agency for Whitman's Candy; Magg's and Bartholomay Ice Cream
Rental Library

Complete Banking Service

At Your Disposal

YOUR PATRONAGE IS SOLICITED

LAKE AVENUE OFFICE

LINCOLN-ALLIANCE

Bank and Trust Company

LAKE AVENUE at RIDGEWAY

Levin's Cash Market

1525 LAKE AVE.

GLEN. 305

FREE DELIVERY SERVICE!

Our aim is to make friends as well as customers. For 14 years we have served a discriminating clientele in this section. . . Notice the prices we quote; then try us for quality!

WEEK-END SPECIALS

Pork Loins 12c lb.
Tender Pot Roast 15c lb.
Best Potatoes 10c pk.
Sliced Bacon 19c lb.
Toilet Paper 5 for 25c
Beechnut Coffee 31c lb.

FREE DELIVERY SERVICE!

FURNITURE CRAFT



You have no doubt heard of Kennykraft furniture, but perhaps you did not know that its home is at the other end of the Veteran's Memorial Bridge. You are welcome to see the showroom and factory any time you wish.

We are over here, out of the central business area; but our business takes us to all parts of the city and into the surrounding towns. Kennykraft is built to the highest standards, yet the best "sale prices" elsewhere are equalled and perhaps bettered here where the furniture is made.

Gerald C. KENNY, 1476 Lake Ave.

Manufacturers of KENNYKRAFT

Lifetime Upholstered Furniture

On Lake Avenue at the Entrance of the
VETERAN'S MEMORIAL BRIDGE

Rochester's Finest Residential Theatre



ADULTS 25c
Children 10c

FREE! Vanity Ware
To Every Lady Wed.-Thur. Nights

FRI.-SAT., JAN. 29-30

"SOOKY"

with Jackie Cooper
Robert Coogan

also

"Heaven on Earth"
with Lew Ayres and Anita Louise

SUN.-MON.-TUES.

JAN. 31-FEB. 2

JANET GAYNOR
CHARLES FARRELL

in

"DELICIOUS"

AS NEAR YOU AS YOUR TELEPHONE!

Myers & Stoneham ELECTRICAL CONTRACTORS

1517 LAKE AVENUE—Phone GLEN. 2604
ELECTRICAL WIRING and REPAIRING

RADIO SERVICE—R.C.A. TUBES