A Call to Arms

We are engaged in the business of brewing beer—an industry that has its opponents.

By these zealous folk we are said to love money more than mankind; to ignore the moral code and to be steeped in much wickedness, etc., etc., etc. So let it stand.

Through years we have watched over life's waters the rise and fall of prohibitory waves, only to see them followed by increasing winds of desire, temporarily suppressed. This is also history.

Naturally we have concluded that prohibition is not equal to the task.

All reformation lies with the individual. He has the God-given strength to be made whole if he can be induced to use it.

"Steeped in wickedness" as we are said to be, we still stand ready to contribute to and work with any movement with a distinct purpose to help men get hold of themselves.

We are calling men now to arms—to use their strength against weaknesses. Only the strong-willed find happiness; only the moderate and fit survive!

Genesee Brewing Co.
Phones 71.

The College for Everyman's Son

VILLANOVA

Pre-eminent Eastern Catholic College

Located in beautiful suburbs near Philadelphia. Villanova has been renown for its practical courses in Civil, Electrical, and Mechanical Engineering. Equipment and methods that develop a high degree of efficiency.

Well-rounded Classical and Commercial Studies in Philosophy, Latin, Greek, English, Elocution, History Mathematics Sciences, Modern Languages, etc., under able Faculty.

Athletic life for students with all facilities—gymnasium, field track etc. Villanova is the place for your son.

Tolentine Academy for Small Boys on Campus.

Free booklet on request.

President, Rev. Edw. G. Dohan, S. T. L., O. S. A., Box 16, Villanova, Pa.

German American Lumber Co

GET OUR PRICES

134 Portland Ave. 888 Clinton Ave. S.

Both Phones. Home 1865, Bell 1246

Clearance Sale. New Factory. New Goods

Everything manufactured in the line of Grips, Bags, Suit Cases, etc., must be sold. Nothing removed but the machinery.

Sale Now On at

ZICK'S

311 Central Bldg. 158 E. Main St. and Factory 299 State Street

Our Motto—"Square Dealing."

CHAS. LIPPINCOTT

Agent

MONARCH BIG 5 MOTORCYCLE $200

National Dayton Value and Rochester Clip Bicycles

All Makes of Tires

First-class Repair Work

Rochester Phone 7955

484 STATE STREET

We are Headquarters in Rochester

For Everything in the

Horse Goods Line

Harness, Riding Saddles, Leather Goods

CHAS. S. GIBBS

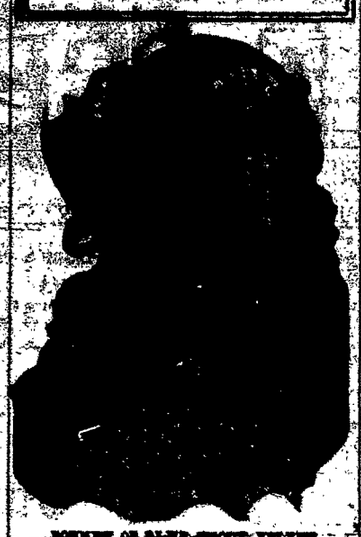
93 State St., Rochester, N.Y.

Both Phones 1387

Book or Job Printing of any kind give us a call. Catholic Journal Co

FOR THE LITTLE MAID.

Paris Sends Over This Very Dainty Bonnet.



BONNET OF BLUE UNCUT VELVET.

This charming bonnet for a little girl has just arrived from Paris. It is made of blue uncut velvet, and against the blue material are poised little roses made of white silk.

The bows at the side and streamer passing beneath the chin are effective and graceful.

JUST A SUGGESTION.

The Working Girl's Home Life Should Be Pleasant.

The kindest, best intentioned of parents are often unconsciously neither kind nor fair to the daughter who is a wage earner.

It is quite possible that her hours are longer, her work more trying than that of either father or brother, yet whereas nothing in the way of help is expected from them in their leisure hours the business girl is as often as not supposed to do a share of household duties.

If so more active tasks are assigned her she must do her own mending and probably a share of her father's and brother's, and whereas they will be petted and pampered and generally sympathized with on their return from their more or less arduous labors it seldom occurs to any one that the working girl is probably infinitely more nerve racked and worn out than any man is likely to be.

And all this happens because woman's work outside her home is seldom taken seriously by her own folk.

They are ready enough to profit by its results—for, indeed, the working girl's income is rarely her own, as her brother's is his—but that its earning entitles her to the same ease and leisure it entitles the masculine breadwinner seldom dawns on home folks. This is obviously unfair.

Smart Calling Costume.

Now that the early fall days are here one is obliged to take up certain social duties, and among them is the afternoon call of a more or less formal nature.

For this visit one wears a costume just a trifle more elaborate than the ordinary trotting suit. The illustration shows a delightful confection of the tailored type suitable for afternoon calling.

TAILORED GOWN OF BROWN SERGE.

The suit is of dark brown serge, and, by the way, brown is to be one of the leading colors this fall, with trimmings of black braid and buttons.

The brown felt hat is trimmed with brown and white feathers and a velvet bow.

Went Up Ahead.

One of the girls sign combination in grammar school, when asked why the noun "bachelor" was singular, blushingly answered, "Because it is very singular they don't get married."

She went up to the head of the class.

Why Don't They Learn?

The trouble with the women who want to behave like men is that they have not learned to behave like gentlemen.

HUMOROUS QUIPS

Poetry and Prose.

HE.

I did not know I loved you until
That fragrant rose here in your hair
I did not know I might dream
All but my love for you completely;
I did not know before I saw
The velvet of your cheek, the amber
The radiance of this glorious wave—

SHE.

Ah, now, I know you're only teasing!

HE.

Before we met I never knew
The gleaming stars could shine so bright-
ly
Or that the music of the sea
Could cause my heart to beat so lightly;
Before I gazed in your soft eyes
And felt a thrill of joy surge through
me,
I had not guessed how fair the skies—

SHE.

Ah, say, what's this you're handin' me?

HE.

I did not know are I beheld
You in your fresh and wholesome beauty
How sweet the blushing roses smelled
Nor could I whistle while on duty
But since you came to make me glad
Sweet songs come to my lips unbidden
And I've forgotten to be sad—

SHE.

Say, Algernon, cut out the kidding!
—Chicago Record-Herald.

Outwitted Him.

Mrs. Pankhurst, the suffragette, surprised some of her friends a short while ago when she related this little incident:

"A lady had sued a railroad for $20,000 damages and secured a verdict and was paid the full amount subject to her order. Her attorney didn't get a penny."

"Why, that seems incredulous," one of the party said. "How did it happen?"

"She found a way to outwit him."

"What did she do?"

"She married the lawyer."—Judge.

No Quorum Again.

The stranger from New Zealand sat in the house gallery.

"And why," he asked, "are there so few legislators present?"

"The home team plays on the home grounds today," replied his guide.

The stranger nodded and took out his notebook.

"When national legislation interferes with the national game," he wrote, "the national legislators show their deep disapproval by unanimously absenting themselves from their official seats."—Cleveland Plain Dealer.

Higher Criticism.

"Did you enjoy Miss Dodleson's singing last evening?"

"Well, in a way I did. But it seemed to me that she lacked a sense of proportion."

"Yes, I noticed that too. A person as stout as she is ought to wear her stripes running up and down instead of the other way."—Chicago Record-Herald.

"Easy Come—"

"It was raining last night, and I went to two receptions. I had the bad luck to lose my umbrella at the second."

"Well, it was lucky you didn't lose it at the first."

"Oh, I got it there."—Lippincott's Magazine.

Another Bargain.

"Charley, dear," said young Mrs. Torkins, "did you say those blue chips were worth a dollar apiece?"

"Yes."

"Well, here is a whole boxful that I got for 98 cents, with some other colors thrown in!"—Washington Star.

The Reason.

"Why is it that the dog is always referred to as the most intelligent animal?" asked the elephant.

"Because he knows how to get a good living without doing any work," replied the horse.—Cincinnati Enquirer.

Overrated.

"I think these stories about the strength of Samson must be exaggerated a whole lot."

"Why do you think so?"

"I never heard of his opening a car window."—Houston Post.

A Vain Knowledge.

Father—You seem to have no idea of the value of money.

Son—No idea! Why, dad, I can mention a hundred different ways of spending money you never dreamed of.—Boston Transcript.

Green.

"Have you any lobsters?"

"Yes, ma'am; here's a fresh lot."

"Haven't you any that are riper? Those look so green."—Los Angeles Herald.

A Difficult Task.

"What are you doing with that parrot?"

Stammerer—I'm j-j-just t-t-teaching him to sp-sp-speak.—Fliegende Blatter.

In the Cheap Restaurant.

"How much is heavy cream?"

"Five cents, sir."

"What is ordinary cream?"

"Milk, sir."—Lampoon.

Proud Testimony.

"Does your husband chew, Mrs. Mingle?"

"Mors'n jest chew, mum. He Fletcherizes."—Exchange.

Altruistic Courage.

Rokus—Ja'Cache, ol' fel'ah, the blamed thing pulled it it were mine.

Pokus—So would I if it were yours.—Puck.

For the Children

© by American Press Association.

The charming little girl here pictured with a Czech's new in the [illegible] is Miss Mavis Yorke, a talented English child actress and dancer, for whom a great future is predicted. Little Miss Yorke has attended with attention [illegible] London by her sweetness, great beauty. She dances like a veritable fairy—so lightly she trips that [illegible] the way, to an exceptional degree [illegible] young folks. As it promotes grace [illegible] movement and tends to [illegible] gracefulness. It can easily be overdone, however, and in that case it is positive harm. Of course [illegible] or girl either, for child [illegible] comes as predicated as Mavis Yorke [illegible] In addition to great natural [illegible] has had the benefit of expert [illegible] tion. The photograph from which [illegible] picture was made was taken in [illegible] Botanical gardens, Regents park, London.

Hurdy Gurdy Man.

As a fine exercise the game of hurdy gurdy may make high [illegible] wings a great success at afternoon [illegible] tion. To play it seat the players in a circle and let one of them be the hurdy gurdy man. Then [illegible] of the others what instrument [illegible] he will be. After all have chosen the hurdy gurdy man begins to sing:

I'm a hurdy gurdy man,
I'm a hurdy gurdy man, I'm,
You must do the best you can
To please the hurdy gurdy man.

As he sings he [illegible] on an imaginary piano, and the [illegible] ing with him and accompany [illegible] selves on the instruments they [illegible] chosen—for instance, the boy who has chosen to be the drum making the motions of drummer, and the boy who has chosen to be a hand organ grinding an imaginary hand organ, and so on.

After a few moments the hurdy gurdy man stops playing the piano and begins playing some other instrument. If he plays the drum the drummer must instantly leave off playing the drum and begin playing the piano, that instrument the hurdy gurdy man just stopped playing. In a moment the hurdy gurdy man changes to the fife and the fife player immediately takes up the drum, and so it goes on, the hurdy gurdy man changing ever faster and faster till finally he takes up the piano again, whereupon all the players go back to their original instruments, and the game begins all over again.

Call Ball.

This game is good fun and is best played out of doors with eight or more players. One is chosen to toss the ball, and each player is given a number.

The players take positions and further than the ball can easily be thrown. The tosser then throws the ball and calls one of the players by the number—5, 10, 3 or whatever he may choose. The player with that number must run and catch the ball, not letting it bound more than once.

A good tosser keeps the players on the alert, guessing who will be called next, and by sometimes calling one at a good distance from the ball keeps an element in the game.

Kitty Don't.

Such a mischief loving lassie,
It tries one's patience quite
To watch the child. She almost is
A single thing that's right.

"Do, Kitty, don't play that, dear!"
"Oh, Kitty, don't do so!"
Thus fly the words that greet her
Wherever she may go.

When [illegible] dust she [illegible]
Her dimpled upon my knee
In playful mood I asked her, saying,
"Why, Kitty, 'scuse" said she.

"Yes, Kitty, but the rest, dear?"
She hung her curly head.
The reason, for just a moment,
Then "Kitty Don't," she said.