



The winners of the \$30 in gold for suggesting the accepted name "The Regina" are as follows:

Florence Euler
155 Benton St.
Harriet Harvey
918 Dewey Ave.
Gussie B. Anderson
126 Gardner Ave.
Lucy Clark
55 Clinton Ave. S.
Hazel M. Harvey
202 Adams St.
Mrs. J. J. Welch
Clyde, N. Y.

We thank you all for the great interest shown in helping us to select the accepted name "The Regina" which will best serve the trade with exclusive millinery at the most moderate prices.

AN INVITATION
To Rochester's
New Millinery Store
The Regina
Millinery & Importers
247 Main Street East

FORMAL SPRING OPENING
SATURDAY and Continuing throughout the following week

This will be a brilliant and notable fashion event. The most charming array of Spring millinery that can be seen in this vicinity. A magnificent and exclusive representation of the latest and most authoritative Paris and American millinery modes.

450 New Models at \$4.95 to \$10.00
These hats are remarkable reproductions and most of them identical copies of the imported Parisian models.

VISIT OUR SECOND FLOOR
POPULAR PRICED MILLINERY

TRIMMED HATS up to \$8.00 values \$2.95 and \$3.95	Our Second Floor will at all times be equipped with the newest and up-to-date Millinery at the most popular prices in Rochester.	UNTRIMMED HATS up to \$5.00 values 98c to \$2.95
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Avon Theatre.
Formerly Known as Lowe's

The coming week will bring one of Europe's most wonderful vaudeville artists to Rochester in the person of Constantine Bernardi. He has appeared in the big cities of the world, before the celebrities and Royalty of Germany, Norway, England, Ireland, France, Russia and even Turkey. In his act at the Avon Theater he impersonates the characters at a performance in an English Music Hall and plays all the parts himself.

Harvey De Vora Trio, Will Hale & Co., Frankie Fay and Walter Elliott, helped by his wife Grace Elliott make up the vaudeville part of the show for the first part of the week. Of course there's a big feature picture "Drugged Waters". The Franconi Opera Co., one of the real big things in vaudeville, that smart people like, will feature the programme the last three days. Others on the bill include Quinn & Mitchell, in a new pot of fun "The Bunkem Gold Mine"; Mlle. Oberita and her girls, a dancing treat and two comedy acts. "Hop" a bit of Chinatown is the photoplay.

The Catholic Federation of London, England, is beginning a campaign for the greater extension to the Catholic press.

AVON THEATRE
W. B. McCullum, Manager
Formerly Called LOEW'S

NEXT WEEKS STARS
The World's Greatest Artist
BERNARDI
1000 Changes in 20 minutes

Change of show
MONDAY and THURSDAY

FRANCONI OPERA CO.
A Half Hour of Grand Opera

Always 5 Vaudeville Acts and Feature Pictures

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Catholic Bibles, Books and Periodicals
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DON'T forget to notify us to move your Bell telephone if you are going to move this spring to a new home or place of business.

With nearly 19,000 Bell Telephones in Rochester, we will be called-upon to move hundreds of telephones. It is important that we know of early removals. Give us 15 DAYS ADVANCE NOTICE and we will have your telephone ready for you in your new location.

Please remember, moving a telephone is not merely taking out the instrument. There may be considerable wiring and other work to be done.

Call us as soon as you know when and where you are going to move.

New York Telephone Company,
95 N. Fitzhugh Street

Do Something

If your business is small and doesn't show a satisfactory growth, don't sit and fret about it.

Do Something.

Get a Changeable Panel Electric Sign and let People know where you are.

You've got the goods, your prices are right, you know your business, and you are courteous and genial - in a word, you've got all that goes to make a business grow, except an electric sign.

We are offering changeable Panel Electric Signs at \$100. \$25 down and \$7.50 per month.

These signs are 5 feet by 2 feet six inches, and the letters are 1 foot 6 inches high.

PHONE US

We'll send our representative to answer your questions. His services are free.

Rochester Railway and Light Co.
34 Clinton Avenue North
Bell Main 3960 Home Stone 125

St. Andrew's Church - Immaculate Conception Parish.
The requiem high masses for Glavin - Thursday morning, this week were for Estelle Kelsch March 16, 1916, at the family home, No. 653 Plymouth avenue, and Jacob Englert.
Wednesday evening services Mrs. Honora Glavin, widow of were held at 7:45, consisting of the Rosary, sermon and benediction by one daughter, Sister M. Seration of the Blessed Sacrament, of the Sisters of St. Joseph. The sermon was delivered by Rev. Father Liebert, C. S. R., on his topic being "Penance."
Friday evening, the Way of the Cross took place at 8:15 o'clock from the house and at 9:30 o'clock from this church, of which she was a member over sixty years.

Holy Cross Church.
John B. Meisch, superintendent of Holy Sepulchre cemetery died Thursday, March 16, 1916, at the family residence on the boulevard, Greece. He is survived by his wife, Margaret Meisch; one son, Pierre Meisch; one brother, Nicholas Meisch, and three sisters, Mrs. Joseph Creegan, Mrs. Frank P. Farnum and Miss Barbara Meisch.
The funeral will take place on Saturday morning, at 9:15 o'clock from the home and at 10 o'clock from Holy Cross Church, Charlotte. He was a member of Rochester Council, No. 178, Knights of Columbus.

St. Francis Xavier.
The requiem masses this week were for the Hauptenthal and Diringer families and for Bernard Shum.
Sunday afternoon there was a meeting of the Young Ladies' Sodality.
The members of the St. Elizabeth Society met on Thursday evening.
Sunday is communion day for the Sacred Heart Society and for the women of the parish.
There will be usual Lenten devotions on Wednesday and Friday evenings at 7.45 o'clock.


Order of Alhambra.
The next regular meeting will be held on Tuesday evening, March 21st, at 8 p. m., at 397 Main street east, Foresters Hall.
We have something extra for that evening and as this will be the first meeting presided over by the new officers, will you lend us your assistance by being present?

Do You Know How to Preside
At the meetings of your society, club or business associates? You can learn how to do so with the proper ease and dignity of the R. B. I. evening class in parliamentary law.
This class begins next Monday evening at 8 o'clock in the new R. B. I. building, 172 Clinton avenue south. The term continues for ten consecutive Monday evenings. "Robert's Rule of Order" is the text that will be used. The cost is very moderate. Telephone Stone 326 or Main 3869 for particulars. - Adv.

O'HARA & WEAVER
Fifty East Avenue

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A Sign of Superiority



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Donoghue's Private Stock, Qts.	\$1.50
Donoghue's Monogram Rye, Qts.	\$1.00
Donoghue's Maryland Rye, Qts.	.75
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PORT, SHERRY, SWEET CATAWBA, ANGELICA and Tokay.

35c, 50c, 65c, Full Quarts.
\$1.00, \$1.25, \$1.75 per Gallon.

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