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Archbishop Gerken!
to Rome, Lourdes, Lisieux, Padua, the Passion Play
Pilgrimage party under the auspices of the Society for the Propagation of the Faith sails from New York July 7 on the luxurious S. S. Conte Di Savoia, returning on the mighty S. S. Berengaria.
40 days—\$575
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Tourist Glass Steamer
Membership limited; early reservations urged. Get details from your local travel agent or
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The ninth advertisement in a series to promote public knowledge of the funeral director's service

Good Judgment vs. **Sentimentality**

WHEN DEATH claims a loved one, it is not always easy to think calmly and to exercise sound judgment. Emotion may distort the sense of values.

HERE TOO the funeral director who is a worthy representative of his profession can extend a helping hand. He will assist you with his thorough knowledge, with his broad experience, and with his understanding of situations and problems that are unfamiliar to you.

ABOVE ALL, your funeral director will give prudent counsel in the matter of funeral costs. He will advise against unwise or unwarranted expenses. It is his duty to you and to his profession to render services that will be in proper proportion to your means.

IN THIS way, your funeral director is again the "friend in a time of need,"—sympathetic and genuinely helpful.

A. J. Matthe & Son
208 Cumberland Street
Stone 1552

C. F. Scheuerman Sons
230 Brown Street
Genesee 438

N. J. Miller's Son
704 South Avenue
Monroe 50

Haubner & Stallknecht
228 Jay Street
Genesee 300

L. W. Maier's Sons
870 Clinton Avenue North
Stone 609

Members of the District, State and National Associations of Funeral Directors

Catholic Baseball League Frays Will Open Next Sunday

Outfitted in brand new uniform sweaters, bearing their parish insignias, teams of the Catholic Baseball League will get underway in their fifth season next Sunday. It is announced this week by President William A. Lang.

Opening week's schedule released by league officials finds the championship Holy Rosary team pitted against the C.Y.M.A. at Edgerton Playground in the western division. St. Andrew's, runners-up in last year's race will meet O. L. P. H. at Benjamin Franklin Field. The latter team will be comprised only of parish members.

Two newcomers in the Western Division, St. Peter and Paul's and Immaculate Conception will cross bats at West High Field while the strengthened Holy Family outfit in quest of its third league championship will take on Cathedral nine at Y. and E. Field.

A ranking favorite to win honors in the Eastern Circuit, St. Boniface, will make its bow before the home folks in Athletic Field in Clinton Avenue South with St. Teresa's opposing. The Eastern Division card will be completed with a game between St. Ambrose and Blessed Sacrament at University Field.

Pitching aces who have shifted allegiance this year will include the following in new uniforms: Barney Agness with St. Andrew's, Sam Robman with Holy Rosary and Tony Ferrarini with St. Boniface.

Followers of each of the parish teams are expected to turn out in large numbers for the openers on Sunday.

HONORS CANADIAN LAYMAN
Quebec, (NGWC).—His Eminence Rodrigue Cardinal Villeneuve, Archbishop of Quebec, has just bestowed the papal honor, Commander of the Order of St. Sylvester, upon Louis A. Trudel, noted Canadian layman of this city, for his charitable work.

Central Verein Head Approves Convention Plans

Plans for the National Convention of the Catholic Central Verein of America, which is to be held in this city in August, were given their final sanction by John Eibeck, president of the national organization. He expressed himself as much gratified at the progress made by the local committees of the Catholic Men's Federation and the Catholic Women's Federation who have the convention preparations in hand.

President Eibeck arrived on Saturday afternoon and held an extended meeting on Saturday evening at which every phase of the convention arrangements was reviewed. He also attended the joint meeting of the Men's and Women's Federations on Sunday afternoon in St. Joseph's Hall.

During the course of his remarks at the meeting he told the members that judging from the work that has been accomplished by the local committees, this year's convention of the national organization should prove to be one of the most interesting and instructive gatherings in the history of the Catholic Central Verein of America.

On Monday morning President Eibeck and a committee of the local Men's Federation were received by the Most Rev. Archbishop Edward Mooney, Bishop of Rochester.

At Sunday's meeting Dr. A. G. Maron, president of the New York State Branch of the Catholic Central Verein of America, delivered an eloquent address on "The Lay Apostolate." He stressed the importance of living up to the ideals of social justice as advocated by the Central Verein during the eighty years of its existence. These ideals, he said, must be kept before us in all our activities, if we wish to achieve the good which our united action is capable of achieving.

At the same meeting Mrs. Mary Lehr, president of the Catholic Women's Union, New York State Branch, the ladies' auxiliary of the Catholic Central Verein, spoke. She emphasized the part that women must play in the battle for real social justice. She also made a strong appeal to the women present to stand out courageously for those ideals which true women have always stood for. She exhorted them not to be carried away by the modern fads and customs so evident on all sides today.

The Federations went on record in favor of the bill before the Federal Congress extending the time on the air to non-profit associations from two and one-half percent to twenty-five percent. The battle for this bill has been led by the Paulist station, WJLW, New York City.

The Federations also passed a resolution congratulating the Most Rev. Edward Mooney, on the twenty-fifth anniversary of his ordination. A resolution was also adopted congratulating the Jesuit weekly, America, on the celebration of its twenty-fifth anniversary.

Columbus Civic Centre Building Coming Events

Monday—April 23
PARLOR B:
L. C. B. A. Meeting, 8 p. m.
BALLROOM:
Flower City Orchestra Rehearsal, 8 p. m.
AUDITORIUM:
Catholic Theater Guild Play, 8 p. m.
PARLOR C:
Truckmen and Warehouse Men Ass'n, 8 p. m.
Tuesday April 24—
PARLOR C:
I. F. C. A. Meeting, 8 p. m.
PARLOR B and BALLROOM:
Catholic Evidence Library Card Party, 8 p. m.
LIBRARY:
N. C. C. W. Meeting, 7:30 p. m.
PARLOR A:
12th Ward Women's Democratic Club Card Party, 8 p. m.
Wednesday—April 25
BALLROOM:
Women's Aid Club Party, 8 p. m.
Thursday—April 26—
PARLOR A:
Fourth Degree Meeting, 8 p. m.
BALLROOM:
Women's Upper 10th Ward Republican Club Card Party, 8 p. m.
Friday—April 27
BALLROOM:
Kappa Chi Sorority Dance, 9 p. m.
PARLORS A and B:
Rochester Deanery N. C. C. W. Bridge and Tea, 2 p. m.
Saturday—April 28
Men's Day in Gymnasium and Swimming Pool.

Knights of Columbus Extend Campaign

With a large number of prospects still to be called on, workers in the Rochester Council, Knights of Columbus campaign for members have been given until Monday evening to make their final report.

More than 250 Catholic laymen have signed applications to become Knights of Columbus and Grand Knight Dr. Walter B. O'Neill looks for success in the drive when final reports are made. Deputy Grand Knight James E. Cuff is directing the campaign workers.

St. Boniface Knights Will Conduct Smoker On Monday, April 23rd

Arrangements have been made by the Knights of St. John Commandery to hold a Smoker at St. Boniface Hall, 17 Walnut Street, Monday evening, April 23.

The Commandery under the direction of George Shenk have worked hard to make this a gala event for the men. The smoker will be run along the same lines as those previously held, which have proved popular with the Knights and their friends.

Excellent program of entertainment has been planned after which luncheon will be served. Everyone is invited to attend with the assurance of having a good time. Tickets may be procured from members of St. Boniface Commandery, Number 25, Knights of St. John.

Modern paganism is destroying itself.—Scott.

A. J.'s Tux Parlors
73 Clinton Ave. South
Specializing in the rental of correct attire for day and evening weddings.
Main 6764 Open Eve's by Appointment

National Liquor Store
273 EAST AVE.—Near Union St.
Imported and Domestic
WINES LIQUORS CORDIALS
We Deliver MAIN 6189

World's Finest Saxophone

Developed after more than 40 years of experimental work. Justifies the expense necessary in producing it!

BUESCHER
INSTRUMENTS
Sole Exclusives in the Rochester Area by
WALKER AND ADAMS
97 Clinton Ave. S. Rochester

Supreme Officers, Knights of St. John, Hear Archbishop Mooney Praise Order

Commending Knights of St. John for faithful support of parishes with which affiliated and declaring that "the fine, stalwart physical appearance of the Knights is indicative of their fine, stalwart, practical Catholicity," Archbishop Mooney, guest of honor at the Fourth Degree banquet, Sunday evening in Powers Hotel, offered the Knights, good-will, support and every encouragement in their work.

The degree ceremonial took place in the afternoon with Supreme Officers officiating. Fifty-one candidates including seven from Utica were admitted into the degree which honors the Knight of St. John uniform and teaches the lessons of its symbolical meaning.

Accompanied by the Rev. Joseph H. Gaffel, assistant chaplain of the Rochester Regiment, Archbishop Mooney was greeted by Supreme President Henry A. Leusch of Cleveland.

Major Frederick J. Worman of Rochester as toastmaster presented the Archbishop to the Knights. The Archbishop told the Knights that they bear an honored name dating back to the Knights of St. John Hospitaliers and that they are carrying on well in these days the traditions of those from whom they take their name.

He praised the mutual benefit features of the organization as a factor in the social life and as a spiritual benefit—developing a self-sacrificing spirit amongst one another. The Knights, he said, do not stop with their service to each other but are always ready to aid in the work of the parish.

Other speakers included the Rt. Rev. Msgr. John P. Schellhorn, regimental chaplain; the Rev. Theodore Winterroth, Fourth Degree Chaplain, Supreme President Leusch, Supreme Secretary, Leo G. Schu, Evansville, Ind.; Supreme Counselor, Edward J. Tracy, Covington, Ky.; Colonel Frank Kreppel of Buffalo, and General Joseph H. Weis, K. S. G. and Supreme Trustee, Frank H. Bret, K. H. S., of Rochester. Elmer Seeman of Utica responded for the candidates.

Chester Clothes

At the Knopf is a special offer in Chester clothes. Here you get the best that money can buy. The retail overhead is made to your guarantee to please.

Prices are from \$10.00

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181 St. Paul St.

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\$5-DOWN, \$1.50 WEEKLY

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Save on Interior Painting

HOUSEHOLD Renovizing EVENT

Amazing—but TRUE
the wall finish that can "take it"

SHERWIN-WILLIAMS Semi-Lustre
The Thrifty Washable Wall Finish

Now, you can have lasting, colorful beauty for your walls. From Semi-Lustre's porcelain-like surface, hot grease, ink spots, finger and pencil marks, etc. wash as if by MAGIC. Even steam does not effect it.

Unexcelled for use in bathrooms, kitchens, stairways, recreation rooms, hospitals, and public buildings. 12 beautiful tints that lend themselves to modern color treatment.

Special Introductory Offer
So sure are we you'll like Semi-Lustre that during this event ONLY, we're making an introductory reduced price offer of enough Semi-Lustre to paint an entire room. We challenge you to try Semi-Lustre once and not sing its praises.

SPECIAL EVENT
Qt. Reduced to **89c**
Also Gal. Special \$2.98

PAINTS FOR THE HOME BEAUTIFUL!

S-W FLAT WALL PAINT
Flat-Tone produces beautiful velvety tints in bedrooms, living rooms, dining rooms, and halls. Washable. 16 colors. Economy sizes.
50¢ pt. 85¢ qt. \$1.50 1/2 gal.

S-W ENAMELOID
A high gloss, rapid-drying enamel for furniture, woodwork, walls. Easily applied. 22 colors. Economy sizes—no waste.
27¢ 1/4 pt. 45¢ 1/2 pt. 75¢ pt.

S-W VARNISH STAIN
Flo-Lac stains and varnishes in one operation. For furniture, floors, woodwork. Quick-drying. Economy sizes—no waste.
27¢ 1/4 pt. 45¢ 1/2 pt. 75¢ pt.

S-W FLOOR VARNISH
Mar-Not is a clear, fast-drying varnish that restores natural beauty of floors and woodwork. Resists water and heat. Economy sizes.
45¢ 1/2 pt. 75¢ pt. \$1.30 qt.

SPRING SPECIALS THAT SAY "BUY"

Dries Quickly! Washes Easily!
S-W Linoleum Varnish
Dex restores and preserves beauty of linoleum. Easy to apply, dries overnight. A quart covers the average kitchen linoleum, one coat. Our low price invites your pocketbook.
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Cleans Surfaces Safely
S-W Linseed Oil Soap
Flaxoap, a 100% pure linseed oil soap, is the ideal cleanser for all painted or varnished surfaces. Restores luster. Will not chip hands. Buy several cans at our low price.
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2 Lb. Can 63c Value

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SAVE OUR COUPONS