

STANDARDS, STAMINA, SUCCESS

by Ernest W. Veigel, Jr.

President of Rochester Business Institute

DURING the early stages of the Battle of Manila Bay (36 years ago this month) a dense cloud of smoke and steam hid all operations from view. It was during a brief cessation in firing that commanders first saw the results: a Spanish fleet disabled and in utter confusion—our own ships without a casualty.



After a four year battle over business standards this country is similarly seeing for the first time certain tangible results. On the one hand is a record of organizations meeting what they believed was the demand of the times for cheap merchandise and services. Almost without exception these businesses today are ruined. Some have ceased to operate. Others find efforts to regain public confidence without avail.

Certain other organizations are stronger at this time than ever before. To the siren voice of questionable quality they have turned a deaf ear. They might have compromised, but they did not. They could have stooped to cheap appeals, short weight values, less than cost prices... but they said "not I". Perhaps nowhere else is adherence to the quality standard so important as in education, and particularly business education. It is so easy to weaken ideals. Only results of such education in years to come will be its noticeable features. Rochester Business Institute is glad today that it has fought on the "Quality Side" of the recent conflict. Seventy-one years have formed standards not to be broken in a fortnight. Like many another time tested institution it looks forward now to new opportunities of service to the community.

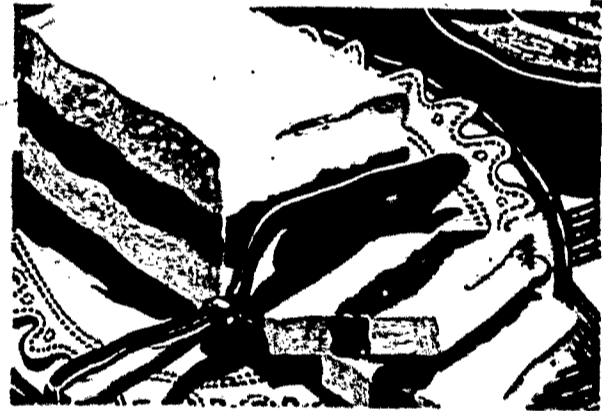
The same attributes of success in an institution apply to an individual. An early training in quality appeals will carry young men and women far. Perhaps the next few years will demonstrate this fact better than in decades. Because the business pulse is quickening, rewards for youthful effort will become more evident. Certainly this is the time, if ever, to seek highest standards in business education.—Adv.

Laboratory Control

WE MAKE analysis of all grades of milk each day in our fully equipped laboratory with a resident chemist in charge.

Brighton Place Dairy

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Triple Treat Quart Brick 25c At Teal's Stores Only

The TOP of all TREATS!

Advertisement for Teal's Butter Pecan Ice Cream, featuring a small image of the product and text describing its quality and availability.

A WEEKLY COLUMN OF REVIEW and COMMENT

CONCERNING OUR CATHOLIC SCHOOLS

By Scholastic



Catholic schools of Rochester will take part in the series of concerts to be given in the Eastman Theatre the week of June 4 as the first music project in the Rochester Centennial program.

Wednesday evening, June 6, at 8:15 o'clock is the date set for the Catholic school demonstration.

Parents and friends of the pupils. Festival consisted of an operetta. Following Catholic educational institutions and organizations will be heard on the program: Inter-Parochial School Band; Pupils from Schools of Sisters of Notre Dame, Sisters of Mercy, Sisters of St. Joseph; Aquinas Institute Band; Choir from the Academy of the Sacred Heart; Chorus from Our Lady of Mercy High School; Chorus from Nazareth Academy; and Inter-High School Band.

Annual demonstration of recreational activities by girls of St. Patrick's Orphan Asylum took place May 16 under the direction of Miss Edith Brescia, physical director and recreation leader at the orphanage for the past three years. Military Drill, Tarantella, several races and relays, clog and Rifle Drill were enjoyed by a large audience including many of the clergy, friends and benefactors of the Asylum. At the conclusion of the program, the Rev. Walter A. Feery complimented Miss Brescia and the girls for their splendid performance.

First annual Music Festival given by music pupils of St. Mary's School, Corning, was presented in the school hall May 15 under the direction of the Sister in charge of music, before an audience including the Rev. Magr. James Griffin, V. F., pastor.

Mercy High School Notes

The Press Committee of the Sodality of Our Lady of Mercy High School will hold a sausage roast on the school grounds Monday, May 28. The proceeds will be used to pay the expenses of sending delegates to the Summer School of Catholic Action to New York this summer.

Newly elected officers of the Dramatic Club of Our Lady of Mercy High School are Betty Morgan, president; Robert Morley, stage manager; Dorothy McGraw, treasurer; Mary Arnold, secretary.

The senior class of Our Lady of Mercy High School will hold its first annual semi-formal dance in the Ball Room of the Columbus Civic Centre Building on Friday, June 1. Parents of seniors will act as chaperons.

The Journalism class of Our Lady of Mercy High School made a tour of inspection of the Rochester Times Union building Monday, May 21. Thursday, May 24, the class visited the printing and photo-engraving rooms of Edison Technical High School. These inspection tours are a part of the course offered in Journalism.

C.Y.M.A. Card Party Postponed To June 6

The Catholic Young Men's Association of St. Joseph's Card Party originally scheduled for Thursday, May 24, will be held Wednesday evening, June 6, at the Club Rooms, 51-53 Franklin Square. Play will be pivot style. Tickets will include prizes and refreshments.

The following members are in charge of the affair—Committee Chairman, Wendel Bayer; Tickets, Sylvester Klehammer, Clem and Bayer, Frank Hartman, Raymond Bott; Reception, John McDowell, Gerard Bayer, Irving Berg, Charles Snell and Rufus Maier; Refreshments, Fred Kuhn, Clarence Schönerman, Albert Mura and George Meyer.

Zealously strive; habit is overcome by habit.

Advertisement for Hedges & Hoffman Funeral Directors, John M. Hedges, 141 Scio St., Main 620.

Advertisement for Hart's Grocers, Rochester's Greatest Grocers, Stores Everywhere, Save Our Coupons.

Geneva Catholic High Observes Class Day

Geneva—The Rev. Magr. Walter J. Lee, principal speaker at the annual Class Day exercises and dinner in honor of the Geneva High School Seniors held May 22 with over 150 in attendance. Addressed upon the seniors the importance of continuing to practice the religious principles they have learned during their years in high school.

Other speakers included: the Rev. E. K. Bell, Grace Quess, Edward Sabine, Marie Harding Robert Tansy, Leo Malone, Mary Tolan, Thomas Brennan and Thomas Biekle, all introduced by toastmaster Edward Olesovsky. Presentation of class symbols to William Sabine, John Lynch, Marie Basello, and Jane Ferris followed by the entire assembly joining in Alma Mater song, "The Blue and Gold" concluded the program. In charge of Miss Gertrude Toole of the English Department.

St. Mary's Holy Names Society Elects Officers

Officers of the Holy Names Society of St. Mary's Church were elected last night. The Rev. J. Norman Magr. President, Paul L. Ryan Vice President, Anthony Giambrosi Secretary, Louis Adragna Treasurer, George Manning and Marshall John A. Russell.

Plan Your Holiday Now

Go Places! Do Things! DECORATION DAY

DO SOMETHING that will refresh your mind and body! Get into your car and drive away from the city, leaving cares and worries behind. The beautiful countryside stretches away from you on every hand; put there you will find healthful recreation.

Advertisement for Mrs. Charles Wm. Groucutt, expert in repairs, alterations, and more.

Advertisement for Deer Head Inn, on Cayuga Lake, near State Park.

Advertisement for Coney Lake MacPherson's Point Hotel, dining-dancing-tap room.

Advertisement for The Pioneer, East Geneva Street, food and home prepared.

Advertisement for Cottle's Tea Room, catering to private parties, receptions.

Advertisement for Stop at Stanley's Place, Ridge Road West-16 Miles from Eastman Kodak.

Advertisement for Mac's Service Station, complete lubrication, drive-in pit.

Advertisement for Lakeside Inn, 75c—Chicken—Fish—Steak—Duck Dinners—75c.

Advertisement for Fast Freeze Dairy Lea Ice Cream, available in Vanilla and Chocolate Flavors.

Advertisement for Springside Inn, Duck, Steak and Chicken Dinners Served Daily.

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DO SOMETHING that will refresh your mind and body! Get into your car and drive away from the city, leaving cares and worries behind.

Consider fishing. For the majority it is the first attempt of the season. A great thrill to dive into cool, refreshing waters and then to stroll along the beach, or to lie in the sun, acquiring those sun vitamins!

For the tired business man (and his wife) there is nothing like a game of golf. To a mild such as his, he is trained to meet and master problems; this game has a special appeal and his wife likes to beat him at it!

His pride in his success in breaking par (or even winning a game) will serve not only as a topic of conversation, but also as a tonic for many a day!

Dancing is mostly an attraction for effervescent youth. Soft lights, and charm and brings romance, which is after all the greatest recreation.

Now does the call of cool, shady restful spots entice you—do you feel the urge to search for vital vim, vigor and vitality? If so, our effort has not been wasted. We wish you a glorious holiday on Decoration Day!

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