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## A MESSAGE OF IMPORTANCE TO EVERY CATHOLIC IN THE DIOCESE

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### Holy Name Head



B. Edward Shleinger, president, Rochester Diocesan Holy Name Union is guiding the cooperation of the Holy Name Societies with the Legion of Decency movement in the diocese. Holy Name men went on record by resolution over a year ago against salacious and crime-infected motion pictures and at the recent Rally in Elmira expressed willingness to sign the Legion of Decency pledge and to conform to its regulations.

### NOTED EDITOR URGES ACTION IMMEDIATELY

Immediate cooperation with the Legion of Decency in order to procure the necessary and desired reform in motion pictures was urged upon his hearers by the Rev. Harold Purcell, C.P., editor of "The Sign," nationally read Catholic magazine, in his address given at the Rochester Diocesan Holy Name Rally in Elmira.

Father Purcell cited the following facts in a frank treatment of a situation that is nation-wide: "In one hundred and fifteen pictures taken at random from recent productions, four hundred and six crimes are committed; in thirty-five pictures, there are fifty-four murders; in twelve pictures are seventeen kidnappings; in fourteen pictures are twenty-one kidnappings. Of the murders the heroes committed thirteen, the villains thirty, all others committed eleven."

"The constant portrayal of life which has lost all sense of spiritual values has brought to young people an unnatural sophistication and has cheapened America's reputation abroad. The conflict between the standards portrayed in the movies and those upheld by the home, the school, and the church has created confusion, not only in the minds of growing children, but also in the minds of our foreign neighbors who see our movies but do not see our homes, and schools, and churches."

Scores False Values  
"The most important effect of the movies does not arise from overemphasis on the crime and sex pictures, pernicious as those may be. It comes rather from the whole scale of values that seem to be dominant in Hollywood studios. The values that you as a parent and your school and church have tried to implant in your child's mind might roughly be suggested by certain adjectives—unselfish, courageous, honest, hard-working, competent, faithful, poised, restrained, patient, thrifty, good, kind, pure. These are not the adjectives that describe Hollywood's values. Hollywood has a different set, something like this: smart, sophisticated, daring, bold, clever, rich, thrilling, big, stupendous, exciting, passionate, dazzling. Between the two sets of values represented by these adjectives there is a great gulf fixed."

"What's wrong with the Hollywood adjectives? This is what's wrong; they express a type of mind that has lost all sense of spiritual values, all sense of the burden of man's destiny. Hollywood sees life only as a whirling, rushing, confused struggle after money and things, and then more money and more things. This may be the kind of life the motion picture magazines have known, it may represent America at its worst. But to present such life as good or true or desirable is to give the lie not only to religion and education, but to the experience of the human race. For the goal of religion and education is to produce character; the goal of the movie values is to acquire things, get ahead, be smart, dazzling, a big shot."

Advocates Catholic Protest  
"As long as we remain silent and raise no voice in protest, just so long will Hollywood continue to pour forth its stream of animated immorality. But if we Catholics would bring pressure and, above all, if we would unite and bring pressure to bear upon neighborhood exhibitors, these in turn would be forced to appeal from their empty theaters and dissatisfied customers to the gang of illiterate exploiters from the East Side of New York City who dominate the moving picture industry. This would be speaking in the only idiom understandable to their gross and stupid intellects—the language of dollars and cents. It is high time that we had some concerted action in this regard."

In conclusion Father Purcell berated the masses of the Legion of Decency campaign and said: "Every Catholic should be a member of the Legion of Decency."

### Archbishop Mooney To Celebrate Knights of St. John Field Mass

At an especially erected outdoor altar located on the east side of Holy Sepulchre Cemetery, Most Rev. Archbishop Edward Mooney will celebrate solemn Pontifical Mass in memory of deceased Knights of St. John and members of the Ladies Auxiliary of Rochester on Sunday morning, July 1, beginning at 10 o'clock.

### Central Verein Plans Convention Opening Aug. 19

Committees in charge of preparing for the coming convention of the Catholic Central Verein of America and the National Catholic Women's Union, are now completing the program of the convention.

Delegates will begin to arrive on August 17 for the preliminary committee meetings.

On Saturday, August 18, the committee will begin their work. The important work of the convention which comprises the drafting of the resolutions will begin on Saturday afternoon and continue until Tuesday evening when the committee will report.

The convention proper will open on Sunday morning, August 19, at Columbus Civic Center Building. The usual welcome by the Mayor will take place, followed by the responses of the national President of the Men's and the Women's branches. The beautiful ceremony of the transfer of flags will also take place.

The delegates will march from Columbus Civic Center to St. Joseph's church where the opening church services will be held. There will be a solemn pontifical high mass, with the Most Rev. Archbishop Edward Mooney as celebrant. The sermon will be preached by the Rev. John C. Behr, C. S. S. R., rector of St. Michael's Church, Baltimore, Md.

In the afternoon at 3 o'clock, there will be a mass meeting in Columbus Civic Center. The public generally is invited to be present at this meeting. The principal speaker will be the Very Rev. A. J. Muench, Rector of St. Francis Seminary, Milwaukee, Wis.

He has chosen for his subject the motto of the convention, namely, "The Restoration of the Family."

Dr. Muench is one of the outstanding Catholic sociologists in the country. He is a man who has had exceptional training in regard to sociological teaching, and has studied many years in Europe at some of the leading institutions.

The music at the mass meeting will be rendered by the choir of the Kolping Society, with Rev. Gregor Feige, S. V. D., as conductor.

A rehearsal of the Kolping choir will be held Friday evening, June 29 at 8 P. M., at St. Andrew's Hall.

### Dean Conway Tells Catholic High Alumni Film Drive Permanent

Auburn—The Holy Family High School Alumni Association was formed Sunday as one of the features of the first commencement of the North Street Institution. Ronald MacTaggart was elected president; Miss Mary Donovan, vice-president; Miss Alice Kaiser, secretary; and John Lyons, treasurer.

Organization followed a Communion breakfast at Lakeside Inn, foot of Owaseo Lake, which was attended by the graduates and their principal, Rev. Willis E. Davie. The graduates attended a special Mass at 10 o'clock and received Holy Communion in a body.

The sermon was delivered by Very Rev. Dean John A. Conway, V. F. pastor. During the course of his address, Dean Conway touched upon the concerted drive now under way to clean up the movies, stating that the movement was not a mere flash or a gesture but a permanent project. He urged all to lend their support.

### Film Decency Move Spreads to Canada; 1,000 Take Pledge

Halifax, N. S.—(NCWC) — The pledge of the Legion of Decency, was taken by 1,000 Catholic high school students of the city of Halifax, in the presence of the Most Rev. Thomas O'Donnell, Archbishop of Halifax, at a rally of Halifax units of the Canadian Catholic Students' Mission Crusade.

The pledge reads: "I condemn absolutely those debauching motion pictures and other degrading agencies which are corrupting public morals and promoting a sex mania in our land. I hereby promise to remain away from all motion pictures except those which do not offend decency and Christian morality."

### Registration at Mercy First 3 Days in July

Students desiring to attend Our Lady of Mercy High School for the first time may register at the school, Blossom Road, during Registration Days, July 1, 2, and 3, between the hours of 9 A. M. and 3 P. M. Information regarding courses or tuition may be obtained by phoning, Culver 3835.

ward bringing the motion picture producers to a realization of a proper sense of moral and social responsibility is now well under way."

The occasion will be the annual field Mass, of the knights to which they invite friends and relatives of members of the Order. A procession from the Cemetery office on Lake Avenue with the Knights of St. John in full dress uniform and the Ladies' District Auxiliary and St. Boniface Auxiliary drill companies taking part, will escort the Archbishop, prelates and priests to the altar.

Assisting in the Mass will be the Rt. Rev. Msgr. John P. Schellhorn, regimantal chaplain, the Rev. Joseph H. Gefell, assistant chaplain, and chaplains of the commanderies and auxiliaries. Music will be furnished by the Knights of St. John choir under Professor Frederick C. Pohl.

The Regiment will be in command of Colonel Frank H. Biel with staff officers escorting the Archbishop. Graves will be decorated Saturday under the direction of Lieut. Colonel William H. Rosenbach. Erection of the altar will be done by Inspector Edward J. Bach, assisted by Captain Wendel Maeder.

Members of the Ladies' Auxiliary under the direction of Supreme President, Mrs. Teresa Ganter, will decorate the altar. Assisting will be the following committee: Chairman, Mrs. Mame Schwalbach; Mrs. Rose Fromm, Mrs. Margaret Groh, Mrs. Elizabeth Dean, Mrs. Mary Finucane, Mrs. Margaret Haag and Mrs. Leona Gifford.

### K. C. 4th Degree Names P. A. Dwyer Head of Assembly

Patrick A. Dwyer, president of Dwyer Electric Co., Inc., was elected Faithful Navigator of Rochester Assembly, Fourth Degree, Knights of Columbus at the annual meeting of the Assembly, Thursday evening of this week in the Fourth Degree Rooms, Columbus Civic Center Building. Retiring Faithful Navigator Louis C. Hook was elected Faithful Admiral.

Other officers named to guide the destinies of the Assembly during the coming year were: Faithful Captain, Otto A. Shults; Faithful Pilot, William J. Woerner; Faithful Outside Sentinel, Clarence M. Lofink and Faithful Inside Sentinel, James M. Ryan, Jr. Charles H. Geyer was re-elected Faithful Comptroller.

The new officers will announce a plan for the year's activities in the near future.

### ANNOUNCING OUR FIRST SEMI-ANNUAL SALE

|                                          |                                      |             | CASE       |
|------------------------------------------|--------------------------------------|-------------|------------|
| Ryckvin Wine                             | 19 Oz. Bottle                        | Bot. \$ .45 | \$ 9.60    |
| Fresno Wine                              | 25 Oz. Bottle                        | Bot. .73    | 18.25      |
| 8 Yr. old Port, Sherry, Tokay and others | Bot.                                 | 1.00        | 11.00      |
| Buccaneer Gin                            | 1/5                                  | 1.30        | 13.80      |
| Oxford Club Gin                          | 1/5                                  | 1.45        | 16.20      |
| Hiram Walker's London Dry Gin            | 1/5                                  | 1.55        | 17.60      |
| Wedding Ring—Straight Rye                | Qt.                                  | 2.50        | 27.00      |
| Rewco Straight Rye                       | Qt.                                  | 2.40        | 25.80      |
| Windsor 100 Proof Bourbon                | 1/5                                  | 1.50        | 16.80      |
| Crab Orchard 93 Proof                    | Qt.                                  | 2.25        | 25.80      |
| Old Oscar Pepper Whiskey                 | Qt.                                  | 2.85        | 31.20      |
| James Pepper Whiskey                     | Qt.                                  | 3.00        | 33.00      |
| Paul Jones Whiskey                       | All Cases 12 Bottles Except As Shown | Qt.         | 3.00 33.00 |
| Four Roses Whiskey                       | Qt.                                  | 3.50        | 39.00      |
| Antique Whiskey                          | Qt.                                  | 3.50        | 39.00      |
| Golden Wedding Whiskey                   | Qt.                                  | 3.00        | 33.00      |

Inspect our large assortment of imported Scotch whiskeys at low prices:

|                                           |      |        |         |
|-------------------------------------------|------|--------|---------|
| Seagram's Rye Bottled in Bond             | Qt.  | \$4.60 | \$51.60 |
| Canadian Club Rye Bottled in Bond         | Qt.  | 4.60   | 51.60   |
| Gooderham & Worts Bourbon Bottled in Bond | Qt.  | 6.50   | 75.00   |
| Old Grand Dad 17 yrs. old                 | Qt.  | 6.50   | 75.00   |
| Old Taylor Whiskey 4 Yrs. old             | Qt.  | 4.70   | 54.00   |
| Imported Vermouths:                       |      |        |         |
| Cinzano Italian Vermouth                  | Bot. | \$1.90 | \$19.80 |
| Marini & Rossi Vermouth                   | Bot. | 1.90   | 19.80   |
| Ballor's Italian Vermouth                 | Bot. | 1.90   | 19.80   |
| Nuyens French Vermouth                    | Bot. | 2.00   | 22.00   |
| Noilly Prat French Vermouth               | Bot. | 1.90   | 19.80   |

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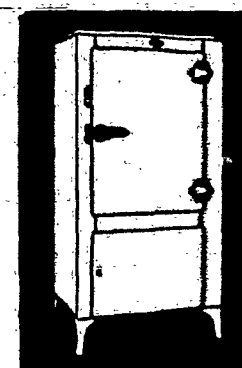


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