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LAMPS

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 But what about the words I.E.S. What do they
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 Society. It is a national technical organization
 which made it its business to develop a lamp
 which gives MORE and BETTER light than
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I.E.S. Study and Table lamps in many designs
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 them for you till the Holidays.

Every Home Needs More
 BETTER SIGHT lamps. Terms.

Rochester Gas and Electric Corporation

Farm, Catechetical Problems Vital To Catholics, Assert Speakers Here

(Continued from Page 1)

Grafton, N. D.: The Rt. Rev. Msgr. J. Goggin and the Rev. William P. Bergan were masters of ceremonies.

In the sanctuary were: the Most Rev. Richard O. Gerow, D. D., Bishop of Natchez, Miss.; the Rev. Felix Couturier, O. P., Bishop of Alexandria, Ont.; Bishop O'Hara, the Rt. Rev. Msgr. James J. Hartley, P. A., the Rt. Rev. Msgr. John P. Brophy, the Rt. Rev. Msgr. Joseph S. Cameron and the Rt. Rev. Msgr. Charles F. Shay.

Members of Rochester Assembly, Fourth Degree Knights of Columbus furnished an escort and served as ushers.

Concerns Family

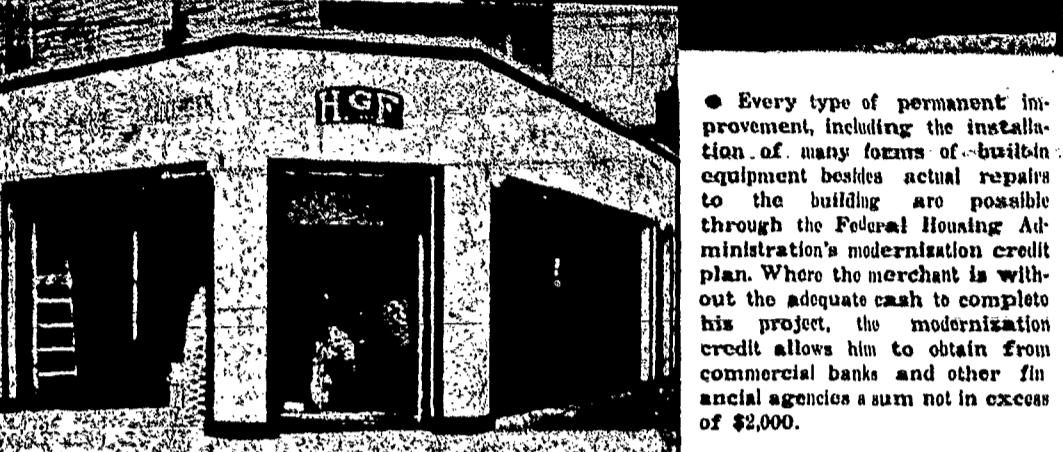
In sounding the keynote of the convention, Bishop O'Hara in his sermon declared:

"The burning concern of the Catholic Church with agriculture arises from the altogether unique relationship which exists universally between the agricultural occupation and the central institution of Christian, nay, of all civilization; namely, the family. The Catholic Church and domestic society are bound together by a hundred ties of nature and Grace into a natural league of both offense and defense. Or perhaps we should say more accurately, so intimate is the relationship between the welfare of religion and the welfare of the family that the Catholic Church, the divinely constituted teacher of religion, recognizes every enemy to family solidarity as an enemy of her own, and every friend of whole, some family life as friend and ally of her own. Throughout her history, the Catholic Church has instinctively felt a special kinship with the cultivators of the soil, and her enemies find cause of opposition in that her sociological and economic teaching, even when expressed by Leo XIII, breathes as it were, a rural atmosphere."

"The farm is the native habitat of the family," said Bishop O'Hara. "Industrial society works against the family and in favor of divorce, desertion, temporary unions, common-law marriages, agricultural society is characterized by the strength, permanence and unity of the marriage bond and the comparative rarity of its dissolution."

HOME IMPROVEMENTS - - - Store Fronts

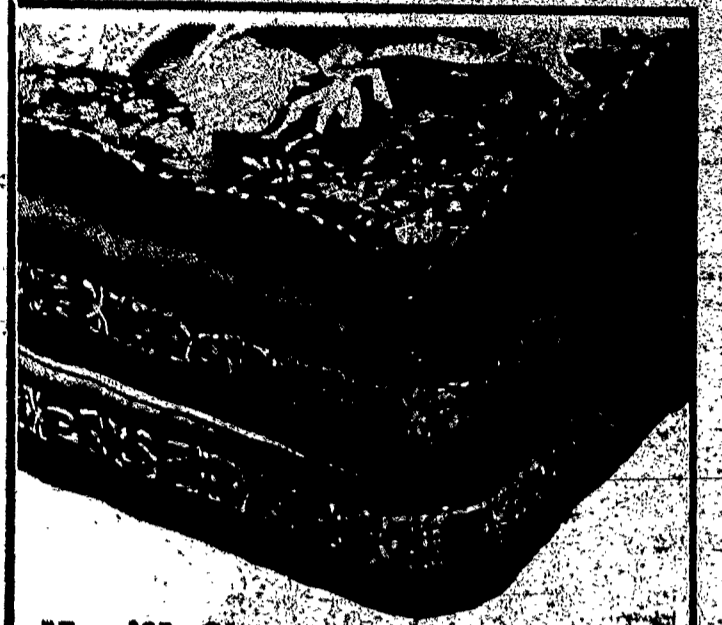
Modern display space helps sell modern merchandise. The owner of this grocery store has taken full advantage of the corner location in modernizing his property. The unique shape of the building allows him to change the roof line and extend the store front flush with the wide sidewalk, adding new height to windows and doors. With a trim, up-to-date exterior, this remodeled store front attracts every passerby and means new sales for the owner.



Every type of permanent improvement, including the installation of many forms of built-in equipment besides actual repairs to the building are possible through the Federal Housing Administration's modernization credit plan. Where the merchant is without the adequate cash to complete his project, the modernization credit allows him to obtain from commercial banks and other financial agencies a sum not in excess of \$2,000.

ANNUNCIATION PARISH CARD PARTY ON NOV. 8

Friends of Church of the Annunciation mission will gather at the Church Hall, Norton Street, near North Goodman, for another of the popular card parties on Friday evening, Nov. 8, at 8:30 P. M. Bridge, phoebic, pedro, dominoes will be played. Prizes will be awarded and refreshments served. Tickets are 35 cents.



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NATION HEARS RURAL LIFE AIR MESSAGE

A nation-wide hook-up carried the broadcast of the National Farm and Home Hour Program from the stage of the Eastman Theater last Monday. The broadcast held in conjunction with the National Catholic Rural Life Conference Convention featured as speakers: the Most Rev. Edwin V. O'Hara, Bishop of Great Falls, and honorary president of the organization; Rev. James A. Byrnes, executive secretary, Rev. W. Howard, Bishop of Clarksville, Md., and Miss Margaret Washington Brown, winner of the National Essay Contest trophy, from La Plata, Md.

Father Byrnes outlined the objectives of the Conference, and emphasized the spiritual groundwork of the organization. "The Conference," he said, "is directed toward providing 'the ground-work' for a vigorous Christian morality for society in general as well as spiritual security for its individual members."

"My philosophy of rural life," declared Bishop O'Hara, "looks upon the farm as making a definite contribution to the welfare of the nation. It (the farm) is an arena in which human interests can still maintain themselves as a pleasurable mechanism in a complicated world."

Certain observations about the Conference were made by Father Bishop in his address. He also introduced Miss Brown, who read her essay.

Musical interludes were furnished by the Perolan Choir of Nazareth Academy, and by Elsie Strack, concert pianist.

Department in N. Y. For Preservation of Marriage Proposed

New York—(NO)—A brief drafted by a committee of clergymen, educators and social workers officials, urging the establishment of a State department designed to protect marriage and conserve the family, was presented today to Governor Herbert H. Lehman. It is entitled "Marriage and the Family, and the Responsibility of the State."

Statistics are presented showing the rapid spread of the divorce evil in this country. Generally, it presents the attitude of the Catholic Church on preservation of the home. The Rev. Wilfred Parsons, S. J., Editor of "America," was a member of the committee which drafted the brief.

When love and skill work together, expect a masterpiece. John Ruskin.

Women's Group Plays Obscene Vaudeville

Montreal (NO)—Condemnation of some vaudeville acts given in certain Montreal theaters and also outside posters as being of a demoralizing nature was registered at the fourteenth annual convention of the Montreal diocesan subdivision of the Catholic Women's League of Canada.

The subdivision whose membership totals 1,550, also assailed advertising displays in store-windows and flippant incident and immoral periodicals on newsstands in the city. It was decided to take steps to have these latter censured.

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