

Med Chaplain Of Elmira K.C.
 ELMIRA—Rev. John J. Treacy, assistant pastor of Saint Cecilia's church has been named chaplain of the Knights of Columbus.

BLACKFRIARS PUSH CAMPAIGN PLANS
Enlisting Army Of 250 Workers
 A campaign army of nearly 250 workers was being whipped into shape this week for the opening of the city-wide membership drive of the Blackfriars Guild to be conducted from September 12 to 18.

BUSINESS REVIEW
HIGHLIGHTS
THROWING LIGHT ON BETTER VALUES

BIRTHDAY ICE CREAM
 Celebrate your birthday with a delicious ice cream treat.

Exposition Lists Education Exhibits
 Educational exhibits of the United States Department of Agriculture and the City of Rochester will occupy space in Building No. 1 at Madison Park during the Monroe County Fair and Rochester Exposition which opens Labor Day.

C. H. Moore & Son RUBBER STAMPS
SEALS
 21 No. Water St. Rochester, N. Y.

Eddy Rogers Opens At Enna Jettick
 Young Eddy Rogers with his menagerie will appear at Enna Jettick Park, August 29th, and will continue through Labor Day with special dance music that afternoon.

GLAZIER TALK BAKERY
 401-407 Parkman Avenue. Every Day We Go Your Way.

Carr Pharmacy Opens Thursday
 Formal opening of Carr Pharmacy, Brooks Ave. corner Genesee Street, successors to Lewis Pharmacy will take place today.

HOOPING AND SHEET METAL WORK
 WM. J. MEYER CO., INC. CONTRACTORS

Regent Acclaimed On Reopening
 Rochesterians have acclaimed the new Regent as being Rochester's most beautiful theatre where only the best in entertainment will be offered.

HOTPOINT AND GENERAL ELECTRIC
WALTHY RESTAURANTS

Represent Sodality At Action School
 AUBURN—The Rev. Leslie Whalen of St. Mary's Church accompanied by the Misses Mary Scollan, Sarah Hynes and Maryrose Barrow, represented the Sodality of St. Mary's Church at the annual Summer School of Catholic Action held in Washington, D. C.

ENNA JETTICK (WASCO LAKE PARK)
 Continuing from AUG. 29 thru LABOR DAY
RADIO CITY EDDY ROGERS
RITA RIO ALL THIS WEEK
ATENOS AERIALISTS
THE GREAT PETERS STARTING MONDAY
DOG SHOW, Sun. Aug. 28
LEADING PARADE
CARNIVAL DANCE NIGHT
COMEDY

ROCHESTER YOUTH Takes First Vows Of Franciscans
 Frater Fabian, S. A., son of George P. and Louise C. Foss, of 194 Winterroth Street, professed his first vows of poverty, chastity and obedience at the Motherhouse of the Atoneement at Graymont, Garrison, N. Y., on August 16.

OUTDOOR SOCIALS Are Enjoyed By Auburn Groups
 A new novena of Tuesdays in honor of St. Anthony of Padua will begin at St. Patrick's Church, Plymouth Avenue near Brown Street on Tuesday, August 30.

O. L. P. - H. KNIGHTS, LADIES PLAN OUTING SUNDAY
 Commandery No. 45 of the Knights of St. John of Our Lady of Perpetual Help Church will conduct their annual family picnic at Thurston Park, Auburn, and Adams Road, near Lake Road, West Webster, Sunday, August 28.

State Fair To Run For Two Weeks
 Syracuse—The New York State Fair running for two weeks for the first time this year, will open on August 29 and continue to September 10.

Becomes Friar
 FRATER FABIAN, S. A.

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Regional Retreat Meet Planned Here In November

New Officers Elected By Retreat League Assume Office



CHARLES A. TUCKER

With the announcement that Rochester had been chosen as the site of a Regional Retreat Meet to be held November 12 and 13, the Rt. Rev. Magr. Charles F. Shay speaking at a business meeting of the Laymen's Retreat League Sunday, August 21, urged the newly-elected officers of the League to increase their efforts to foster a greater interest in the Retreat movement here.

The meeting was held as a part of the exercises observed by a group of nearly 100 men who were making the second Retreat of the year at St. Bernard's Seminary, conducted by the Rev. Albert A. Murray, C.S.P. The Retreat was opened Friday evening, August 18, and closed with Holy Mass Monday.

On Saturday and Sunday evenings an inspiring note was lent to Benedictine services when Charles John Sullivan, tenor, sang Saturday evening he sang Pietro Yon's Ave Maria and Sunday evening Gounod's Ave Maria.

Given Bishop's approval Monsignor Shay, Spiritual Director of the Rochester group told the assembled members that the Meet had the enthusiastic support of his Excellency, Bishop Kearney, who had offered to pontificate at Mass to open the Meet.

Acceptances have already been received, he said, from Chicago, Fort Wayne, Buffalo, Pittsburgh and many other cities of the region and many more would be forthcoming as soon as plans for the Meet were completed.

The Columbus Civic Centre would be the scene of the exercises. Monsignor Shay added that the objectives of the Retreat League, the retreatants were told that plans for a new Retreat House were rapidly advancing. While the financial problem had not been entirely settled, the Bishop had already visited several possible sites for such a house and it was expected that it would not be very long before it would be completed.

St Anthony Novena To Begin Tuesday

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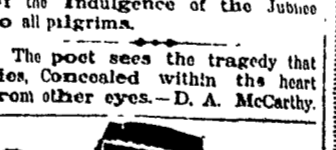
Pilgrimage From U. S. To Mexico Set

LOS ANGELES—What is being held to be the first organized Catholic pilgrimage to cross the border into Mexico since beginning of serious difficulties between Church and State in the latter country will leave Los Angeles September 25 for the Shrine of Our Lady of Guadalupe near Mexico.

Holy Name Group Publishes Paper

The first issue of "The Holy Name News" published monthly in the interest of the Holy Name Society of Holy Family Church, has made its appearance.

3-Way Topgrain Cowhide Zipper Brief Case \$4.95



With Disappearing Handles Others \$1 to \$20

LIKLY'S

277 MAIN STREET EAST

Carnival At Scipio Draws Large Attendance

AUBURN—St. Bernard's Church of Scipio and St. Hilary's of Genoa both of which the Rev. E. T. Dougherty's Pastor, sponsored a combined Carnival in Scipio on Wednesday evening of last week. A chicken dinner, prepared by the women of the parishes was served from 4:30 to 8 o'clock. Booths containing various games and forms of entertainment were erected on the grounds, likewise, a large platform for dancing. Music was furnished by the Corn Huskers. Many Auburnians journeyed to Scipio for the event.

WOODSTOCK HOTEL
 43rd STREET EAST OF BROADWAY
 ROOM and Bath \$2.50 Single \$4.00 Double
 "My dear chap, a thousand years is nothing to a geologist."
 "Heaven! And I lent one \$5 the other day!" — Portland Express.

SUCCESS THRU SYSTEMATIC SAVINGS
 SMALL amounts deposited regularly each week or month to your Savings Account in the Rochester Savings and Loan Association is a good way to achieve success. Your account increases rapidly and the amount saved is not noticed from your pay envelope.
 OPEN an account today where your savings are insured by an agency of the U. S. Government.
Rochester Savings and Loan Association
 17 STATE ST. MAIN 2275
 Established 1886

HOW FAIR TRADE LAWS PROTECT CONSUMERS
 ONE must agree that the price juggler's practice of using a "loss leader" is an unfair abuse of the buyer's confidence. Hence, Fair Trade Laws have been enacted in 43 States which allow the manufacturers of competitive trademarked goods to set a MINIMUM retail price so that their products cannot be used for deceptive "loss leader" selling.
 THE U. S. Supreme Court has held, contrary to the claims of certain dealers, that the Fair Trade Laws do not mean price fixing. They only curb those who used to hoodwink the public. Competition is as keen as ever and effectively limits the prices of trademarked products.
 Signed, YOUR PARISH DRUGGIST
 (Number 2 of a series of articles on Fair Trade Laws)

SQUIBBS	Fletcher's
TOOTH PASTE	Castoria
Large 33c	31c
	58c

FEENAMINT	19 and 39c
55c POND'S CREAMS	39c
SAL HEPATICA	25c, 49c, 97c
GEM BLADES	25c
ANACIN	19c, 59c, 98c
VITALIS	39c, and 79c
MUM	29 and 49c
MILES NERVINE Liquid	large 83c
HORLICK'S MALTED MILK	43c, 85c
UNGUENTINE	43 and 89c
DR. WEST TOOTH BRUSH	33c
RUBBING ALCOHOL	29c
ALKA SELTZER	24c and 49c
MODESS	20c 2 for 39c
EVENING IN PARIS POWDER	1.10
EX LAX	19 and 39c
CASHMERE BOUQUET SOAP	3 for 25c
J & J BABY TALC	19 and 39c

St. Peter and Paul BUREN'S PHARMACY
 Prescription Specialists
 Gen. 4972 181 Genesee St. W. C. Buren, Ph. C.

St. Monica's CONNOR'S PHARMACY
 L. V. CONNOR, Pharmacist
 WE DELIVER
 470 Genesee St., opp. West High Genesee 1216

St. Monica's—Good Counsel CARR PHARMACY
 Successor to C. J. Lewis
 Brooks Ave., Cor. Genesee Genesee 2445 WE Deliver

St. Joseph's—Holy Rosary CRAMER DRUG CO.
 Your doctor will be pleased to have your prescription filled at a Corner Drug Store
 1286 Dewey Ave. Gen. 1343

St. Monica's Our Lady of Good Counsel FISEN'S PHARMACY
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St. Joseph's St. Bridget's FLANNERY DRUG CO.
 In Elk Club Building
 117 N. Clinton Ave. Stone 802

Immaculate Conception FRANK'S DRUG STORE
 WE DELIVER
 537 PLUMOUTH SOUTH Genesee 2717

St. John the Evangelist Our Lady of Lourdes LA MAY DRUG CO.
 1800 East Ave., near Winton Rd. Rochester, N. Y. Monroe 1733

St. Andrew's MANDRELL'S PHARMACY
 Prescription Experts
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Our Lady of Perpetual Help PERRY PHARMACY
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