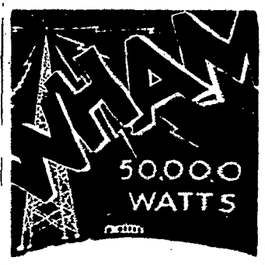

HIGHLIGHTS

For Your Afternoon Pleasure

THE MARINE BAND — Mondays—3:00 P. M.

THE ARMY BAND — Tuesdays—3:00 P. M.

THE NAVY BAND—Fridays—3:00 P. M.

CLUB MATINEE — Monday, Tuesday, Wednesday, Friday and Saturday—4:00 P. M.

KEYBOARD KALEIDESCOPE—Fridays—5:30 P. M. Helen at the organ, Gene at the piano.

NEW PROGRAMS

NATIONAL MUSIC CAMP—Sundays—2:00 P. M.

RADIO GUILD—Sundays—7:30 P. M.

HORACE HEIDT AND HIS MUSICAL KNIGHTS — Mondays—8:30 P. M.

ERNIE STEM—Wednesdays—5:00 P. M. "Old Heidelberg Orchestra"

MUSIC

SUNDAY MUSICALE—Sundays—12:30 P. M.

ON WINGS OF MELODY—Sundays—2:00 P. M.

SENSATIONS and SWING—Mondays—7:30 P. M.

PROMENADE SYMPHONY ORCHESTRA — Thursdays—9:00 P. M.

VARIETY

PLANTATION PARTY — Fridays—9:00 P. M.

RED FOLEY—Saturdays—8:30 P. M.

NATIONAL BARN DANCE—Saturdays—9:00 P. M.

CHARLIE McCARTHY — Sundays—8:00 P. M.

"ORDER OF ADVENTURERS"—Mondays—8:00 P. M.

MAGIC KEY — Mondays — 8:30 P. M.

TRUE OR FALSE—Mondays—10:00 P. M.

THE INSIDE STORY—Tuesdays—8:00 P. M.

INFORMATION PLEASE—Tuesdays—8:30 P. M.

MELODY AND MADNESS—Tuesdays—8:00 P. M.

HOBBY LOBBY—Wednesdays—8:30 P. M.

KAY KYSER—Wednesdays—10:00 P. M.

SMILE PARADE—Thursdays—6:00 P. M.

KRAFT MUSIC HALL—Thursdays—10:00 P. M.

ON THE PLAY AREA—Saturdays—10:15 A. M.

CAMEL CARAVAN—Saturdays—10:00 P. M.

DRAMA

THE ALDRICH FAMILY—Sundays—1:00 P. M.

HOLLYWOOD PLAYHOUSE—Sundays—8:00 P. M.

ORPHANS OF DIVORCE—Mondays—7:00 P. M.

MR. DISTRICT ATTORNEY—Tuesdays—10:00 P. M.

ONE MAN'S FAMILY—Wednesdays—9:00 P. M.

TRUE TROOPERS DRAMA—Thursdays—7:30 P. M.

BIG TOWN — Fridays—7:30 P. M.

NEWS

COURIER NEWS—Saturdays—11:15 A. M.

YOUR ESSO REPORTER—Four times a day—Seven days a week.

COMMENTARY

FATHER COUGHLIN — Sundays—5:00 P. M.

EDWIN C. HILL—Sundays—9:30 P. M.

FRITZ BROWNELL—Tuesdays, 7:30 P. M., and Fridays, 8:00

LOWELL THOMAS — Mondays through Fridays—6:45 P. M.

WSL ROGERS — Mondays through Saturdays—6:30 P. M.

AL SIGL — Mondays through Fridays—1:30 P. M.

23 Nuns Professed In St. Joseph Order

The Holy Family Chapel of Nazareth Convent in Pittsford was the scene of two very impressive ceremonies on Monday, July 3, when twelve young ladies were invested with the Habit of the Sisters of St. Joseph and twenty-three Novices pronounced their Vows according to the Rule of the Congregation.

The Most Rev. James E. Kearney, D.D., presided over the ceremonies assisted by the Rev. Lawrence B. Casey and the Rev. Earl C. Ritz. The following were also present in the Sanctuary: The Most Rev. Thomas F. Hickey, the Rt. Rev. Msgr. William Hart, V.G.; Rt. Rev. Msgr. William Bergan, Chancellor, Rt. Rev. Msgr. George V. Burns, Rt. Rev. Msgr. John Boppel, Rt. Rev. Msgr. Joseph S. Cameron, Rev. Michael J. Kleeman, C.S.S.R.; Rev. John J. Healey, C.S.S.R., Rev. Benedict Ballou O.F.M.; Rev. J. H. O'Loane, C.S.B.; Rev. Philip Golding, Rev. George Vogt, Rev. Howard Geck, Rev. William Ayres, Rev. John M. Duffy, Rev. John Merklinger, Rev. Walter Kohl, Rev. Francis Marks, Rev. Edward Waters, Rev. M. J. Krieg, Rev. M. C. Wall, Rev. Edward Lyons, Rev. Philip McGhan, Rev. Francis Buechel, Rev. Raymond Nolan, Rev. J. Joseph O'Connell, Rev. Francis Hester, Rev. Thomas F. Brennan, Rev. Leo V. Smith, Rev. George W. Eckl, Rev. Francis Luddy, Rev. Gregory Dugan, Rev. James F. Hayes, Rev. Richard K. Burns, Rev. William Devereaux.

Receive Habit

The young women who received their holy habit were:

Miss Margaret Marus, Holy Apostles, Rochester, who will be known in religion as Sister Patricia Ann. Miss Elsie Waterhouse, St. Augustine's, Rochester, Sister Mary Wilmett. Miss Thelma Schrank, St. Augustine's, Rochester, Sister Mary Lawrence. Miss Eleanor Ward, Immaculate Conception, Rochester, Sister Leo Marie; Miss Cecilia English, St. Anthony's, Syracuse, Sister Francis Cecilia. Miss Sylvia Hauser, St. Andrew's, Rochester, Sister Joan Francis. Miss Mary Boyle, St. Columba's, Caledonia, Sister Mary Margarita. Miss Emma Strobl, Corpus Christi, Rochester, Sister Rose Imelda. Miss Helen Geere, Holy Ghost, Coldwater, Sister Mary Damien. Miss Rita Dundon, St. Bartholomew's, Buffalo, Sister Mary Ellen. Miss Kathleen Kohl, SS. Peter and Paul's, Rochester, Sister Walter Marie. Miss Rita Vail, Holy Apostles', Rochester, Sister Mary St. Michael.

First Temporary Vows were pronounced by:

Sister Helen Elizabeth Mulcahy, St. Stephen's, Geneva, Sister Mary Bernadetta Langton, Our Lady of Mt. Carmel, Hastings, Canada. Sister Teresa Ann Wendelgass, St. Andrew's, Rochester, Sister Maria Gratia Baker, St. Patrick's, Seneca Falls, Sister Marie Dominic Bennett, St. Dominic's, Shortsville, Sister Mary Daniel Bovenzi, St. Anthony's, Rochester.

Final Vows were pronounced by Sister Mary Bernadette Aselin, Our Lady of Lourdes, Rochester, Sister Marie Emily Cooney, Corpus Christi, Rochester, Sister Marie Xavier Fox, Sacred Heart, Perkinsville, Sister Mary Elaine Justino, SS. Peter and Paul's, Rochester, Sister Mary Ignatius Connolly, Blessed Sacrament, Rochester, Sister M. St. Catherine Sullivan, St. Bridget's, East Bloomfield, Sister Julia Francis Scherer, Holy Rosary, Rochester.

Sister Margaret Adelaide Owen, Sacred Heart, Rochester, Sister Joseph Loretta Draxl, St. Ambrose's, Rochester, Sister Adelaide Francis Marks, St. Monica's, Rochester, Sister Mary Domitilla Leicht, Holy Redeemer, Rochester, Sister Mary Joseph Johnson, St. Aloysius, Auburn, Sister Mary Delphone Quigley, Immaculate Conception, Rochester, Sister Mary Cyril Smelt, St. Augustine's, Rochester, Sister Thomas Marie Malone, St. Mary's, Elmira, Sister John Mary Magin, Holy Apostles', Rochester, Sister Mary Theophane Mandell, Holy Apostles, Rochester.

At conclusion of the ceremonies, Bishop Kearney delivered a most inspiring address taking as his theme "Thou shalt love the Lord Thy God with thy whole heart, with thy whole soul, with all thy mind, and with all thy strength. This is the first and the greatest commandment." He also spoke a word of congratulation to the parents and relatives present and in closing, said:

"May God bless you and may Saint Joseph, under whose special protection they have dedicated their lives and may our Blessed Lady whose rosary crowns their habit and may the Holy Family be ever close to them. May the hope that our Divine Lord has for every one of them today be realized by their co-operation so that their work may be fruitful, and may every soul which God has planned to be helped by their co-operation with them reach the happiness of heaven."

LAWN FESTIVAL SCHEDULED BY ST. GEORGE'S PARISH

St. George's annual Lawn Festival will begin this coming Thursday and finish up on Saturday, July 20, 21 and 22. Everything will take place on the parish grounds at 553 Hudson Ave.

The parish committee, headed by the Rev. John Baksys, is in charge and they promise that the popular games from previous year will be available as well as a few new and attractive games that go in the making of an interesting and enjoyable evening.

The following comprise the parish committee: John Levickas, John Bitten, Peter Gudell, Peter Norkelunas, Ignace Vilimas, Joseph Thomas, Andrew Beliukevicius, Martin Vezelis, Stanley Kazakevicius, Mary Levickas, Josephine Leonas, Helen Barkauskas, Amelia Ptasinskiene, Anna Kovas, Anna Brown, and Martha Grazinis. Young people are lending their support at the booths are of the Young Ladies Sodality and the Georgian Club. They are in charge of the Rev. Frank Valukevicius. Everybody is welcomed cordially and are assured of a pleasant evening. There will be no charge for admission.

WIN NATIONAL JOURNALISM CUP

The new officers of the Chesterbelloc journalism chapter, of Sacred Heart High School, New Orleans, are shown with the Quill and Scroll activities trophy won by the chapter for the second successive year. Their activities were judged best among 2,000 chapters in the country. Left to right: Marilyn Lahare, president; Virginia Caldarera, vice-president; Lois Le Vasseur, secretary and Leoda Ludinovich, treasurer. (NCWC)

Rochester Diocesan Council
N. C. C. W.
536 Columbus Civic Center

At our recent meeting in Hornell the Corning Deanery Council reported a Catholic Book Shelf in the Corning Public Library.

In Elmira the Council now has a Catholic Evidence Library with 1,000 volumes. This Council has also been instrumental in enabling a talented young woman to take advantage of a scholarship won at the Eastman School of Music.

We also had reports of the splendid work of Catholic Parent-Teacher Associations and Catholic Mothers' Groups in Hornell, Dansville, Elmira, Geneva, Ithaca and Rochester.

The annual report of the Parent-Teacher Association of Sacred Heart School, Rochester, follows. It shows what can be done by an earnest group of parents co-operating with pastors and teachers.

"During the period from September, 1938, to June 1939 nine regular meetings and nine executive meetings were held. Approximate attendance, seventy. Membership, 160. Active membership about 125.

At the November meeting Rev. Edward Dempsey addressed the group on "What the Parochial School Offers in America."

In October Capt. Alfred E. Heggie talked on "National Defense."

The December meeting was very largely attended being "Know Your School Night." The highlight of the evening was an address by Most Rev. James E. Kearney. The school was open for inspection and the parents visited the schoolrooms and teachers of their children. The Sister co-operated in a wonderful manner.

In January a health talk was given by Dr. John M. Swan on the "Control of Cancer."

The Scout Troop of the parish was entertained in March. The speaker for the evening was Forrest W. White of the Rochester Boy Scout Council. His subject was "Preparing Parents for Camp."

In April the school band gave a concert. Mr. Frank Melville, Director of Sacred Heart School Band, gave a talk on "What a Band Means to a School."

At the May meeting Mr. Charles Tucker gave a lecture on "Catholic Action."

Installation of new officers for the coming year was held at the June meeting. Mrs. M. H. Keogh, president of Rochester Deanery Council, installed the officers and gave a very interesting talk.

Among social services rendered were: The purchase of a screen for the Nurses' Room, the payment of taxi bill for children attending the Dispensary, the purchase of a set of Reference Books for the school amounting to $83.00, the purchase of books for school children amounting to $109.83, the purchase of various items of equipment for the kitchen, children outfitted for First Holy Communion and $5.00 contributed to Religious Vacation School.

The activities during the year were:

Dessert Luncheon and Bridge held each month, average proceeds $40.00.

A Card Party for the parish which netted $375.00.

Banquet at Manitou in June for retiring officers.

A banquet for graduates of the school, their mothers and sisters.

* * *

Our President and Miss Katherine Doerbecker, our former executive secretary, have recently had the privilege of visiting Sister Mary Claire, O.F.M., formerly Carolyn Ruth Doran. She is interested as ever in the work of the NCCW and sends greetings to all our members.

* * *

Religious Vacation Schools are now well under way.

Rochester Deanery Council has been asked to care for the transportation of sisters to and from the religious vacation school at the Church of the Annunciation, Norton Street, and St. Francis of Assisi, corner Whitney and Orange Streets.

Social Swirl

By Mary Caufield

The Mission Guild of the Divine Word will hold its annual community day on Thursday, July 20 at St. Michael's Mission House, Conesus.

Brother Joseph, S.V.D., is honorary Chairman of the affair, and Mrs. Henry Dengler and Mrs. William Costello are general co-chairmen.

Buses will leave the Knights of Columbus Building at 8:30 A. M. and Mass will be said at the Mission House at 9:30 A. M. Reservations for the bus must be made with either Mrs. Dengler, Genesee 1245-W, or Mrs. Costello, Glen 5312-R, not later than Tuesday, July 18.

The following committee chairmen have been appointed to take charge of the arrangements: Sports and Games, Mrs. Burt Caley; coffee, Mrs. Harold Kelleher; cards and scores, Mrs. Wm. Costello.

Transportation, Mrs. Bernard Gross; grounds, Mrs. Leo Klein; prizes, Mrs. Frank Ease; entertainment, Mrs. James L. White; finance, Mrs. John J. Skelly; hostesses, Mrs. Joseph F. Rita.

In case of rain the party will be held indoors at the Seminary.

Sacred Heart Study Club

Miss Marcella Sigler entertained the Sacred Heart Study Club of St. Patrick's Church at a picnic supper at her summer home on Sunday evening, July 9.

Among those present were: Mrs. R. H. Brasser, the Misses Irene Carey, Madolyn Dougherty, Madeline O'Keefe, Ethel Barry, Winifred Casey, Helen Murphy, Marie Cullen, Veronica Sigler.

Ladies' Auxiliary

The Ladies' Auxiliary of the Knights of St. John No. 160 of Immaculate Conception Church will hold its annual picnic at Charlotte on Wednesday, July 19.

Mrs. John McGrath, president of the organization, has appointed Mrs. Allan Bowentric chairman of the affair, and Mrs. F. Kane co-chairman. They will be assisted by the following committee chairmen:

Cards and prizes, Mrs. Charles Phillips and Mrs. A. Crimmens; Sports, Mrs. John Karein; refreshments, Mrs. George Fallis and Mrs. John Summer; hostesses, Miss Dorothy Holst.

Supper will be served at 6:30 P. M. and reservations will be closed on Sunday, July 16.

Guests of honor will include The Rt. Rev. Msgr. Joseph Cameron, Rev. Leo Smith, Rev. Donald Murphy, Supreme President Mrs. Teresa Ganster, and Miss Zita Flanagan.

Catholic Women's Union

The annual basket picnic of the Catholic Women's Union will take place Tuesday, July 18 at Ontario Beach Park Grounds No. 1.

Miss Louise Meyers, honorary chairman, will be assisted by Mrs. Florence Sullivan, general chairman; Miss Mary Finucane, Mrs. Madge Spiegel, Miss Loretta Kaseman, Miss Stella Drexler, Miss Helen Kehrig, Mrs. Ben Ehmann, Mrs. Anna Fuehrer, Mrs. Frey, Mrs. Brewer, Mrs. Sophia Kramer, Miss Catherine Kleinhans, Miss Laura Schilling, Miss Louise Bilger, Mrs. Mary Kios, Mrs. E. May, Mrs. Anna Fisher, Miss Kate Kane, Mrs. Guberiett and Mrs. M. Keogh.

SYNAGOGUE NOW HALL

LONDON — A former synagogue in Liverpool has been purchased for use as a parish hall in connection with St. Francis Xavier's Church there.

Queen's Tomb Decorated

Rome — A group of Swedish tourists, Catholics and Protestants, placed a wreath on the tomb of Queen Christine in the Vatican crypt, on the 250th anniversary of her death at Rome.

Those serving to date are: Mrs. Joseph Hallinan, Miss Helen Louise Whalen, Mrs. Ormond J. Dailey, Miss Mae G. Hughes, Mrs. Joseph Collins and Miss Marion Hafner.

Red Wings Return for Home Series

Billy (The Kid) Southworth's Red Wings will be playing in their home orchard during the next seven days thus allowing them to continue to battle for first place honors in a friendly and familiar setting.

Thursday and Friday nights there are ow! games with Baltimore, followed by another Oriole fracas Saturday afternoon. A colorful twin-bill with Newark is carded for Sunday, and after an off-date Monday, the Bears will oppose the Wings in night games Tuesday and Wednesday.

A big event, a combined Baseball Centennial and Chamber of Commerce night is set for Thursday evening, July 20. Previous to a League tilt with Buffalo, a colorful panorama of the evolution of the National Pastime will be presented showing how the old time game looked.

These appearances mark the last of the Southworthites will appear in Rochester until August 3, when they return from a long road trip through the southern half of the circuit. That will be the Red Wings' final southern trip of the season, all games after that being in the northern division.

A blow suffered in the recent "crucial" series with Jersey City was the temporary loss of the services of Shortstop Marty Marion. Marty broke a bone in the thumb of his gloved hand while diving for a hard hit ball, and although the injury is not considered very serious it will keep him out of action for at least another week.

ADVERTISEMENT

NOLIN—Importer and Manufacturer of Furs, 256 East Avenue, Rochester, N. Y.—Restyleing — Repairing your old styled coat can be re-designed into a new model at a small cost, if done during this time, no charge for storage if coats are remodeled. Lining coats as low as $7.00. Special for this week, Kolinsky scarfs $6.50 per skin—formerly $9.00.

Heavy ottoman . . . makes silk coats that are going to be particularly good this summer.

HOW we welcome the word picnic . . . and why? Well we know that Zweigle's Coney Island Hots are in the picnic basket . . . and a lot of them too. They are so tasty and delicious . . . how we all love them. Ask for them at your favorite road stands and summer resorts. Don't forget your dealer has them on sale . . . or Zweigle's, Joseph at Kelley Sts. Stone 6944-6945.

A SHORT time ago Dr. Mason, Dean of the faculty of Dentistry at University of Toronto, reported he had been examining the Dionne Quintuplets' teeth regularly for three years. The Doctor's ultimatum . . . The famous children could not have better teeth. Proper diet is the reason. Dr. Mason advises one quart of milk daily . . . let it be Gentile's Milk of Merit. Gentile's milk has stood the test of thirty years for quality. Call Culver 2115. Wholesale and retail.

COMPLETE Enchantment . . . And a jolly shopping expedition is assured at Smith's Ceramic Studios, 901 Monroe Avenue. There are cousins coming from California, friends from Maine . . . a series of entertaining . . . Salads predominant . . . these torrid days . . . Possibly you are in need of a salad set . . . Smith's Ceramic Studios are offering china and glass sets of rare beauty costing so little. For a new lease on happy and comfortable shopping go to Smith's, 901 Monroe Ave., Monroe 2171.

Summer shoes range from classic to fantastic in style.

DO you long to possess that little girl look? Then start with your hair. Hair that sparkles with highlights, has the appearance of youth. French Bouquet Beauty Salon, Monroe at Boardman St., is the rendevous of all beauty lovers . . . they know that a permanent at French Bouquet, will give them that pink of perfection feeling, so essential to good grooming. Mr. De Surra now on the staff, gives this beauty salon a background of distinction all its own. To look your best and be at your best, patronize French Bouquet. Open Thursday and Friday evenings. Monroe 681 will make your appointment.

No-rge barbering art are a bloom with daily colored tones.

THOMAS F. Trott, funeral director . . . How comforting in the passing of one near and dear to us that your funeral director merits the regard and confidence that is so essential during these sad days. These revered memories live down through the years. Today many homes do not offer facilities for the funeral service. Mr. Trott's funeral home is available to all seeking his service, you will find it exceedingly home like and private. Prices are most conservative. Call Stone 1524, 683 Main St. East.

AS ONE WOMAN TO ANOTHER

By SUZANNE

SLIM LINES FOR YOU

Basque Silhouette

Send fifteen Cents (15c)
To Pattern Dept., Catholic Courier
50 Chestnut St. (Specify size.)

Here's another romantic fancy from the last century—a flower on your finger! Princess Eugenie, it's said, liked to romanticize her hands by wearing an artificial flower tucked through her ring.

This feminine fancy is revived by Peggy Sage in her new Posy Ring, matched to sentimental polish shades and the new Wicked White. The ring is adjustable, fitting any finger, and has a fine rhodium finish. Attached to it thru a loop at the back is a costume flower, just large enough to make the hand look tiny, fragile and beguiling.

If you're the sentimental type, this summer is your heyday. You can't do too many things with flowers. If you're the sleek type, flower accents are a smart surprise. They'll spill in a spray from your white bag.

Peggy Sage's Posy Ring will be given with Miss Sage's compliments for a limited period with every bottle of Peggy Sage polish in the four newest shades: Heartbreak, Coldrush, Nosegay and Wicked White. The polish, with Posy Ring—60 cents. On sale at McCurdy & Co., Sibley, Lindsay & Curr, B. Forman Co., E. W. Edwards & Co., in Rochester, during July.

ADVERTISEMENT

SWANS and Chatz Foundation Garments are star performers. You'll be happy and as cool as a seal in one of these garments . . . style plus comfort, as they are designed to smooth every ripple, flatten diaphragm and hip line . . . oh yes, and tummy too. Just call at 383 Temple Building and see the fashioning and lines of their garments. Prices are $3.75 and up. Stone 2892.

Exclusive in pile yhats . . . Sunkrem.

MARRIOTT'S Original French Dry Cleaners . . . Marvelous is the word of Marriott's . . . this has been their well deserved reputation for many years. Vacationing or World's Fairing? Let Marriott's help in your preparation. Call Genesee 2310 for perfection in dry cleaning or dying . . . all garments will be returned as good as new.

Embroidered marquisette for afternoon frocks.

MADELINE Linihan Hat Shoppe, 254 Park Avenue . . . is having a clearance of summer millinery at greatly reduced prices. Many new styles are arriving daily as Madeline has just returned from New York, where she found the newest and latest creation in head gear. Priced at $1.85-$2.95. You'll find no parking problems, they are open from 10 A. M. till 9 P. M. Just around the corner of Goodman St. South on Park Ave. Monroe 55-R.

Fur trimmed wool coats are more important than they have been in several seasons.

SUMMER Clearance Sale . . . Wheeler Fitzgerald Dress Shoppe . . . 111 Brooks Avenue. And it's a glorious sale too . . . A wealth of pretty dresses to choose from . . . no end of choice and you are sure of having with more than one too . . . You are assured of a happy selection . . . all sizes. Lilly White will terms 12-46. $1.95-$2.95. Genesee 3721.

Cartridge pleats are the mode of the hour.

AT 2227 Clifford Avenue . . . in the heart of St. Ambrose Parish and convenient to St. John the Evangelist is located the Mary Ann Shoppe featuring religious articles, gifts for all occasions, and greeting cards. A visit to this new shoppe is very worth while. Do it . . . a surprise awaits you.

WITH summer here and the weather so beautiful, why not come to see WEIS AND FISHER'S, 28 Clinton Avenue south, rochester, N. Y., and select your porch and garden furniture. Now the prices have been reduced for quick clearance. Ask for Miss Marie O'Beirne and she will be only too glad to help you make the proper selection. Or phone Miss O'Beirne, Stone 1082.

Monotone chiffon prints are good for daytime wear.

THE new Pattern Book has new patterns for every age, every type, every wardrobe requirement . . . also new needlework designs . . . a new exclusive bride's feature. Send for your Pattern Book today. Price ten cents. Address, Pattern Department, Catholic Courier, 50 Chestnut Street.

THIS MONTH'S WINNER

The Prize Winner
JUDSON B. GLEN
397 West Avenue

WINS
The $10 Prize

St. Augustine's
CRAMER DRUG CO.
Your prescription filled at a Cramer Drug Store
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St. Monica's—Good Counsel
CARR PHARMACY
Successor to G. I. Lewis
Brooks Ave., cor. Genesee
Genesee 2445 We Deliver

St. Joseph's St. Bridget's
FLANNERY DRUG CO.
C. C. WING Prop.
In Elks Club Building
117 N. Clinton Ave. Stone 802

St. Andrew's
MANDELL'S PHARMACY
Prescription Experts
PORTLAND & NORTON
Main 8018 and 8478

Holy Family Holy Apostles
MT. READ PHARMACIES
HARRY R. SANZEL, Ph. G.
1245 Lyell Avenue
Glen. 5202 Glen. 7231

THE PRIZE ESSAY

How Your Parish Druggist Saves You Money

I patronize my parish druggist because it is economically sound to do so. My druggist has come to recognize me as a frequent customer. He never attempts to over-sell me, but takes care that the article I purchase is the best my purse can afford, yet not more costly than my needs require.

I find that taking into consideration not only his lower prices, which are cut in proportion as his overhead is reduced by being out of the high rent district, but the savings in transportation as well, I am money in by buying at this store.

But the most important consideration is this. The only absolutely indispensable community store-keeper is the druggist. Perhaps the lives of those near and dear to me may, in a moment of emergency, depend upon the presence of an adequately equipped drug store near at hand. Of course a neighborhood druggist cannot keep in business on the strength of emergency purchases alone. I find it, therefore, a matter of good business to patronize him regularly. It helps keep him in the neighborhood where I want him, when I need him in a moment of urgent necessity.

HONORABLE MENTION
BLANCHE KNOX
and
MRS. MARIAN PUFF

Blessed Sacrament
OXFORD PHARMACY, INC.
Prescription Experts
688 MONROE AVENUE
Corner Oxford St.
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...Prescription Druggist
...ver Ave., Cor. Beverly Rd.
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Rochester, N. Y.

ITHACA
The North Side Pharmacy
L. H. and C. W. DANIELS, Props.
107 N. Cayuga St. Ithaca, N. Y.

— THE PRIZES —
PHILCO RADIO
SNAP-SHOT CAMERA
These prizes are of real value and appeal to all, whether you choose the electric razor, radio or camera.
PRIZES
The winner has choice of any of these fifteen prizes, each of which is worth $10.00.
ELECTRIC SHAVER
If the $10 prize is not selected, the value may be applied against more prizes.

Watch Next ... For A... Series

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...7 E. Market St. Cor. Cedar St.

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...Cor. Seneca & Main Sts.
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