

AS ONE WOMAN TO ANOTHER

By SUZANNE

ADVERTISEMENTS
DO you want to look cool as well as THE fact is Zweigle's Coney Island
... Cotons and chiffons are offered...
... You'll want to see this whole family...
... for supper not all... as the much loved and delight
... the club, you will find trends in full taste that linger and call for more
... when you week end houses... the proof... this end of the hour
... women that guests see on this way... Do No picnic or supper party
... Zangle's... any meet products... As you
... shop it Fitzgerald's... for charming cocktails,
... delectable... and favorite... rest stands
... Zangle's... Joseph at Kelly St... Scene

ADVERTISEMENTS
WE all welcome helpful information...
... Empire Textile Weaving Co. Inc.
... 409 Bate Bidg... a blessing in disguise
... when we discover a tear or burn in our
... Favored garments or article...
... Irene Hensbury... will reveal...
... clean your articles giving them many more
... days of usefulness... Irene Hensbury...
... many successful years to her credit...
... excellent workmanship... Try Empire Textile
... Weaving Co...
... SING a song of color for your kitchen
... and a golly selection of Armstrong
... Linoleum found at Main Linoleum Store
... Main St. at Sullivan Hill you ever
... thought of a beauty quest in planning your
... floor coverings? You'll be fascinated with
... the low cost discovery in shopping at Main
... Linoleum... as well as their special floor
... effects... Do see their store... you'll
... find a show place for floor needs.

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SING a song of color for your kitchen
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... the low cost discovery in shopping at Main
... Linoleum... as well as their special floor
... effects... Do see their store... you'll
... find a show place for floor needs.

ADVERTISEMENTS
ARE you contemplating the purchase
... of a new coat? If you do, you cannot
... emphasize too strongly that you should
... buy a now. All signs point to brighter
... days later in the season. Our lay away
... plan will make it easy for you to make
... your decision now... your garment will
... be ready for you when needed. Before
... buying elsewhere see our styles and prices
... in this advertisement...
... No. 126 East Ave. Store 2127.

ADVERTISEMENTS
WANT more sunbeams in your home?
... Select some of the sublime and city
... of a new crystal at "Quintessence Shop in your
... 1406 Monroe Ave. in today's most popular
... perfume... you will find new creations
... gale for gifts... in hand made crevasses
... and designs for better values and take a course
... in personal development...
... You'll love Quintessence and effective speech...
... Shop for shopping...
... The tragedy of the surf or the hot city need not
... involve a murder...
... Fear of a sunburn nose or vanishing make up
... after the first swim creates an
... anxiety feeling enough to kill all fun in the
... great outdoor season...
... Rose Laird has been studying the vacation
... and has produced a new product to hold her
... summer smile... It is called "Santon Cream
... Base"... a miracle foundation that
... bounces summer heat and sun activity
... at threats to beauty.

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IS NOW ON
127 DRESSES... all from our
regular stock... originally priced from
\$16.95 to \$49.95

\$5 and \$9
DAYTIME... EVENING DRESSES
Sizes 12 to 42

Other Dresses at Similarly Unusual Savings

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39 EAST AVE.
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Sale MEN'S BETTER QUALITY SHIRTS

Values Up To \$1.65 Sizes 14 to 17

Representing A Special Purchase of Higher Priced Shirts to Which We Have Added Many From Our Own Stocks!

All are outstanding values at \$1—the type of sale you wish for but seldom see! Hurry in if you'd like to stock up on fine shirts at handsome savings.

Woven Madras — End-to-End Madras — Stripes — Checks — Plaids — Blues — Tans — Greens — Whites

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Edwards STREET FLOOR

WOMEN'S WORLD

**Our Social Swirl
Choral Group
Picnic Set**

By MARY CAUFFIELD

After a busy season of rehearsals, concerts and entertainments, the Catholic Women's Club Choral Group are looking forward to Saturday, July 14, when their picnic will be held at the summer home of Mrs. William J. Troy, Chairman of the Group, at Conesus Lake.

Members will meet at the home of Mrs. Frank Orsini, who is general chairman of the party. The following committees will assist her: Games and Sports: Mrs. Harry Weaver, Chairman; Miss Alice Gieschaut, Miss Mildred Handy, Miss Dorothy Crowley, Miss Evelyn Orsini, Miss Dolores Drain, Miss Marie Burbott, Miss Ruby Crowley, Mrs. Gertrude Callahan, Miss Loretta Baker and Mrs. Emily Davis.

DARCANGELO Art Studios
Buffalo, N. Y. Inc. Rochester Branch 46 Birch Cres. Monroe 3744-J. Specialists in church work. Estimates invited... no obligation.

Garden Party
Members of the Catholic Women's Club have completed plans for their Garden Party to be held on Tuesday, July 16, at the home of Mrs. Alexander E. Graft, 3017 Monroe Avenue.

Mrs. Robert C. Hartman, president of the organization, is honorary chairman for the affair, and Mrs. Christine J. Flanagan is general chairman. They will be assisted by the following committee chairmen:

Tickets: Mrs. George Bryant, refreshments: Mrs. George H. Tremman, Prizes: Mrs. George W. Finagan cards and tallies: Mrs. Frank J. Connor, hostesses: Mrs. W. Magovern, and the Girl Scout Troop of the Catholic Women's Club and the Marine Troop, tables and chairs: Mrs. Myles Tierney, publicity: Mrs. Wynne McFall. In case of inclement weather, the party will be held on the following day.

Spreading Faith Among Children

In a bulletin, "Spreading the Faith Among Children," the Queen's Work at St. Louis, Mo., central office of the Society of Our Lady in the United States and Canada, urges Socialists to teach children to play Catholic games, saying through play, they can learn truth. The bulletin also recommends a story hour for children and says: "The playground, as an Apostolic project is one of the best means of spreading the Faith in an indirect way. Make the atmosphere of the playground Catholic. Let the noise of Catholic kiddies near the spirit of Catholicism which surrounds our play as well as our work, and you will help them through many tough spots later in life, as well as now."

According To The Doctor

Drive carefully on your vacation or week-end trips. The sensible driver enjoys his trips because he follows certain rules of the road, thereby protecting his life and the lives of those who are riding with him. Some of the rules which the "safe and sane" driver follows are:

1. Always be courteous. If you will extend the same courtesy to others as you would like to have extended to you, accidents would be tremendously reduced.
2. Always stop, look and listen at railroad crossings. Many persons have been killed because they were willing to take a chance.
3. Always indicate clearly your intention of stopping or turning to the right or left. The automobile behind you is entitled to this information; you expect it of the car in front of you.
4. Be prepared at all times for the other person doing the wrong thing. In congested city traffic it may bear in mind the possibility of a child's running out from the curb or from in front of a car parked nearby.
5. Never cut in and out of traffic when cars are approaching. From the opposite direction.
6. Slow down while making a turn even on a well-paved, well-banked road.
7. Don't try to break speed records. Others have tried, many of them are dead.
8. Do not attempt to pass another car on a hill.
9. Do not pass cars on a curve.
10. Don't try to beat a train, interurban or a street car on a crossing.

Every car should carry a first-aid kit for emergency use. This kit should contain a liberal supply of sterilized bandages, mercurochrome or iodine adhesive tape, a tourniquet for the removal of soaked garments and for cutting bandages and tape, and some safety pins.

Enjoy your trip, but remember to keep your eye on the road, your mind on your business, and both hands on the wheel.

The Community Chest furnishes the power for "Our Catholic Charities."

WHAT ABOUT SUMMER? RETREAT BENEFITS

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

Summertime should be a time for relaxing, reflecting and planning.

"I have accepted this responsibility as one but myself will attend to it in due time... as one with a sense of religious responsibility it is I who have accepted this charge, and it is for me to fulfill it. I have the grace for such a mission—for such a thing—which is within the limits of any preparation... From 'Responsibilities and Functions of Leaders'—Catholic Association of Belgian Girls.

Serious psychologists have pointed out the value of taking stock of oneself at regular intervals—a half hour a day spent in solitude has been recommended. The procedure includes the use of paper and pencil—recording in parallel columns successes and failures. Reflection upon these recordings is guaranteed to be of inestimable value to the individual. Whether it be daily, or weekly, the idea may well be utilized by each and every Catholic woman in her participation in Catholic Action.

This reflection should not end in mere taking account of one's stewardship, but in concentration upon the ways and means of improving those items which fall under the classification of disappointments, failures and special problems. Once a diagnosis is made, immediate steps can be initiated to effect a cure.

In these days of multiple activity, of hectic living, when we rush madly from one thing to another, when there are not enough hours in the day, not days in the week to do all of the interesting and time-consuming things we may wish, it is difficult to find time for reflection.

I MADE THE RETREAT
By Margaret Gerold
While the external evidence of our patriotism still echoed here and there in our diocese, in some places where the flag was banned, about one hundred women, young and old gathered in the beautiful chapel at the Convent of the Sacred Heart at 8 Prince Street in Rochester.

Many of them had chosen between the wiles of a modern Fourth of July week-end and a blessed interlude in the House of God. Others, making their tenth or twelfth annual retreat, had never for a moment hesitated or questioned the call to a spiritual retreat.

The occasion of this Annual Laywomen's Retreat was somewhat different than were the similar events of other years, for it was honored by the presence of His Excellency the Most Rev. James Edward Kearney, D.D., Bishop of Rochester. He came to greet the retreatants, to congratulate them on the faith that had brought them and to wish them the spiritual happiness of a modern Fourth of July. Following his successful consideration, His Excellency celebrated the Benediction of the Blessed Sacrament, as our Lord in the Eucharistic Presence listened and paused in their worldly journey to come to him.

Annual Novena At St. Ann's Listed
The annual Novena to good St. Ann, the wonder worker of America, as she is so frequently called, will again be held at St. Ann's Church on Brighton Park for nine days beginning Wednesday evening July 17, and closing on the eve of the Feast of St. Ann, Father Malachy Cain, O.F.M., of the Franciscan Missionary Order, will conduct the Novena.

There will be two services each evening at 8:00 and 9:00 P. M., consisting of a short instruction, prayers, Benediction and veneration of the relic.

Lord in His living Presence, was raised above the bowed heads for the last Benediction of a perished Retreat.

I can not hope to relate either the successes or failures of this retreat. Only the Great God in His Heaven could tell you about them and they will never be written in the annals of earthly records. But, do know of miraculous answers to fervent prayer for loved ones who had strayed from the fold, of hearts and souls that found grace in the tribunal of penance, even though we cannot list the secret confessions and hearts which were replaced by peace and spiritual security through the great generosity of the Sacred Heart.

No, I cannot tell you more, but should you ask one of the Mothers of the Sacred Heart, she might smile knowingly and in her gentle accents, say to you, "Ah, yes, the founders of our order of the Sacred Heart—Blessed Philippine Duchesne is smiling in Heaven today. You know she was beatified by our Holy Father in Rome on May 12 of this year, and she can not forget us or those who come to our retreat. God is always good but He has been all generous to us during the days of our retreat."

They Served in World War I



With the world again in the flames of war women who served overseas in 1918, are pictured at the convention of the Women's Overseas Service League, in Washington. Upper photo, Lucia Petri, of Brooklyn, and Mrs. Mary Furlong Storms, of New York, vice-president and president of the Overseas Division National Catholic War Council. Lower photo, Mrs. Marion Spotswood Stenger, and one of her sons, just back from Paris on a refugee ship, receives a phone call from one of her war-time 'buddies' during an intermission. She also was with the N. C. W. C. (N.C.W.C.)

The Sign of good Times!

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