

Our Lady of Perpetual Help Parish

BENNETT'S BAKERY
QUALITY HOME MADE
BAKED GOODS
1252 Clinton Ave. No.—Main 3557

THE ARCH HOTEL
1288 N. CLINTON AVE.
FISH FRY EVERY FRIDAY
Special Sunday Dinners
from 12:30 to 3:00 P. M.

North-East Liquor Store, Inc.
FREE DELIVERY MAIN 47
1192 CLINTON AVE. N.

For Prescriptions and Cut Rate
Drugs Come in
BLESS DRUG STORE
STONE 6903
856 Joseph Ave. cor Avenue D



REV. FRANCIS J. HOEFEN
Pastor
Rev. Jacob R. Rauber
Rev. William D. Tobin
Assistants

Sundays: 6:30, 7:30, 8:30, 9:15, 11:
First Friday: 6, 7 and 8
Holydays: 6:30, 6:30, 7:30, 8:30
9 and 12:15.
Our Lady of Perpetual Help Devotions every Tuesday at 3 P. M. and at 6 P. M.

Irondequoit Dairy
MILK and CREAM
"Our Milk Man"
MIKE WILLIG
348 NORTON ST.
Phone Glen. 1746

August M. Maier
John C. Maier
AUGUST M. MAIER FUNERAL HOME
Successor to J. E. MAIER & SON
STONE 6737
1119 Joseph Ave.

A. H. Morgan Sons
COAL, COKE & WOOD
653-660 JOSEPH AVENUE
Phones Stone 3184-2613

Benefit for Catholic Deaf And Hard of Hearing Set

The usual Fall Card Party for the benefit of the Catholic Deaf and Hard of Hearing work conducted through St. Francis De Sales Chapel will be held in the Auditorium of Columbus Civic Center Thursday evening Dec 4. Proceeds of this party will be used as usual to finance the Deaf work and its program of expansion.

Again the plea is sent out to all Catholics of the city to aid this work because the Deaf and Hard of Hearing come from every parish in the City. This work is dependent upon the generosity and charity of the people of all parishes.

The Chaplain takes this occasion to thank publicly the CATHOLIC

COURIER for its very kind cooperation in publicizing these parties which mean so much to the work and also thank all those who responded to our plea to attend these parties. Tickets are available at St. Joseph Rectory 108 Franklin St. Mrs. Afline Schwab, chairman, will be assisted by the following committee, the Misses Etta Angelle, Louise Brown, Gertrude Coughlin, Madeline Dempsey, Maria Ernst, Lucille Wulter, Eleanor Zimmer, Mrs. Edward Coughlin, Mrs. Francis Claus, Mrs. Harold Dempsey, Mrs. George Klee, Mrs. Roger Hogan, Mrs. Edward Muler, Mrs. William Reid and Miss Lulu Angelle.

Throng Inspecting Forman Store Find It 'Ultra-Modern' Throughout

When the B. Forman's new street floor was opened to the public on Monday evening it was found to be ultra modern in all respects. Thousands visited the store and moved through the spacious aisles inspecting the work of the best minds in design and decoration. Lighting and display as the store is equipped in 1941 entered a new phase of its existence.

Visitors who were allowed to inspect the floor were greeted by Mr. B. Forman, founder and president of the firm in person. He announced that the first floor was the only one completed at present and that other floors of the store in addition will be opened at a later date. Present quarters in the upper floors remain in service.

Although floor space itself has been approximately doubled by the new construction, actual counter space for display has been increased 75 per cent over the old store offices and the new quarters are designed to fit the type of a store providing better display than ordinarily available.

Indirect lighting which avoids glare and overhanging fixtures, a combination of fluorescent and incandescent lights. Each display case also carries its own heating arrangement. Heating and ventilation is accomplished through a system of air-conditioning filters. The heat and humidifies the air in the winter months and cools and dehumidifies it in summer. Contemplated for the entire store, when finished, is a separate air-conditioning system for each floor.

Edward Kook, stage lighting engineer, designed the store windows using footlights, sidelights and special spotlights which provided many variations in the lighting arrangements.

The touch of Raymond Loew, industrial engineer, is seen in the treatment of millinery and shoe

departments. They stand out among the 30 departments on the first floor as they are semi-private enclosures with unusual color schemes and designs. Longerie also is displayed in a semi-private room. The main floor is featured in prominent blond mahogany cases and fixtures. Additional and faster elevator service is part of the new management.

Construction of the new Forman store which began in June is slated for opening in 1942.

Wins VFW Essay Contest Award

The U. S. Defense Bond and the boy submitting the best essay on "Our Nation Indivisible" in a VFW-sponsored contest among Monroe County High School students was won by Fred Sarkis, 11 Evergreen St., a student in St. Joseph's Convent School. The announcement was made by Mrs. Helen King, president of the Monroe County Council of Auxiliaries VFW.

Presentation of the bond and medal will be made by John Roth, chairman, at 2:30 P. M. Sunday, Dec. 7 in the Benjamin Franklin High School auditorium. Brigadier General Bernard C. Krueger of Washington will give the address.

GET CHAPLAINCY
London — A resident chaplaincy has been established for Catholic students of Liverpool University, following a stern fight by the chaplain, the Rev. J. Ryland Witaker, S.J. and the Catholic Students' Society. A house has been purchased and will serve the chaplain's needs besides providing a common room and study rooms for the students.

ST. MARY'S PARISH

Modern Beauty Shoppe
151 South Main
Kindle Black—2nd Floor
PHONE 763
Permanent Finger Waves
Shampooing
ALL WORK GUARANTEED

J. W. WALKER
BLUE COAL and
CONNELLSVILLE COKE
Beacon Feeds—Lehigh Cement
Hay—Grain—Beans

Established 1880 Telephone 69
Estate of
Alexander Davidson
Lumber, Coal and Hardware
62-66 West Avenue
CANANDAIGUA, N. Y.

Tell Your
NEIGHBORHOOD
MERCHANT
that you saw his Ad in the
CATHOLIC COURIER



NORTH-MAIN-STREET
CANANDAIGUA, N. Y.

REV. MICHAEL C. J. WALL
Pastor

Rev. John M. O'Beirne
Rev. Edward J. Tolator
Assistants

MASSSES:
Sundays: 6:30, 9, 9:15 and 11:00 A. M.

CANANDAIGUA DAIRY CO.
Pasteurized Milk Products
CANANDAIGUA, N. Y.

Sommers Motors, Inc.
for Economical Transportation
CHEVROLET
343 Main St. South
CANANDAIGUA, N. Y.

F. H. McElwee
FUNERAL DIRECTOR
QUALITY FURNITURE
211 Main St. South Phone 562
CANANDAIGUA, N. Y.

Tell Your
NEIGHBORHOOD
MERCHANT
that you saw his Ad in the
CATHOLIC COURIER

OUR LADY OF GOOD COUNSEL PARISH

SOUTHWEST SHOE REBUILDER
Ask "CHARLIE"
503 Thurston Gen. 5900
We Call and Deliver

Slattery & Kase
Liquor Store
9-22 WEST MAIN ST. GEN. 86
Walter J. Kase, Frank J. Slattery

FOR BETTER FOOD PHONE
WHITE STAR
GEN. 7700 303 CONGRESS AVE.

Just Better
ICE CREAM and SHERBET
JACKSON-BAILEY
501 Thurston Rd. — Gen. 7100



Brooks Ave. Cor. Genesee Park Blvd.

Rev. Edward T. Meagher
Pastor

Rev. Gerald B. Kelly
Rev. William F. Nolan
Assistants

MASSSES:
Sundays: 7, 8, 9, 10 and 11.
Holydays: 6, 7, 8 and 9.
First Friday: 6, 7 and 8.
Baptisms: Sunday 2 P. M.

WOLFF PHARMACY
LOWEST PRICES THURSTON RD.
Professional Pharmacist
3 Doors from Brooks Free Delivery
681 Thurston Rd. Gen. 6876

ROZZI
TAILOR and CLEANER
558 Thurston Road
GENESEE 2365

NEWMAN—Florist
450 BROOKS AVE.
Genesee 4698—Delivery
Flowers For All Occasions

Do-Nuts Fresh Every 3 Hours
SUNDAY DINNER!
The Do-Nut Spot
530 Thurston Rd. Gen. 7835
Night Dinners—Home-Made Pies
Picnic Salads—Sandwiches, etc.



MODERN DESIGN was used in completing this new street floor of the B. Forman Company on Clinton Ave. South. Skilled architects and craftsmen combined in the work of installing the latest equipment, lighting and display features viewed by throngs at inspection Monday.