

Take Your Choice...



Scrub-Spoiled Dresses or Laundry Service?

Have you noticed how home washed dresses fade and lose their lively colors? How their appearance is soon spoiled? Our scientific laundering of wearing apparel adds months of useful life to your clothes. Try it today!



HELPFUL SUGGESTIONS



for GETTING GREATER EFFICIENCY

from your

Automatic Refrigerator

- 1—Cool Food to Room Temperature
- 2—Don't Overcrowd Your Refrigerator
- 3—Don't Permit Over-frosting of refrigerating unit
- 4—Don't store Foods which do not need Refrigeration
- 5—Don't Let too Many Left-overs collect. EVEN THE BEST REFRIGERATOR WON'T KEEP FOOD FOREVER.

TAKE CARE OF IT. YOUR Refrigerator Must DO—FOR THE D-U-R-A-T-I-O-N!

Rochester Gas and Electric

Retailer Holds Key Spot In Home Front

News from the various war fronts throughout the world is not particularly good. The war however must be won and it can only be won by mobilizing the complete strength of the nation. Not all of that mobilization will be the mustering of troops or the conversion of industry to war uses. There is a battle on the Home Front which is equally important with the operations of the Armed Forces.

Retailers are an important factor in the battle of the Home Front, and any American Retailer who does not realize that for the duration of this war, his loyalty must be to the cause of the United States rather than to his own immediate interests does not deserve to survive the war.

It is quite possible that he may not survive, but whether he does or not, it is important that free retailing shall survive. Therefore, we must realize that from now on there are to be many demands upon us for cooperation with various Government agencies — demands which we dare not fail to heed!

As you know, Congress has created the Office of Price Administration (OPA). By and large, the present system of price control in principle is fair and reasonable; such a system as might be developed as the basis of co-operation between a hard-pressed government and an enlightened and unselfish business population.

It is true that it is imperfect. Complete, even-handed justice at a time like this probably is not possible. Everything considered, however, Mr. Henderson is trying to be fair and considering the endless pressure from every conceivable angle, he seems to have done a good job. At any rate it is a far more considerate system than would have been developed anywhere else in the world under war conditions. When you think of the matter in this light, don't you feel a strong desire to help make the Price Controls work out successfully? If the Price Control system should fail, the retailers are going to be blamed for it!

Priest Who Rescued Woman In Auto Mishap Identified

RICHMOND — An "unidentified young Catholic priest," whom was credited with having saved the life of a woman when he pulled her from beneath her automobile after a traffic accident on the Washington highway, has been identified as the Rev. Robert E. O'Kane, assistant pastor of St. Paul's Church here and moderator of the Richmond Catholic Theatre Guild.

Father O'Kane administered first aid to the victims of the accident, a collision between a passenger car and a truck. Four women and a soldier, a Catholic, on his way to Fort Story, Va., were injured. One of the women died on the way to a hospital.

Polish Youth Leader Slain In Nazi Camp

LONDON — Czeslaw Polkowski, young engineer reported slain in a Nazi concentration camp in Poland according to word received here by the Polish Catholic Press Agency, KAP, was the president of the Inventus Christians, organization of Catholic college youth of Poland.

Members of this organization KAP states, in other years have taken a vow before the image of Our Lady of Czestochowa. Since this practice was begun in 1926, a total of 20,000 have taken the vow promising to do their part in defense of the Faith. Czeslaw Polkowski collaborated in the writing of the text of the vow.

British Motorists May Get Gas For Church Attendance

LONDON — A gasoline allowance to enable auto drivers to attend divine service once a week may be granted by petroleum officers. This is an exception to regulations restricting the use of gas. Additional gasoline is allowed to ministers of religion and others whose duties require more regular attendance at church.

Catholic Daughters Prepare For Distribution of Prayer Pamphlets

NEW YORK — Announcing a "Faith Forward Crusade" with the slogan "Victory Through Christ," the Supreme Directorate of the Catholic Daughters of America at its semi-annual meeting here today made known that that organization will publish thousands of pamphlets of daily prayers for dis-

tribution. Voicing realization that "prayer is the mightiest weapon in securing a lasting peace," the organization called upon "all Christians throughout the world to storm heaven and to beseech the merciful God to restore a just peace to the nations of the world."

JULIUS J. ANDERSEN

Custom Clothes at Popular Prices

We Specialize in Suits for the Clergy

704 Cass Building Ste. 6283 82 St. Paul Street ROCHESTER, N. Y.

THE ALBANY CATHOLIC ASSOCIATION STUDENT RESIDENCE HALLS

For students of N. Y. State College for Teachers NEWMAN HALL 741 Madison Avenue Albany, N. Y.

For students of The Sacred Heart Business School ST. THOMAS MORE HOUSE 133 South-Lake Avenue Albany, N. Y.

Summer session from July 4 Regular session from Sept. 14

Regular session from Sept. 8

Both houses are conducted under Catholic supervision, as residences and social centers for women students.

FOR INFORMATION REGARDING EITHER HOUSE, ADDRESS: THE RESIDENCE DIRECTRESS

741 Madison Ave. Telephones 4-0545 and 3-9538 Albany, N. Y.

NOW IS THE TIME TO DO IT! WATERPROOF YOUR ROOF

With Barrett's BLACK FIBRE LIQUID COATING

Hire is a coating especially designed for roofing papers and metal roofs.

- PLASTIC CEMENT For Small Leaks
- CAULKING COMPOUND For Around Windows and Door Frames, Skylights, etc.
- CAULKING GUNS
- STANDARD METALLIC PAINT For Valleys, Gutters and Conductor Pipes
- WINDOW GLASS and PUTTY

5 GAL. CAN \$2.60

Barnard, Porter & Remington 9, 11, 13 North Water Street - Main 8140

Keep your WAR BOND LIFE INSURANCE POLICIES and other valuables where they will be safe. Less than a day will rent a SAFE DEPOSIT BOX at our Franklin Street office.



First Tin Can Collection Saturday, August 22nd

Start Saving Empty Tin Cans NOW

"FIN with TIN for CAN do it!"

"Bill," an expert mechanic. He's setting records for production on his war job, making things we must have to win this war. Bill's smart too, he makes his money work to help our fight. He calls it his three point plan.

"The first thing he does every payday is to buy WAR BONDS. This helps directly to pay for the war.

"Second, he lays away a few dollars every payday in his savings account at the ROCHESTER SAVINGS BANK. Yes, and Bill has a growing reserve to meet emergencies or to use when the war is won.

"Third, Bill buys Low Cost Savings Bank Life Insurance to protect his family and himself. He knows that life insurance protection is more important than ever, now."

Bill follows a real plan at the ROCHESTER SAVINGS BANK the 3 POINT FINANCIAL PLAN. He has discovered many interesting facts too about Low Cost Savings Bank Life Insurance. Come in and learn about the low premiums, cash values in six months, dividends the first year. Policies of all the usual types range from \$250 to \$3,000.

Here is a sound financial plan that helps your country, helps you and protects your family. Take care of all three points in one bank, the Rochester Savings Bank.

ROCHESTER SAVINGS BANK

• TWO CONVENIENTLY LOCATED OFFICES • MAIN ST., COR. OF FITZINGH • FRANKLIN ST., COR. OF NORTH