

**GIFTS OF LASTING GOOD TASTE**  
125 EVIDENCE - POSTERS  
Largest Selection in Central, Ohio and Western Towns  
**Smith Ceramic Studios**  
913 MONROE AVENUE

"Rochester's Oldest Florists"  
**J. B. Keller Sons, Inc.**  
FLORISTS  
25 CLINTON AVE. N.  
Rochester, N. Y.  
WHEA, L. MCDONALD, GARDIN MGR.

**Hedges & Hoffman**  
FUNERAL DIRECTORS  
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John M. Hedges  
Phone Main 620

**Texaco Service Station**  
C. E. BARTON, Prop.  
1) Good Station Service  
2) Better Gasoline  
3) Complete Repairs  
245 Monroe Ave. cor. Rutgers St.  
Rochester - Phone Main 9036

**THE HOUGHTONS**  
Super-Services Station  
**GENESIE 7357**  
Corner of Seneca

**ASHTON**  
FUNERAL HOME, INC.  
WEST MAIN ST.  
Where each service is a solemn rite. With the cost governed entirely by you.  
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Lic. Mgr.  
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Patronize  
**Your Parish Advertisers**

Two Good Places to Eat  
**Quality Restaurants**  
EAST SIDE - 474 N. Goodman St.  
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**REAL GOOD FOOD**

**MAIN GOODMAN LIQUOR**  
We Stock Full Line of O-NEH-DA WINE  
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Complete Stock National Brands

**A. L. PROUDFOOT**  
Coal, Coke and Fuel Oil  
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MUSIC SHOP  
442 N. Goodman St. - Cul. 1216  
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**Klamm Brothers**  
QUALITY MEATS and GROCERIES  
See reputation since 1890 in your selection of satisfaction.  
1185 Lyon Ave. cor. 9th St.  
2nd North Rochester, N.Y. Hayward Ave.

**BLESSED SACRAMENT**  
525 OXFORD STREET



Rev. Thomas F. Conner  
Pastor

Rev. Alphonsus P. Cronan  
Rev. John A. Morgan  
Assistants

**MASSSES:**  
Sundays 6:45, 7, 8, 9, 10, 11, 12.  
First Friday 6, 7 and 8.  
Holydays 6:45, 7, 8, 9 and 10.  
Baptisms: 10:30 Sunday afternoons.

**ST. MONICA'S**  
311 GENESIE STREET



Rt. Rev. Monsignor  
**WILLIAM F. BERGAN**  
Pastor

Rev. Harold Rogers  
Rev. John T. Tracy  
Rev. Paul J. Gibbons  
Assistants

**MASSSES:**  
Sundays 6:30, 7, 8, 9, 10, 11, 12:15.  
Holy Days 5:30, 6:15, 7, 7:30, 8, 9  
and 10. First Fridays 5:30, 6:45, 7:30  
and 8. Holydays 1:30 P. M. Sunday.

**CORPUS CHRISTI**  
650 MAIN STREET EAST



Rt. Rev. Monsignor  
**WILLIAM M. HART, V. G.**  
Pastor

**MASSSES:**  
Sundays 7, 8, 9, 10, 11 and 12:15.

**Baldwin Drug Store**  
PRESCRIPTIONS  
Just as the Doctor Orders  
WE SELL MONEY ORDERS  
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We Deliver Phone Culver 2981

729 Park Ave. - Monroe 4219  
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COKE - COAL - FUEL OIL  
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485 Monroe Ave. cor. Oxford St.  
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BEST HOME MADE DAIRY  
PRODUCTS AND FINE FOODS  
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Monroe 7106 - 142-Dorchester St.  
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Receptions - Appointment Only

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**BUD'S Tydol Service**  
Cor. of Conance and Hawley  
"The Friendly Service"  
WM. C. CRANE, Prop.

**Williams Pharmacy**  
232 Amatt Blvd. Rochester N.Y.  
C. K. WILLIAMS, Ph. D.  
Phone Genesee 7642

**Sound Equipment Co.**  
RADIO SERVICE  
and  
SOUND RENTALS  
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Open Evenings and Sundays

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Pasteurized MILK and CREAM  
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Direct from Farms to You  
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Custom Built Living Room Furniture  
Re-covering Reupholstering  
Estimates Furnished - Work Guaranteed  
NEW LOCATION: 121 NO. GOODMAN  
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Culver 1714 - Box Culver 2814  
**CLANCY CARTING & STORAGE CO., INC.**  
"Service Since 1885"  
MOVING - PACKING - STORAGE  
9 GRAND AVENUE

**O. M. WIDEMAN**  
OPTOMETRIST  
Hours 7 to 8 second Wednesday  
and Sunday.  
Monday and Thursday evenings only.  
15 Beeswood Terrace Rochester N. Y.

**THOMAS F. TROTT**  
FUNERAL DIRECTOR  
683 Main Street East  
STONE 1524

**ST. GERARD**  
THE PATRON OF MOTHERS  
By Rev. Thomas B. Roche, C.S.B.

The countless wonders performed through the intercession of St. Gerard in behalf of suffering humanity have imposed upon the mothers of this locale a sacred duty to do their utmost to the Catholic public at large.

We Redemptorists are indebted to St. Gerard for the fact that he has shed upon our community by the sanctity of his life and the miracles wrought through his intercession. We wish to be our Catholic people that they may draw inspiration from the example of his saintly life and also profit by the power of his intercession in heaven. There are many men and women throughout the world who would welcome information about this saintly lay brother, which to a great extent has been withheld from them. They would appreciate the opportunity to utilize his intercessory influence with God, and to take advantage of it for heavenly relief in the many trials in daily life. Devotion to St. Gerard would appeal in a forceful way especially to wives in the discharge of their sacred duties of motherhood. St. Gerard is in very truth, the "Mother's Saint."

Realizing the great importance of divine aid in the bearing and care of children; the protection of God over them and the mother during that trying period, and conscious of the vicious propaganda afoot to belittle, thwart and condemn the blessed privilege of motherhood, we confidently hope through the intercession of St. Gerard to give new inspiration and courage to expectant mothers and by his help to ease for them the difficult moments of their confinement.

**FOR MANY YEARS**  
We are not advocating any new form of devotion nor establishing any public services. Devotion to St. Gerard has been in full swing for many years and avenues to him have been mostly in the privacy of the human heart and within the precincts of the home. We do want you to realize the effective power and willingness of St. Gerard to help you. We want you to enjoy your share of his influence with God.

We recommend that you formulate some manner of continuous devotion to St. Gerard which you can conveniently and consistently follow at home. Nine Holy Marys for nine consecutive days, accompanied by a special prayer to St. Gerard and the reception of the sacraments would constitute an excellent avenue. Other forms of devotions will suggest themselves to you and will have real value. After all it is the pleasing, prayerful petition of your own heart that carries weight and effectively reaches the heart of God and His Saints.

If you desire to follow an established devotion or novena we shall gladly supply you gratis with an approved form. The little booklet of prayers to St. Gerard can be yours for the asking and no strings attached. Send your name and address to St. Gerard's Sanctuary, 3169 Beeswood Blvd., Pittsburgh, Pa.

Upon receipt of your request a booklet of prayers and devotions to St. Gerard will be sent you immediately.

We ask one thing of you in return. Should you receive any noteworthy or special favor or blessing through the intercession of St. Gerard, will you kindly write us an account of it. We will appreciate this information and pass it on to others that they too may be encouraged to practice continued devotion to St. Gerard.

**Easy Does it**

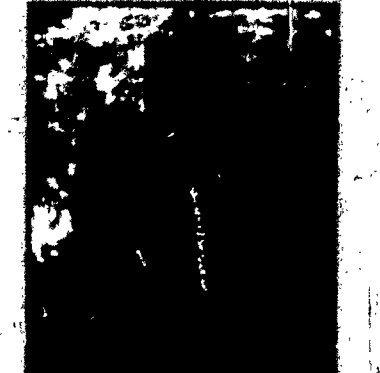
In the matter of speed east is east and west is west most certainly. However, as Father Huengsbarg, S.V.D., reminds us time in China "has a tempo that is different from that in the busy states. The Chinese say: 'Do not fear to go slowly but only to stand still.' This principle applies to all work. When by far the greater part of all labor must be performed by human strength, it is futile to do more than the human body can accomplish; futile to rush things or to do too much."

It is this attitude which perhaps offers the explanation for the "unique" ability of those people to survive catastrophes of nature and the destruction of wars. - The New World (Chicago)

**Holy Father Gives Books To Peru Library**

LIMA - His Holiness Pope Pius XII has decided to make a substantial present of books to the National Library of Peru which some time ago was destroyed by fire. His Excellency the Most Rev. Fernando Cento, Papal Nuncio to Peru, has informed the Peruvian Minister of Public Education. The Nuncio added that this gift evidences once more the wide interest in the promotion of culture which has ever been an attribute of the Holy Father.

**ST. MARY'S**  
NORTH MAIN STREET  
CANANDAIGUA, N. Y.



Rev. Michael G. J. Wolf  
Pastor

Rev. John M. O'Brien  
Rev. Vincent LaFroie  
Assistants

**MASSSES:**  
Sunday: 6, 8, 9:15 and 11:00 A. M.  
10:00 A. M. at Veterans' Memorial

**SHENKMAN'S**  
THE MEN'S STORE  
at  
CANANDAIGUA, N. Y.  
Clothing and Furnishings  
for Men and Boys

**J. W. WALKER**  
BLAZE COAL and  
GENESIEVILLE COKE  
Sausage Foods - Lobligh Cement  
Noy - Grain - Peas

**ALICE R. FARRELL**  
WOMEN'S APPAREL  
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**Lake View Dairy's**  
Delicious  
ICE CREAM  
20 FLAVORS - 2 STORES  
666 N. Main - 42 East  
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**F. H. McElwee**  
FUNERAL DIRECTOR  
QUALITY FURNITURE  
271 Main St. South Phone 362  
CANANDAIGUA, N. Y.

**Johncox's for Quality**  
Make Everybody Happy by  
Serving **JOHNCOX'S**  
ICE CREAM  
Free Delivery in City Phone 148

**THE JENKINS STORES, Inc.**  
LADIES' and CHILDREN'S  
WEARING APPAREL  
Ready Fashions  
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