

Our Lady Of Cenacle Court Plans Program

College Students Attend Conference

Geneva — Miss Mary Ann Handlan, president of the Student Council of Nazareth College, Rochester, and Miss Judy Keaveney, vice-president of the Student Council have returned from Cleveland, Ohio, where they attended the fifth annual Student Government President's Conference.

Court Our Lady of the Cenacle, Catholic Daughters of America, announces its program for the year 1956-57. The chairladies of this program are Mrs. Thomas J. Finley and

The opening affair will be a get-acquainted dinner at the Hotel Rochester where new members of the court will be introduced to the Rochester Chapter. Guests will also be welcomed.

Thereafter, each month there will be a different type of activity, such as a white elephant sale, Communion breakfast, Christmas party, book review, style show, showing of colored slides of Catholic shrines throughout the world, a silver tea and ending with installation of new officers and the annual court banquet.

Officers for the current year are: chaplain, Rev. Joseph Daley; grand regent, Mrs. Russell Polizzi; vice regent, Mrs. Frank T. Curran; prophetess, Miss Irene Martin; lecturer, Mrs. E. F. Green; historian, Mrs. Charles Combs; financial secretary, Miss Elizabeth Roby; treasurer, Mrs. Charles Seherndt; monitor, Miss Margaret Siranni; sentinel, Miss Dorothy Walther; organist, Mrs. Joseph Doerlich.

Committees are headed by: Mrs. Kenneth Scarclotta, publicity; Miss Walther, education; Mrs. Theresa Klein, medical missions; Mrs. Joseph Chlappone, sewing; Mrs. Charles Guzzetta, sunshine; Mrs. Ruth Stoller, apostolate of the aged; Mrs. James Raines, international relations.

Ladies Catholic Benevolent Association

Legal Reserve Life Insurance for Women and Children
ASSETS OVER 32 MILLION DOLLARS
BENEFITS PAID OVER TO MILLION DOLLARS
44 YEARS OF SUCCESS
HOME OFFICE: 305 WEST 6TH ST., ERIE, PA.
Miss KATHERINE L. STANTON, Supreme President
Miss VIRGINIA CHRISTON, Supreme Auditor
Miss MARY C. BAXY, Supreme Medical Examiner
Supreme Adjuvant: 247 Main St. West, Rochester, N. Y.
Supreme Medical Examiner: 247 Main St. West, Rochester, N. Y.

VER HULST BROS. FARM & MKT.

Good for Canning and Freezing!

PEACHES

Irish Gobbler POTATOES GOLDEN CROSS SWEET CORN
PICKED TWICE DAILY STRAYED - IRRIGATED

APPLES - VINE RIPENED FIELD GROWN TOMATOES
Home Grown MELONS
FULL LINE OF FRESH FRUITS & VEGETABLES

VER HULST BROTHERS FARM & MKT.

Your Modern Indoor Outdoor Market
1253 Ridge Rd. W. At Mt. Road, Dulser Loop, G1 5151
Open Nightly including Sunday 'til 9

Bishop To Offer Mass In Auburn

Auburn — His Excellency, Auxiliary Bishop Casey will celebrate the Mass of the Holy Spirit on Thursday, Sept. 13, at 9:45 a. m. in the gymnasium of St. Carmel High School, Auburn.

This will mark the beginning of the second year of the school which has enrolled students for the first three grades. The Rev. Erculan Hourihan, O. Carm., is principal. Carmelite priests teach the boys, Sisters of St. Joseph under the direction of Sister M. Florentine, S.S.J., vice-principal, instruct the girls.

"Design For Living" show will take place in Rochester Community War Memorial Exhibit Hall from Sept. 29 through Oct. 6. Proceeds will be given to the National Leukemia Fund.

Lynch Furniture Co.

For Over Forty Years
Geneva's Home Store
479 Exchange St.

FINGER LAKES

Laundries and Cleaners
Diaper Service
COMPLETE HOME SERVICE
Telephone 9-3381
511 Washington St. Geneva, N. Y.

howard liquor store

opposite hotel seneca
GENEVA, N. Y.
gethrude r. howard

GENEVA MILK COMPANY

MILK AND MILK PRODUCTS
17 North Main Street

HOTEL SENECA

OVERLOOKING SENECA LAKE
Famous Cuisine Grill Room
Air Conditioning
Milk Dining Room
In the Heart of the Finger Lakes
Free Parking
GENEVA, N. Y.
S. K. NESTER, Pres.
GENEVA, N. Y.

BAKER & STARK, Inc.

A Good Clothing Store Since 1899
489 EXCHANGE ST.
Geneva, N. Y.

GREECE ST. CHARLES BORROMEO

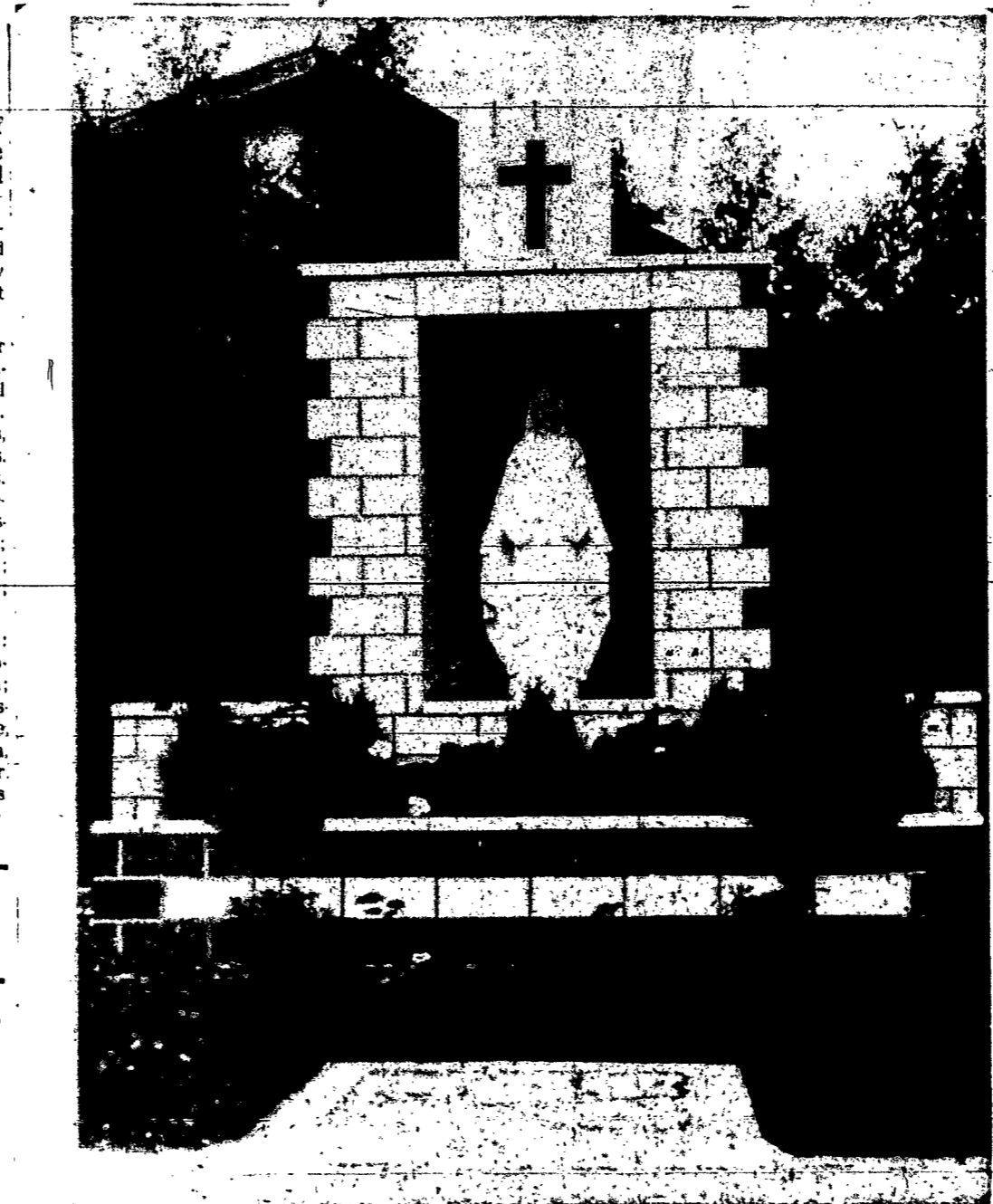
44 MAIDEN LANE
REV. ROBERT A. KELEHER, PASTOR
SUN. MASSES 6:30, 8, 9, 10, 11:15, 12:15

O'Brien's Gift Centre

204 Dewey Ave. - Charlotte 3313
RELIGIOUS ARTICLES
DIAMONDS JEWELRY
WALWART BELLEVILLE
Guaranteed Watch Repairing

FREE CHEVROLET

"OK" Used Cars and Trucks
1118 STONE ROAD - CHARLOTTE 3406
We Open and Operate Our Own Plant
NICK AN DER WIND
DRY CLEANERS
Alterations-Dyeing-Repairing
818 Dewey Ave. CH. 2468



Outdoor Shrine Blessed in Geneseo

Mr. and Mrs. Daniel Rades of 31 Wadsworth St., Geneseo, dedicated this shrine to the Immaculate Conception of the Blessed Virgin Mary on Sunday, Aug. 19 in a ceremony performed by the Rev. Peter Jankowski of Geneseo assisted by Rev. Charles Reynolds, Leicester and Rev. Dominic Grasso of Mt. Morris. The shrine is located in the back yard of the Rades home. It was built because of a promise the couple made to the Virgin that should they have any children they would dedicate one to her. The Rades' have since been able to adopt two boys. (Livingston County Leader Photo)

Auxiliary To Attend Annual Communion And Breakfast

District 1 of New York, Ladies Auxiliary of the Knights of St. John will hold its annual corporate Communion Sunday, Sept. 9 at 9 a.m. in St. Joseph Church, Rochester. Breakfast will follow in the club house, 365 Andrews St.

AMERICAN TAXI CO.

2-4511 Phone 2-4511
Formerly 700
REGGIE HARRIS, Prop.
2 Clark Street Auburn, N. Y.

FIVE POINTS LIQUOR STORE

58 FRANKLIN STREET
AUBURN, N. Y.
Phone 3-6051

Godfrey Service

Tires - Batteries
Accessories - Service
TEXACO PRODUCTS
4 POINTS - AUBURN, N. Y.

O'DONNELL ELECTRIC CO., INC.

Electrical Contractors
12 Market Street Phone 2-4211
Auburn, N. Y.

DAIRYLEA

For a Creamier Tasting Milk, It's DAIRYLEA.
HOMOGENIZED VITAMIN D MILK
Milk
DAIRYLEA Ice Cream

DEWEY AVE. PHARMACY

Prescription Specialists
COMPOUNDS - TOLLERIES
PHOTO FINISHING
2910 Dewey Ave. Charlotte 1614

GREENE ST. JOHN THE EVANGELIST

2384 Ridge Road, West
REV. DONALD E. LUX, Pastor
MASSES 7, 8, 9, 10, 11, 12 NOON

NAUM BROS.

Complete Line of SPORTING GOODS
BICYCLES
TV and Home Appliances Service
2373 Ridge Rd. W. G1 5377 G1 5378

F-L-O-R-I-D-A

The Nation's Conversation
By FRANK J. GIBLIN

Attractions in the State of Florida that compel the attention of the visitors and prospective retirees are described in leaflets as "Outstanding State Attractions". Others that you may learn about in State publications or in magazines published locally within the State, are simply termed, "Places of Interest".

The "Place of Interest" in Florida usually costs you nothing to see, either because it is too big to build a fence around and charge admission, or because some promoter couldn't promote the lumber for the fence.

The most publicized pay-as-you-enter attractions are Silver Springs near Ocala and Cypress Gardens near Dick Pope. Concerning the latter, the City of Winter Haven may be found somewhere in the neighborhood of one or the other. Through the media of road signs, automobile bumper strips, floor mats, table cloths, window displays, counter displays, dioramas, comic books, bathing suits and bathing girls, both "Outstanding State Attractions" have declared themselves famous throughout the state and nation. Motorists, driving toward the Sunshine State via any route at all, are almost constantly bombarded by ornishing cars on their return journeys, bearing bumper strips artfully placed on the left (or passing side) publicizing either attraction.

It has been estimated that ONE bumper strip, so placed on the front-end of a visitor's car will be read by over 100,000 people a day! Multiply this figure by the number of cars leaving the attractions with these popular souvenirs every day and you will realize why millions of people in the United States, Canada, Mexico and Cuba have heard about these two famous attractions. (The life expectancy of one bumper strip? According to the Cypress Gardens authority, 12 days.)

In my opinion, the best publicity job in the entire State, because it was conceived and executed by one man rather than by a succession of promotional experts, as was the case at Silver Springs, was accomplished for Cypress Gardens by promoter Dick Pope through the simple expediency of girls on water skis. Not so long ago in my recollection, Cypress Gardens was a botanical achievement only, and Winter Haven was known more widely as a city rather than a back door to an enterprise. Dick Pope's everyday language in those days was predominantly Latin as he called the roll of his plants and flowers in describing their origin to "green thumb" visitors. Then one day his conversation and point of view changed and he began to think of athletic young ladies on water skis being towed by motor craft around the lake in front of Cypress Gardens. Dick began to take pictures of these beautiful girls on skis with

HONEYE FALLS

St. Paul of the Cross Parish
Rev. Howard W. Geck, Pastor
MASSES: Sunday—8, 10-30 A.M.
18 LOCUST STREET

HONEYE FALLS RESTAURANT

"Everybody Praises Our Food!"
Legal Beverages
Noon Hour Reg. Meals—Short Orders
Nightly
Samuel V. Feliciano, Prop.

MOYLE CHEVROLET

Raymond J. Moyle
Honeye Falls - W. Main St.
PHONE 117
Lima - E. Main St.
PHONE 3-113

ST. CECILIA'S

Rev. Bernard C. Newcomb, Pastor
2732 Culver Road
Sunday Masses: 7:30, 9, 10, 11, 12:15

RIDGE-CULVER HARDWARE

TOURNAINE RYLAND PAINT
Flat and Semi Gloss
2054 Ridge Rd. E. HO 7837

COMPLETE FOOD STORE

RIDGE-CREST GROCERY
"Joe" Reichart - Carl Slight
2010-12 Ridge Rd. E. HO 1895

ST. ANNE'S

Rev. Wm. J. Naughton, Pastor
Sunday Masses: 5:55, 8, 9, 10, 11:15, 12:15
48 Brighton Park

HUMBERT JEWELERS

1522 MT. HOPE AVENUE
Open Friday Night 'til 9
Greenfield 4149

OFFICIAL AAA SERVICE

Gerry Earl's Garage
1835 MT. HOPE AVE. Opp. Co. Home
Complete Service For Your Car
Greenfield 2740 Browning 9702

CHRISTIE LIQUOR STORE

1921 SOUTH AVENUE
At East Henrietta Road
Greenfield-5391
MR. and MRS. AL. CHRISTIE, Prop.

FRANK PALMER

CLEANERS AND DYERS
"We Deliver at Night Extra Charge"
100 So. Union Spencerport 2-581

AVON Hardware Corp.

Use MOORE Paint
Hardware, Paint, Glass
Phone 4141 - W. Dewey

T. J. COTTER

Plumbing and Heating
Phone 3964
37 E. Genesee St. Auburn, N. Y.

CARNEVALE'S

MEN'S SHOP
BERKELEY SQUARE
JOCKEY UNDERWEAR
115-115 FALL STREET

BROTANS

97-101 FALL ST.
SENECA FALLS, N. Y.
Quality Clothing for Women and Children

NOLAN'S SHOE STORE

QUALITY SHOES AT MODERATE PRICES
Auburn Seneca Falls

Geo. S. Robinson

JEWELERS - ROSARIES
DIAMONDS - WATCHES
RINGS - SILVERWARE, Etc.
92 Fall St., Seneca Falls, N. Y.

SACRED HEART CATHEDRAL

250 Flower City Park
Masses Sunday:
6, 7, 8, 9, 10, 11:15, 12:15
Most Rev. Lawrence J. Casey D.D., Auxiliary Bishop Pastor

Three Nationally Known Shoes
KOBLEK AIR STEP
BUSTER BROWN

SCHMANKE'S

Cor. Ridgeway Ave. and Dewey

SAINT MONICA'S

831 GENESEE STREET
Rt. Rev. Msgr. Gerald C. Lambert, Pastor
MASSES: Sunday—6:30, 7, 8, 9, 10, 11, 12:15

Broderick Funeral Home INC.

Joseph H. Broderick, Mgr.
Geneseo 1-444 Geneseo 4390
645 W. MAIN ST.

ST. SALOME

80 CULVER ROAD, (First Floor)
Rev. Edward J. Eschick, M.A., S.T.B., J.C.R., Pastor
MASSES: Sunday—6, 7, 8, 9, 10, 10:15, 11:15 A.M., 12:15 P.M.

W.A.B. Drug Store

Your Prescription Pharmacy
4269 Culver Rd. HO 4371
TOYS - BUNDLES - PATENT MEDICINES
80 and 81 Harris Ave. St. Baker's

ST. AGNES PARISH

Rev. Charles E. Muckle, S.T.B., Pastor
Sunday Masses 6:30, 8, 10, 11:30, 12:15

Grade A Pasteurized Homogenized Condensed MILK
V. H. ANNIS DAIRY
131 TEMPLE ST. AVON 591
Berling Avon, Lima and Caldwell

Personal Loans

FREE LIFE INSURANCE
NO INVESTIGATION CHARGE
ONLY ONE RATE OF INTEREST — COST \$6.00
TO BORROW \$100.00 FOR ONE YEAR

The National BANK OF AUBURN

PERSONAL LOAN DEPARTMENT
Take Elevator to 3rd Floor

LOW-COST LOAN

MAKES IT EASY TO Modernize

Adding improvements to your home? Re-pairing? If it's a question of money, we have the answer. Come in and find out about our low-cost financing plan.

TERMS ARRANGED TO SUIT
Re-pay according to income on monthly installment plan. No co-signers needed.

Auburn TRUST COMPANY

A Member National Bank
Member Federal Reserve System
Member National Automatic Clearing House

NEWARK ST. MICHAEL'S PARISH

111 S. Main St. Rev. Henry J. Duerksen, Pastor
Sunday Masses 7:15, 8:30, 9:45, 11:15 a.m.

FINNERTY'S ATLANTIC SERVICE

Certified Lubrication
SPECIALTY TIRE AND TUBE
18 W. UNION Phone 109

Harry W. Barker Funeral Director

Telephone 299 314-114 East Miller Street
NEWARK, NEW YORK

NEWARK MOTORS INC.

Chevrolet - Oldsmobile
Sales and Service
LYONS ROAD PHONE 182
Wm. S. BRADEN - Wm. S. BRADEN, Jr.

ATTEND MASS DAILY

SPORN'S SEWING AND APPLIANCE CENTER
131 W. Union Phone 180
YOUR FRIGIDAIRE DEALER
TAPPAN LANGES
MONITE ROBBER
SEWING MACHINES