

'And Now,
The Commercial'

By Mary Thelley Daly

To paraphrase Shakespeare, "How far the little news casteth its beam..."

The onedinch announcement of Eileen and Tony's engagement — only one of 27 on that particular day — has brought forth a deluge of commercials that has swamped A. Like inundation is occurring, of course, in the honor of the other 26 brides-to-be.

We know, naturally, that Big Business has moved into the bridal path. However, in our naïveté, we had supposed that such a pressure group confined its efforts to the Big Wheels in the social calendar, and to Uncle Sam's 90 per-centers.

Not so... NOT SO!

FROM THE MAIL arriving daily and telephone calls coming hourly, we find that all you have to do is make public that a family member is to be married. You are then bled for photographers, caterers, travel agents, dress shoppe proprietors, beauticians, personnel of rentable halls, real estate salesmen, life insurance agents... Well, these are the only ones, thus far, who have courted Eileen. Any day now, a call may come from somebody trying to sell a cemetery lot. Marriage, 1957, is a buy buy proposition.

Eileen, back in college after Easter vacation, has given us permission to deal with the commercials. The opening pitch of each letter is gaily sweet — a paragraph typed in, noting that she and Mr. Brennan are to be married on July 13 and wishing their great happiness.

Then, and here our naïveté dwindles as we imagine a bored office worker ripping out the letter and inserting it into the teletype for the whatever-you-call-it to clock the additional paragraphs: "Of course this wedding will be a never to be forgotten experience, and

"Oh... yeah?" came the gasp from the other end of the line. Well, the Head of the House must have his little joke.

Another one — it was a stationer this time — came to the house with samples of invitations, and prices up to almost infinity. In the midst of the sales talk Ginny came in the back door: "Look, Mom, these saddle-shoes are gone. They can't be half-soled again!" The stationer laughed and showed us some samples within reason. "Got a family myself," he chuckled.

Well, it's quite a racket. Goodness knows, people have been getting married for a long, long time. At the marriage feast of Cana there was a celebration, but sans fanfare.

THE MAIN thing: two young people, before God, pledging themselves to each other for life. They will have a Nuptial Mass, Nuptial Blessing — what else matters? Family and friends want to attend and wish them well. In the old days, friends were notified by visit, later by phone. The house was bedecked with flowers from the garden, older women prepared foods, a family member, endowed by God with a fine voice, sang a song, and all joined in...

We hope to strike a happy medium between the elemental and the High Pressure Boys!

DOINGS AT
THE DALY'S

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Mary Daly



Leaders Of Holy Angels Guild

GUILD TO INSTALL OFFICERS — Members of Holy Angels (formerly Good Shepherd) Guild will install new officers at a tea at 2:30 p.m. Saturday, May 25, in the Chatterbox Club, North Goodman Street. Pictured making plans for the ceremony are (from left) Mrs. Otto Jurkov, chairman; Miss Alice McKeand, retiring president; Mrs. William B. Bensch, new president, and Mrs. Lynn French, past president. Mrs. French heads the women's committee for a drive to be conducted next month for a new monastery and school addition at the Home. (M. Wahl Photo)



Mrs. O'Connell
Requiem Offered

Funeral services for Mrs. Pearl Keenara O'Connell, widely known here as a coloratura soprano and soloist and choir director before her long illness, were held yesterday, Thursday, May 16, at Mattie's Funeral Home and St. Margaret Mary Church.

Mrs. O'Connell, wife of John J. O'Connell of 415 Winona Blvd. died Monday, May 13, 1957.

Solenn Mass of Requiem was celebrated by the Rev. Malcolm Keenara, O.F.M. of New York, a nephew assisted by the Rev. Frederick C. Devine, C.S.S.R. of London, Ontario, Canada, a cousin as deacon and the Rev. Robert Dobbertin, Subdeacon.

Present in the sanctuary were Monsignors Charles J. Mahoney and M. Joseph A. Connell and Fathers L. Emmett Davis, Darcy Bolger, and James R. Barnett, S.J.

For many years, Mrs. O'Connell was a member of the Tuesday Musicians and directed Holy Rosary Church choir. She was later a soloist at Blessed Sacrament Church and at one time led St. Margaret Mary Church choir.

She was a member of the Catholic Women's Club, Altar and Rosary Societies of St. Margaret Mary Church, the Franciscan Missionary Union and Carmelite Guild.

Besides her husband, she leaves two daughters, Mrs. Henry Schubar (Margaret) of Tiburon, Calif., and Miss Mary Elizabeth O'Connell of Antioch, Calif.; a son, John J., a sister, Miss Florence Keenara of Rochester and five grandsons.

Funeral services for Mrs. O'Connell were held at the funeral home, George Bopp, Earl Miller and Jack Keenan.

Blessing at the grave was given by Father Devine, assisted by Father Keenan, Monsignor Connell and Father Charles L. McCarthy.

Burial was in Holy Sepulchre Cemetery.

Junior Prom committee at Our Lady of Mercy School is shown below making plans for the annual dance scheduled for tonight (Friday), May 17. From left, seated, are: Doris Hamilton, Sister M. Jonatha, moderator, and Mary Lou Porter. Standing are: Judy Loewenguth, Carolyn Knipper, Ann Crowley.

Annual Junior Prom Given
Hawaiian Theme At Mercy

Juniors at Our Lady of Mercy High School will dance at their Junior Prom, Friday evening, May 17, to the music of Gene Zaehner's orchestra.

"Blue Hawaii" is the theme of the semi-formal annual junior dance. A shrine, "Our Lady, Queen of the Islands," will be erected and the walls have been camouflaged with black silhouettes of palm trees.

One of the prom's unique features will be a small flower shop at one entrance where leis (imported from Hawaii) and orchid boutonnieres will be obtainable. A Hawaiian garden replete with fountain, a pool and like-like flaxingoes completes the theme.

Chosen on the basis of her interest in Red Cross activities, junior Kathleen Clark of Mercy High School has been selected by the Red Cross to be one of four representatives from Monroe County to attend the annual Red Cross convention in Washington, D.C., from May 20-22.

Blessing at the grave was given by Father Devine, assisted by Father Keenan, Monsignor Connell and Father Charles L. McCarthy.

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Red Cross Meet
Selects Junior

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Catholic University
Gets Atomic Grant

Washington, D. C. (RNS) — The U. S. Atomic Energy Commission announced a grant of \$123,500 to Catholic University of America here to finance the construction of an atomic reactor on the campus.

The grant is one of 22 being made by the ACE to universities over the country to equip laboratories for training nuclear scientists and engineers. The program, the commission said, is designed to meet the manpower shortage in the atomic energy field.

Bishop Bryan J. McEntegart, rector of Catholic University, announced that the reactor will be placed in the new physics building now being erected and go into operation in September, 1958.

By adding nuclear physics to its curriculum the university will be greatly strengthening its training in the field of natural science, he said.

Senior To Crown
Statue Of Mary

Karen Flinucane, senior, will crown Our Blessed Mother Queen of the Campus at Mercy High School's May Day, Tuesday, May 21.

HIS EXCELLENCY, Bishop James E. Kearney, will celebrate Mass in the auditorium to open the new diocese.

Springfield, Mo. — (NC) — The new diocese of Springfield-Cape Girardeau, with an average of only one Catholic for each square mile, will conduct its first diocesan expansion drive this month.

Ver Hulst Bros. Farm Mkt.
EVERGREENS

Thousands To Choose From
Special prices on healthy perennials... \$1.95 up

ANNUALS & PERENNIALS
The Largest and Best Selection of
PETUNIAS
we have ever had

ROSES & FERTILIZERS
Compare Our Prices and
Mixtures on Grass Seeds

Ver Hulst BROTHERS FARM MKT.
The Modern Indoor and Outdoor Market
P. O. Box 100 — Including SUNDAY
101 W. 41st St. Read

Preserve Your Carpets with
COMPLETE CARE
by
ServiceMaster
3 WAYS TO CARE FOR YOUR RUGS & CARPETS

- Home Care
- On Location Cleaning
- Plant Cleaning

AUTOMATIC Rug-Cleaning Co.
We Use 4 & 8 Steam Stamps

MONDAY & TUESDAY PICK-UPS DELIVERED FRIDAY

616 SOUTH AVE. CH. 3-3111

High Court Rejects
'Sunday' Ban Appeal

Washington, D. C. (RNS) — The Supreme Court turned down a challenge to the constitutionality of a Sunday closing ordinance enacted by the city council of Little Rock, Ark.

It unanimously rejected, without a written opinion, an appeal by H. V. Hickinbotham, a grocer, who was charged with contempt of court when he violated a judicial injunction by remaining open on Sunday.

Earlier in its present term, the court upheld the constitutionality of the Arkansas state Sunday closing law by refusing to review the conviction of a Pine Bluff, Ark. grocer who charged that it was discriminatory and unconstitutional.

TRIDIUM
IN HONOR OF
St. Rita

1957
500th
ANNIVERSARY
ST. RITA

MONDAY — TUESDAY — WEDNESDAY
MAY 20 — 21 — 22
7:45 P.M. — TRIDIUM GIVEN BY
REV. JAMES SHERMAN, O.S.A.

May 22, The Feast Day of St. Rita marks the 500th Anniversary of her death. Tridium ceremonies will include the veneration of the relic and the Blessing of the St. Rita's Roses!

St. Rita's Church
Ridge Rd. at Maple Dr. West Webster
Empire Blvd to Eastway Plaza Left on Bay Road to Ridge Rd Right to Maple Dr

THE DENNIS
NURSERY SCHOOL

184 GLEN ELLEN WAY
Our Lady of Lourdes Area
THE CATHOLIC LAY-TEACHER'S
APPROACH TO EARLY CHILD-
HOOD EDUCATION

Professionally Trained
Personnel Offer:

1. INTRODUCTION MUSIC
2. CREATIVE ART
3. GROUP PLAY

Psychological testing administered at end of school year.

REGISTRATIONS NOW BEING
ACCEPTED FOR SEPTEMBER 1957

For Information Call or Write
Mrs. Rita Dennis
GR. 3-4844

Bishop-Elect Flavin
Consecration Slated

St. Louis (NC) — Bishop-designated Glennon P. Flavin will be consecrated here as Auxiliary to Archbishop Joseph E. Ritter of St. Louis on the Feast of the Ascension, May 30.

Archbishop Ritter will be the consecrator and Auxiliary Bishop Fulton J. Sheen of New York, national director of the Society for the Propagation of the Faith, will deliver the sermon.

"GET OUT
FROM
UNDER"

WITH A
LINCOLN
ROCHESTER
AUTO LOAN

NEW CAR FINANCE CHART

Amount Financed	12 Months	18 Months	24 Months
\$100	\$8.00	\$7.50	\$7.00
\$200	\$16.00	\$15.00	\$14.00
\$300	\$24.00	\$22.50	\$21.00
\$400	\$32.00	\$30.00	\$28.00
\$500	\$40.00	\$37.50	\$35.00
\$600	\$48.00	\$45.00	\$42.00
\$700	\$56.00	\$52.50	\$49.00
\$800	\$64.00	\$60.00	\$56.00
\$900	\$72.00	\$67.50	\$63.00
\$1000	\$80.00	\$75.00	\$70.00
\$1100	\$88.00	\$82.50	\$77.00
\$1200	\$96.00	\$90.00	\$84.00
\$1300	\$104.00	\$97.50	\$91.00
\$1400	\$112.00	\$105.00	\$98.00
\$1500	\$120.00	\$112.50	\$105.00

Cost of financing is based on a charge of 6.40 per 100 financed for year and includes insurance over the life of the borrower.

LINCOLN ROCHESTER
TRUST COMPANY

Member Federal Reserve System • Member Federal Deposit Insurance Corporation

Preserve Your Carpets with
COMPLETE CARE
by
ServiceMaster
3 WAYS TO CARE FOR YOUR RUGS & CARPETS

- Home Care
- On Location Cleaning
- Plant Cleaning

AUTOMATIC Rug-Cleaning Co.
We Use 4 & 8 Steam Stamps

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FUNERAL SERVICES
Listed by Parish

ST. CECILIA'S
BURNS Hanna
FUNERAL HOME Roy Burns
1795 Ridge Road East HO 7-5745

HOLY FAMILY PARISH
Haubner & Stalleneckel
FUNERAL DIRECTORS
828 JAY ST. Gen. 8-0300

CORPUS CHRISTI
THOMAS F. TROTT
FUNERAL DIRECTOR
683 Main Street East
Hamilton 6-2435

ST. MARY'S, CANANDAIGUA
F. H. McELWEE & SON
484 South Main St.
235 MAIN STREET, S.
Phone 561-1223
"Home of Quality Funerals"
CANANDAIGUA, N. Y.

FAIRPORT, N. Y.
Harry F.
VAN HORN
FUNERAL DIRECTOR
AMBULANCE SERVICE — Phone 430
41 S. Main St. Fairport, N. Y.

SMITH & LOTZE
FUNERAL DIRECTORS
FURNITURE
William J. Elliott Frank L. Klick
Bruce H. O'Dell
Phone 82-Wabler, N. Y.

ASSUMPTION PARISH
Fairport, N. Y.
CLAUDE W. EMERY
FUNERAL DIRECTOR
AMBULANCE SERVICE
AIR CONDITIONED
76 SO. MAIN ST., FAIRPORT, NEW YORK

Phone
Fairport
70

"The Magnificent pageant commemorating the centennial year of Mercy will be staged on Sunday, Monday, Wednesday, May 29.

Pageant is under the direction of Sister Mary M. Pius. Cast group and group number over 30.

MUSIC PROVIDED by Laetentur, composer by "Thou Art the Light," "The Battle Hymn of the Republic," "Christ Live the Pope," "Gloria," and "Lord" by Elton.

The St. Thomas boys will be directed by Sister A. Schottische, assisted by Sister Mary Rita, West W. Reel is under

CLUB BEER
Open Wed-Sat
Shelford Rd.

SIMON P...
The Brown
Shelford Rd.

OVERH...
Let LO...
L...

Ca...
HAVE YOU TR...
Special large Can...
with Clam Caviar...
Shrimp \$1.50.

Be...
K...
GR...

OU R W...
-AND

Kin...
FI...
Great White...
Great Value...
LIMITED TIME
SILVER BLENDED WHISKY
56¢ PER BOTTLE