

Electrotype Co. On Water Street Does Fine Work

For a firm to forge ahead in this age of keen competition, it must have two essentials to success: service and quality. It must be better than competitors, and if established years ago, it must live up to the reputation obtained during its infancy. The business world is mov-

ing rapidly, and one slip backwards usually spells doom for the owners. But how does a company or firm obtain a reputation for quality and service? The answer is simple. Tell the truth about your product, and treat each customer with courtesy, no matter if an order amounts to \$1 or \$100.

The Rochester Electrotype Company, Inc., 170-172 North Water Street, has established a reputation by stressing the two main boosters of business—equality and service. The history of this company paral-

els closely the development of wood engraving as far back as the middle of the 19th Century. Shortly after 1865, James Lennox emigrated from Edinburgh, Scotland, where he was foreman of the stereotyping department of the Wm. and Robert Chambers Publishing Company. He came to New York City and found employment in the stereotyping department of Harper Brothers. In those early days, stereotypes were made by a plaster process instead of the paper mache process now in use. Half-tones and zinc etchings were unknown.

Realizing the many limitations of the plaster method, James Lennox, with his associate, Cyrus Knigf, began experimenting in an effort to improve the crude stereotyping process which had previously been invented in 1857, after a year of persistent work, James Lennox moved to Rochester, where he bought a small plaster stereotyping business. As the owner of his own plant, he was free to continue his experiments without interference, and shortly thereafter, his efforts won success.

Since the day when James Lennox finished the first perfect electrotype, his skill and precision has been passed along from father to son in all the third generation is at the helm. Refinements and improvements have been made, of course, and the most modern equipment and methods are in use, geared to produce the finest possible electrotypes.

Vocation Talk Given to Girls At Mercy School

There are three doors open to every young Catholic girl: the married state, the single state, and the religious state, said Rev. John A. Lynch, C. S. S. R., in a brief address on vocations to the students of Our Lady of Mercy High School, on Tuesday morning, May 12.

The purpose of Father Lynch's talk was to impress his listeners with the object and the value of the recent novena for Religious Vocations among Catholic youth, which was held in all Catholic churches in the Rochester Diocese at the request of Bishop John Francis O'Hara. The speaker part of his address consisted in the reading of a letter written by St. Alphonsus de Liguori to a young girl undecided as to entering the religious state. Father Lynch read from this letter as follows:

"Remember that on the choice which you make your eternal salvation will depend. Hence, recommend you to improve the Lord every day to give you light and strength to embrace that state which will be most conducive to your salvation, then your error is irreparable, have to report of the choice you have made for your whole life, and for all eternity."

"In the next place, examine the consequences of the state of the person who chooses the world, and of the person who makes choice of Jesus Christ. The world offers earthly goods—riches, honors, amusements, and pleasures. On the other hand, Jesus Christ presents to you sorrows, thorns, opprobrium, and crosses; for these were the goods which He chose for himself all the days of His mortal life."

"Moreover, before you decide on embracing any state, you must reflect that your soul is immortal; that is, that after the present life, which will soon end, you must pass into eternity, in which you will receive either the place of punishment or of reward which you will have merited by your works during life. Keep always in mind that great maxim of Jesus Christ: 'What will it profit a man to gain the whole world if he lose his soul?'"

Card Party, 18th, In The Sagamore, For Carmelites

A card party will be held next Monday evening in the Sagamore ballroom for the benefit of the Carmelite Sisters in this city. The party is open to the husbands, men and women, and a cordial invitation is extended to everybody who can do so to attend. It will be a well conducted party, with a pleasant time assured to all who are there.

The Carmelite Sisters have accomplished a great deal of good since coming to Rochester some months ago, and have made many friends here who will be glad to patronize any benefit that is held for them. The party at the Sagamore next Monday evening offers this opportunity, and it is hoped that there will be a large attendance.

Spanish Communists Burn Many Churches And Attack Priests

(Continued from Page One)

Five churches and convents were burned before dawn in Seville, martial law was proclaimed and troops were placed on the streets in an effort to control the throngs which raged the city, destroying monuments which marked centuries of Roman Catholicism in Spain.

The famous Cathedral in Seville, one of the most beautiful in the world, was badly damaged by the mobs, but was not burned. At Seville a mob assaulted a convent in which a number of aged nuns were housed and broke down the gates, but were repulsed by civil guards before they could reach the convent itself. A number of the nuns fled through the rear doors and took refuge in the houses of friends.

Clostered Nuns Flew
Clostered Carmelite nuns had to flee from Seville in a hasty manner, many of them of advanced age, some of whom had their first sight of an automobile as they fled through the streets.

Alcanta Loss Heavy
The damage to church institutions in Alcanta was estimated at about \$3,000,000. The plant of the Catholic newspaper La Voz was destroyed. At Alcanta a mob burned four convents, and held off a squad of firemen who attempted to put out the flames.

Convents Stoned
At Saragossa a mob attempted to burn the new Catholic Seminary, but police repulsed the rioters without injury. The building was actually set on fire, but it was quenched without serious damage.

Fifty Churches Burned
A nation-wide checkup showed approximately 50 church buildings destroyed by fire up to Thursday, and perhaps 20 more badly damaged, but not burned. Innates of the buildings in every case fled, and while a few monks and priests were beaten, there were remarkably few casualties among them. Nuns in almost every case were respected by the crowds. Estimates on the number of religious workers fleeing Madrid alone ran as high as 50,000. Some calculations put damage as high as \$30,000,000 had been wrought. This did not account for

SISTER VINCENTINE

Rarely well beloved in her life and work, and with complete resignation to God's holy will, Sister Mary Vincentine Fouquet, of the Notre Dame Order, principal of SS. Peter & Paul's Parochial School for the past two years, died Monday in St. Mary's Hospital, after an illness of several months. Her funeral was held in SS. Peter & Paul's Church on Wednesday morning, when Rev. J. Emil Gefell, rector of the church, celebrated a requiem Mass.

Sister Vincentine bore her long illness with patience and resignation. Her sister, Sister Mary Bibiana of Baltimore, and two nuns from St. Peter and Paul's School were at her bedside when she died.

Sister Vincentine attended St. Michael's School here and joined the Sisterhood in 1893. She had served in Baltimore, Pittsburgh, New York City and Bridgeport, and came to Rochester in 1923.

She is survived by six brothers, James, Lucas, Henry, John, Nicholas and William Fouquet, and three sisters, Sister Bibiana of the Mother House, Baltimore; Mrs. Josephine Schuch, and Miss Mary McGrath. She was an excellent teacher, a devoted Sister, and in her nearly 40 years of convent life she accomplished a great deal of good for many, many people, who will remember her with affection and pray for the happy repose of her soul.

Vatican City Comment
The semi-official Vatican paper, "Osservatore Romano," in an editorial, bitterly condemned the Spanish mob attacks on church property. The newspaper declares that Communism had not chosen as an object its "heretic" military barracks, armed cars and Civil Guards but churches, convents, asylums and nuns.

"All of these represent charity," the editorial continued. "All represent the law of Catholics and all represent violence and does not carry arms and which rather than strike lets itself be struck and killed."

"Wherever communism announced its advent," the editorial said, "it begins to defile the altar and sacred images of the Bible school and mission, and with faith it destroys civilization."

"The civilized world knows that the episodes in Spanish cities are only new stages in this infamous march which leaves its traces of ruin and blood everywhere."

Brooklyn Priest Dies
Brooklyn, May 15.—The Rt. Rev. Msgr. John R. McCoy, LL.D., rector of the Church of St. Anthony of Padua, died Saturday at his rectory of heart disease. On April 16 he was elevated to the rank of Monsignor by Pope Plus XI, and was to have been invested with his purple robes early in June. He was born in Ireland, and was ordained to the priesthood in Brooklyn in 1903.

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