

General Business News

The firms appearing on this page are among the leaders in their respective lines, and are highly deserving of your patronage. This paper suggests that you use this page as your Buyers' Guide, assuring you of quality at the right price, together with prompt and courteous service.

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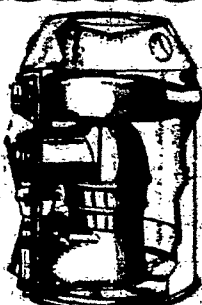
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St. Patrick's Cathedral Radio Hour

THE HOLY SACRIFICE OF THE MASS
Talk No. 1

Subject: "On the virtue of religion."
Good afternoon my dear friends:—
After a suspension of our radio activities for two months I return to inaugurate a course of instruction upon the holy sacrifice of the Mass. The subject is of vital interest to us all, especially to the Catholic. The Mass is the heart of Catholicism. So integral is this supreme act of religion that without it the Catholic Church would be a strange institution indeed. But by an act of God its absence will never be verified. The divine institution issued by Jesus Christ the Son of God, "do this for a commemoration of me," will be fulfilled even to the consummation of this world. Innumerable attempts have been made to nullify this Apostolic commission, but in vain. Men of crafty intellect and mighty influence with their clientele have sought to de-throne our Eucharistic King but, as in heaven so on earth, He still reigns supreme. These men have come and gone; their bodies now mingle with the dust, their treachery is recorded in the annals of history, but their proposals were God's disposals.

Only Too Apparent
All this and more is only too apparent. For, analyze the sacrificial act or the commentaries upon it, and one must admit in truth that there is something in the heart of man which seeks naturally to acknowledge and offer a thank-offering or oblation to God. Does not man act thus in his expression of good-will to his fellow-man? The record of human appreciation is clear from time immemorial in this respect. If man then renders homage to his equal, why should God, man's omnipotent and greatest benefactor, be singled out as an exception to the rule? In fact, God is the donor of all gifts and how could man give even temporarily unless it were given him? One must suppress an innate selfishness, which is God-given, if he would acknowledge the benefactor who has been done by a divine power gratuitously.

This Greatest Act
So we might muse on indefinitely, but to what purpose? Our desire is to explain this greatest act established by Jesus Christ, the Son of God, and found even to-day, amongst men. Our motive is to dispel misrepresentation and misunderstanding by an explanation of what the Mass actually is. Different versions of this sacred act have been given at various times and under diverse circumstances by those, at times, unauthorized to talk or write, but only he can write or talk who knows; and only they understand who have faith or the disposition to it. And faith or its disposition is granted only to those of good will—"bonae voluntatis."

With this as a preliminary thought, one can readily fathom why the Catholic would like to attend this season of the year to attend this

Vick Insurance Is Attractive In Every Detail

When you are planning to take out insurance of any kind, it will be well worth your while to get into communication with Clarence A. Vick in the Cutler Bldg., Avenue 10, Stone 3180, and talk matters over with him. He is not only an expert insurance man, but is careful, conscientious, helpful and honest in every detail of his dealing. You will be thoroughly satisfied that your insurance business is handled right if you do the business with Mr. Vick.

One of the companies represented by Mr. Vick is the American Motorists' Insurance Co., which for the past five years has paid a dividend of 25 per cent. to its policy holders in New York State. This is a splendid dividend for any policy holder to get, and it cuts the cost of insurance on any kind of a car or truck in a big way. Mr. Vick will be glad to explain this insurance to any person, and give you any information you wish. The best part of it is that this is a stock company, and no policy holder will ever be liable for an assessment, as is the case sometimes with mutual companies.

The Fall of the year is a bad time for accidents. Wet, slippery leaves, slippery curves, and other things help make accidents more numerous. Then, as the first fine snow comes, the accidents are liable to increase. It is always better to be prepared. The visibility, early darkness, the prevalence of fogs and other things are bad handicaps to motorists this time of the year.

Mr. Vick will be just as glad to talk over other kinds of insurance with you, and you will like him and his way of doing business. Just give him a ring at Stone 3180, or call upon him at his office, Cutler Bldg., 42 East Avenue.

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cerificial act. Further, the attitude of thousands of non-communicants is explicable in the light of an admission that this is a supernatural act which the body Catholic throughout the world. Finally, they who cannot comprehend this mystical immolation of Jesus Christ on the altar of the new law, admit from their observation that it is the unique attraction of Catholicism and that without it the Catholic religion would be empty.

For the Creator of all ingrained the nature of his first perfect work, man, with the urge of gratitude. He intensified it in man's offering with the development of the centuries of life. He stimulated it of old to such an extent that, but for the fact, not merely in expression, but in action and deeds of expression. Crude and imperfect was such sacrificial acknowledgment of God previous to the advent of the promised Messiah, but never in the pre-Christian era had the human race been so conscious of its debt to God as in the Christian era. It is the heart of man that appears on the surface. It was the desire of the Almighty to be acknowledged as the supreme Lord and God of all things. This is attested to in the post-Biblical days by Adam, Noah, Abraham, Isaac, Jacob, Moses and the Israelite leaders of the kingdom. In the Christian era it is perpetuated by the Apostles and their successors unto our own time. Sacrifice pleased God, gladdened the spirit of man and evoked manifold benedictions. And what seems ancient and outlived is modern and lawful today, else the absence would indicate a changed attitude by God toward men. But God is immutable. If change has taken place, it is man's self-arrogance.

No Substitution
Substitution cannot be made by man in religion. There is no authority for it. Only God possesses the power. And true religion postulates necessarily the offering of sacrifice to God. Religion pure and undefiled means the inclination of the will and heart to render God supernatural honor and adoration. This is an impossibility unless the Creator, the Redeemer and the Sanctifier of all things, the Triune God is acknowledged according to His pre-criptions. It must not be a question of the survival of the fittest in religious whim and fancy from generation to generation but the exact and complete response on the part of the creature to the Creator. It means a lively acknowledgement of God's infinite perfection and dignity. It signifies a humble submission to His unlimited power and dominion. Fundamentally this relationship exists and must never cease since God is the Alpha and Omega, the beginning and the end of all, and "in God we live and move and are."

He Offered Himself

Little to be wondered at is the fact that when a sacrifice of mankind, clothed in human nature, appeared in the midst of an earthly family to rectify the fault of Adam and his progeny that He offered the complete of supreme generosity in the perfect sacrificial gift of Himself. And this oblation was real, and an extent that His divine power perpetuated.

Now gratitude is excellent, but there must have been some other reason for its expression from the human heart than appears on the surface. It was the desire of the Almighty to be acknowledged as the supreme Lord and God of all things. This is attested to in the post-Biblical days by Adam, Noah, Abraham, Isaac, Jacob, Moses and the Israelite leaders of the kingdom. In the Christian era it is perpetuated by the Apostles and their successors unto our own time. Sacrifice pleased God, gladdened the spirit of man and evoked manifold benedictions. And what seems ancient and outlived is modern and lawful today, else the absence would indicate a changed attitude by God toward men. But God is immutable. If change has taken place, it is man's self-arrogance.

Thousands of tons of coal are wasted each year because houses and other buildings are not properly caulked and weatherstripped. When a job of this kind is done, and done in the right way, it will keep out the cold, keep in the warmth, preserve and protect the individual or family health, and save many times its cost as the years come and go.

Martin McMahon, Veteran Fireman, Is Laid At Rest

A good citizen, well known and well respected, Martin B. McMahon, who for 30 years served in the Rochester Fire Department, and won distinction for his work at many fires, died Sunday afternoon at his home, 127 Evergreen Street. Mr. McMahon was 70 years old, and he had been ill several months.

He was appointed to the department on Dec. 8, 1888, and assigned to Truck 1. He served faithfully and well at all times, and won distinction on many occasions. He retired 15 years ago, because of infirmities, and at that time was lieutenant of Engine No. 13.

He leaves his wife, Mrs. Eleanor McMahon; a sister, Mrs. D. V. Pappano of Buffalo; four sons, John J., Walter, Chester and Paul McMahon, all of Rochester; three daughters, Mrs. George Betts and Miss Margaret McMahon, both of Rochester, and Mrs. M. J. Willey of Los Angeles. His funeral was held Wednesday morning in St. Michael's church at 10 o'clock, and was attended by many friends. Numerous Mass cards and floral tributes bore testimony to the esteem in which he was held by his friends.

Bock Weather Strip Company Does Fine Work

Saves Heat, Coal, Health, and Prevents Dust, Dirt, Noise—A Dependable Firm.

The Bock Weather Strip & Caulking Co., formerly The Niagara Weather Strip Co., with offices on the second floor of the Terminal Bldg., 65 Broad Street, specializes in weatherstripping and caulking all kinds of buildings—homes, offices, factories, stores, shops, schools, etc. The company is one of the most expert and dependable of its kind in this part of the state. Its work is good, its service is prompt, its prices are reasonable, and what is most important of all, its materials stand wear and tear and last over a period of years, giving the best kind of service and satisfaction. A telephone call to Main 6849 will bring any information desired about this work.

Thousands of tons of coal are wasted each year because houses and other buildings are not properly caulked and weatherstripped. When a job of this kind is done, and done in the right way, it will keep out the cold, keep in the warmth, preserve and protect the individual or family health, and save many times its cost as the years come and go.

The Bock Weatherstrip is not an experiment. It is a sound, well established, dependable company, using the finest and best kind of materials obtainable, and its work is backed by years of splendid service to its patrons. The local office has weatherstripped and caulked a large number of buildings in Rochester and vicinity. Ask for references, and talk with satisfied customers—that's the best way to find out what kind of work a company does. Have your home, factory, store, office, school, etc., weatherstripped, and you will have no more dirt or dust blowing into your home, no more heat going out and cold coming in; no more windows rattling, and you will be sorry you didn't have the work done long ago. Give the Bock Co. a ring, Main 6849, and ask for prices and facts about their work.

Barr & Creelman Announce a New B. & C. Oil Burner

The Barr & Creelman Co., 74 Exchange Street, one of the best known and most reliable concerns in this part of the state, announces this week that it is placing upon the market an oil burner of its own design and manufacture—a burner remarkably reasonable in cost, economical to operate and designed to give the right amount of automatic heat with the least possible inconvenience to the user.

For a number of years past the Barr & Creelman Co. has been selling and installing various makes of oil burners for the home. The cost of some of these was beyond the means of the average home owner, and the company set about to design and make a burner that would be low in price, practical in use, cheap to operate, and that would be equipped with every possible safeguard and convenience. The results of this work are evident in the new B. & C. Burner, safeguarded by 50 years of heating engineering experience and heating service to home owners in Rochester and vicinity.

The Barr & Creelman Co. will install the new burner in any home for the low price of \$39.00. It burns heavy oil, has a 275-gallon storage tank, room thermostat, safety controls and is fully approved by the experts of the insurance underwriters. A telephone call to Main 6465 will bring any additional information desired, or a visit to the Barr Creelman store will enable any prospect to see at first hand the simplicity, excellence and practicality of this splendid new oil burner.

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(Continued on Page Eight)