



Merry Christmas



Merry Christmas and Happy New Year
To Friends and Customers
From
FISHER'S MARKET
747 JOSEPH AVE.

MARKS BROS.

FRESH AND SMOKED MEATS
GROCERIES, FRUIT AND VEGETABLES
843 Clinton Avenue North FISH IN SEASON
Phone Main 5783 ROCHESTER, N. Y.

JOHN FACKELMANN

MEATS AND POULTRY—SAUSAGE MANUFACTURER
OYSTERS AND CLAMS IN SEASON
602 CLINTON AVE., NORTH ROCHESTER, N. Y.

YOU WANT

FAIR PRICES
PURE DRUGS
COURTEOUS TREATMENT

TRY

KLEINHAN'S PRESCRIPTION DRUG STORE

307 CLINTON AVENUE, NORTH
Corner Clifford Avenue

C. F. RANZENBACH

DEALER IN
Fresh and Salt Meats, Vegetables, Poultry, Etc.

Manufacturer of All Kinds of Sausage

Cor. Conkey Ave. and Avenue A
PHONE GLENWOOD 3555 ROCHESTER, N. Y.

D. H. MOORE

PRESCRIPTION DRUGGIST

—LET ME BE YOUR DRUGGIST—
PHONE GLENWOOD 3877

219 Conkey Avenue. Rochester, N. Y.

We Fix Flats GLENWOOD 4272

SCHINDLER'S SERVICE STATION

OILS—GAS—TIRES—TUBES

1460 CLINTON AVE. N., at Norton St.
GEORGE SCHINDLER, Prop.

SEASON'S GREETINGS

P. A. VanREMOORTERE

Dealers in CHOICE MEATS and PROVISIONS
MANUFACTURERS OF PRIME SAUSAGE

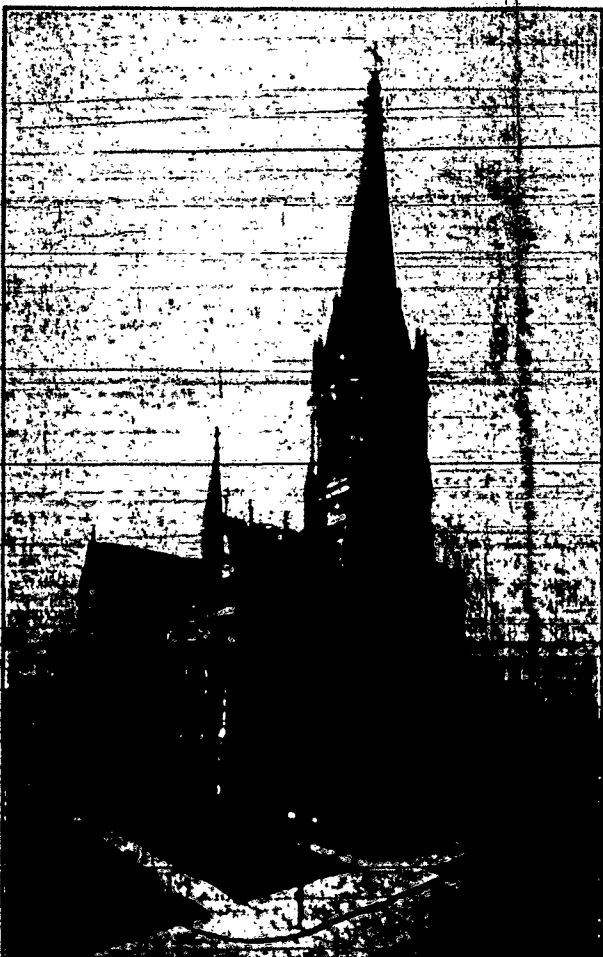
1256 CLINTON AVE. N. ROCHESTER, N. Y.
MAIN 6751-52

Compliments of

AMERICAN ECONOMY STORES

Quality Groceries At Lowest Prices

St. Michael's Church



The Rev. Ferdinand P. Scheid is pastor of this splendid church on Clinton Avenue North.

LIBERTY OIL CO., Inc.

1441 NORTH CLINTON AVENUE

(Corner Norton & North Clinton)

GASOLINE and MOTOR OILS

WASHING, POLISHING and GREASING
Tire and Battery Service

Phone. Main 6007 "See Ben and Save Money"

ON NEW AND USED CARS

BEN WOLK MOTORS

RADIOS

780 CLINTON AVE. N. Rochester, N. Y.

Telephone, Main 3457

*all Women
adore to Get*

FLOWERS

... so why not make flowers
your choice for Christmas?
Nothing could please her
more!

**THE LOWELL
FLOWER SHOP**

Cut Flowers and
Potted Plants
FUNERAL and WEDDING
DESIGNS
STORE, 882 CLINTON AVE. N.
Rochester, N. Y.

PHONE, MAIN 3530

LAPPLE'S

O. K. BAKERY

928 CLINTON AVE. N.

Patronize the
Catholic Courier and
Journal Advertisers

Established 1872

COMPLIMENTS OF THE SEASON

L. W. MAIER'S SONS

FUNERAL DIRECTORS

PHONES 609

870 Clinton Avenue N. Rochester, N. Y.

Bible Scenes Inspired

the Writing of Carols

THE influence of the constant repetition of Bible scenes, of which people were accustomed to think, probably inspired the writing of Christmas carols. They began to make their appearance about the year 1400. They were a new thing in what was still almost a new language, of minstrel, literary and folk poetry. The ballad was one of the forms in which many of the traditional carols were cast.

The Christmas tree had its origin in Germany and is of comparatively recent adoption in other countries. It is regarded by many as one of the number of pagan survivals which have been engrafted upon Christianity and Christian festivities. The worship of the Norse gods, before the adoption of Christianity, had a place in their scheme of things for Yggdrasil, the tree of the world, which with its roots and branches was believed to bind together heaven, earth and hell. The Christmas tree is believed to be related to this tree in its origin. It became associated with the Christmas holiday in some unknown time in the Middle Ages.

In the United States the Christmas tree custom is probably less than a century old. Up until the time of the Civil War it had not yet become a popular custom, although it was observed by a large number of the German immigrants. Since then it has been generally adopted in this country and Canada, and is familiar in England and other countries.

Burning the Yule Log

Old Christmas Customs

IN MANY an old British mansion it was customary to light tall candles on Christmas eve, and then a heavy log was rolled onto the hearth, called the Yulelog. This log was so heavy that it required the strength of several men to roll it into place. The log was cut from a tree felled at mid night, and was to be placed on the hearth during midnight mass on Christmas eve, and was to be burned by the end of the feast. The smoke of this burning wood was to be left aside to light the next year's log with white at the same time, it would protect the household during the coming year. In some sections of Germany a piece of this charred wood was placed under the bed to avert the much-dreaded lightning stroke. The burning of the Yulelog in each household seems to have been a survival of the adoration once offered to the sun at the winter solstice.

LIFTS THE SPIRIT

OF ALL the old festivals, that of Christmas awakens the strongest and most heartfelt associations. There is a tone of solemn and sacred feeling that blends with our conviviality, and lifts the spirit to a state of hallowed and elevated enjoyment.—Washington Irving.

Believed Holly Used in Church Would Bring Luck

HOLLY, with its brilliant red berries and rich green leaves is an accepted Christmas decoration, not just because it is an attractive and cheerful plant, but because in the early days it was thought to be "hateful to witches" and therefore offered protection against them, says an article in the Washington Post. Later it was used as a reminder of the crown of thorns Christ wore, the scarlet berries representing the blood he shed. The superstition then grew that if one could obtain a piece of holly which had been used in a church it would bring good luck all year and would protect against lightning.

Christmas in 1066

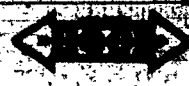
The most tragic Christmas day in English history was that of 1066, when William the Conqueror was enthroned. The Saxon archbishop, Eilred, before placing the crown on William's head, asked the Saxon if the congregation would have William for their king. Their "yea" uttered in a hoarse roar, made the Normans fear that they were about to kill William, and they drew their swords and attacked. On that dreadful Christmas day the Abbey pavement ran red with blood.

Asparagus Fern as Decoration

Asparagus fern, wound about the cords makes an attractive disguise for the mechanics of the Christmas tree lights which are used as table decorations. The lines of trailing green may be made to simulate a pumpkin vine, with tiny paper pumpkins at each light.

KOETTER & SAYER, INC.

GAS—OIL



TIRES and TUBES

1000 Clinton Ave. N.
1000 Clifford Ave. N.
1730 Clifford Ave.
242 Ridge Road
242 Clinton Ave. North

ROCHESTER, N. Y.

Compliments of

STORY GROCERY

340 CONKEY AVE.

Clever Exclusive Styles

KOEHLER DRESS SHOPPE

858 CLINTON AVENUE NORTH

MAIN 4805

W. H. RAAB

Fresh, Salt and Smoked Meats

822 CLINTON AVE. NORTH

Phone 3448 Stage

MARIE A. ENDERS

Mary Ann Beauty Shop

Expert Operators

803 Clinton Avenue North

Rochester, N. Y.

EDWARD HART & SON

EVERYTHING IN MEATS AND GROCERIES

Phone Glenwood 4735

66-78 Conkey Ave.

Rochester, N. Y.

ERHARDT RICHTER

BAKER

Phone Main 3425

831 CLIFFORD AVE. N.

Rochester, N. Y.

BECKER'S SUPPLY HOUSE

"WOLF" BECKER, Prop.

VINEGAR MANUFACTURING SUPPLIES

FANCY MALTS, HOPS, ETC.

Office and Store

70 GORHAM STREET, ROCHESTER, N. Y.

Also Representative of A. G. ...