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 guided to **VALUE** and **SERVICE**
 by the **Catholic Courier & Journal**
BUSINESS REVIEW COLUMNS

Holiday Buying At Tierney Market

This is the time of year when good things to eat come into their own. The weather is bracing and keeps us on the go, which results in stimulated appetites, making meals one of anticipation. And the holiday season is here, with prospects of those festive feasts inevitably linked with the Christmas table. Smart shopping for the holiday meals will invariably lead the wise housewife to the Tierney Market at 218 North Street. This is a popular marketing place for those high quality meats, fruits and vegetables at economical prices. Foodstuffs at the Tierney Market are preserved by a modern refrigerating system, and a full line of meat edibles of all kinds are carried in the market has the famous "Velvet" which come in for their share of attention when the marketing lists are made out by all experienced buyers who know what suits their tastes best. The delivery service of the Tierney Market places them as close to the customer as the telephone. Promptness of delivery has often saved many a Christmas dinner from being a disappointment, and this market solicits phone orders at all times. Telephone Stone 7370 or Stone 7371 for delivery service.

Widmer's Products Solve Gift Problem

Gayety and good fellowship are to be found on every hand at this season when social activities are in ascendency, and the increasing number of parties and entertainments has created a perplexing question of how to solve a real problem in the gift-giving of the smart hostess. The answer, Widmer's, Naples, N. J., says, is their grape juice, all-grocery and food shops, also up in gift packages in a Christmas way. Widmer's also says that these packages are made up of various grape juices. These desirable products of grape juice with your gifts.

"CHRISTMAS" in the modern world

The modern world "Christmas" is on from the Old English "Cristes-messe," Christ's Mass.

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 Quart and Pint
 LOOK FOR OUR BLUE SIGNS

The SARATOGA MARBLE and TILE CO., Inc.

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 Fireplaces, Tile Floors, Wainscoting, Bathroom Accessories,
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PRESCRIPTION SPECIALISTS
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TIERNEY MARKET CO., Inc.

If You Have Not Tried a VEEVET HAM
 Please Call Stone 7370—Stone 294
 Headquarters for Velvet Coffee
 218-219 NORTH STREET

Send WIDMER'S GIFT PACKAGES

Old Wine, Brandy and Rum Food Products
 PACKED IN A CHRISTMAS WAY
 Useful gifts the entire family enjoys a long time
 On sale at TRANTS, 26 Clinton Avenue, North, Rochester, N. Y.
 Write for Recipes and descriptive material
 Free delivery within 500 miles on date specified
 WIDMER'S WINE CELLARS, Naples, New York

STRANGE BUT TRUE
 Catholic Facts But Little Known

(c) 1932, by N. C. W. C. News-Service
 By M. J. MURRAY

The first member of the American Expeditionary Force to arrive in France was a Catholic—Col. Daniel E. McCarthy, of Chicago.

The White House in Washington was constructed according to plans drawn by James Hoban, a Catholic Architect.

The gigantic Government building program now being put through in Washington forwards the plan for the Capital City drawn up by Major L'Enfant, a French Catholic.

Preserved at Notre Dame University is a prayer book in which is embedded a rifle bullet. It was struck by the bullet while being carried over the heart of a soldier of Gettysburg.

The entrance to St. Elizabeth's Catholic Church, Eureka Springs, Ark., is through the steeple. The church is built on an abruptly sloping hillside.

Bethlehem Much The Same As In Saviour's Time

Bethlehem, the place of Our Lord's Nativity, is thought to have changed but little, either in population figures or type of houses, since the first Christmas Day. Whether the population has varied greatly since the birth of Christ is not determinable, since the population of Bethlehem at the time of the first Christmas is not known. However, it is known that the style of houses in that region has remained the same for centuries. The customs of the people in Bethlehem have changed greatly, however. They are now very largely Christians, and their occupations are more numerous and varied, and include the practice of fashioning articles out of mother-of-pearl, an industry introduced by the Franciscan Fathers, who are custodians of the Holy Land.

"Peter" Noted For Community Service

The policy during nearly a quarter of a century of fair dealing, meeting the public demand for dependable merchandise and personal attention to customers' needs with a spirit of friendliness and good will, have been the factors in the present success of Peter A. Van Remoortere, dealer in fine meats and groceries at 1266 Clinton Avenue North. "Peter" has never been in a better position to serve efficiently his ever increasing clientele with meats, sausage and groceries. The high grade products carried make "Peter's" market a vital part of this community. His stock is always new and fresh and a varied assortment from which to choose is always at hand. "Peter" makes a special German Sausage which is second to none in flavor, taste and digestive quality. This sausage is unexcelled in every respect. The finest ingredients obtainable, combined with the utmost skill and care in the manufacturing and the use of all modern equipment result in the production of the best. Once you have tasted this special German sausage you will realize this for a fact. It is recognized throughout the city as the best. It is known for its own fine flavor, nutritious ingredients and the popularity with which it is constantly acclaimed. You are invited to try this market, note the quality of the goods and the reasonableness of their prices. One trip would convince you that here is a market built on service and quality, possessing lasting friendships and constantly ready to serve your wants.

PROPAGATION OF THE FAITH SOCIETY **HOME AND FOREIGN MISSIONS**

Diocese of Rochester, N. Y. Rev. Leo C. Mooney, Director
 Columbus Civic Center, 50 Chestnut Street
 Stone 1402

This copy is edited by the Diocesan Office in connection with National Office. Inquiries concerning missions welcomed.

A Sioux Indian Christmas
 By REV. LEO C. CUNNINGHAM, S. J.

(This graphic account of Christmas on Sioux Indian missions of South Dakota was prepared by Father Cunningham at the request of the Bureau of Catholic Indian Missions, Washington, D. C., for the N. C. W. C. Christmas supplement.)

A picture of Christmas among the Sioux Indians is, I believe, mirrored in the following true incident. The trails were open to our twenty-two chapels scattered over 5,000 miles of Indian land on the Pine Ridge Reservation. And the six Sioux blackrobes of Holy Rosary Mission, South Dakota, were happy. The success of our plans to make Christmas happy for our poor Indians, depends largely on the weather. Midnight Mass was said at six chapels and the second and third Christmas Masses were distributed over a number of the other missions. Besides, on Christmas day, to the great joy of the poor old Sioux who could not leave their tents to come to Mass, we were able to bring to them Yutapi Wakan, the Holy Food, as they call Holy Communion.

Christmas in Bad Lands
 To make sure that the Sioux of the Bad Lands would share in the Christmas festivities, I anticipated Christmas by several days at St. Mary Magdalene's Mission, Porcupine Creek was frozen hard, affording me a short cut to the canyon from where I could see the lights in the windows of the meeting-house. From far back in the Bad Lands, Indians had come and had kindled a warm fire. On horseback and in wagons, they continued to come in. I unloaded my Christmas packs, Mass hatchel and bed-roll in the sacristy. After a hasty supper, Confessions were heard. Meantime, the Christmas tree was put up. The men hung decorations around the meeting-house. Next morning, at daybreak I was awakened by the wailing of a coyote near the church. While I was finishing the Confessions in the Church, the Indians were arranging the Christmas crib and decorating their humble chapel.

During the Mass the Indians prayed and sang in Sioux. I was happy to see that many of them received Holy Communion. After Mass breakfast was served in the meeting-house to all. The small gifts I had brought were put around the Christmas tree. Every little girl received a doll and every boy a toy. The grown folks were remembered with medals mounted on bright colored paper, and the old were made happy with corn-cob pipes. All received candy. It was touching to see the real joy which these simple gifts brought to our poor Indians. Without this little celebration, Christmas would have come and gone unmarked and unremembered.

A Real Shepherd
 It was late at night when I returned home. Two days later I started off again for the real Christmas trip. My first stop was Sacred

Season's Greetings

ONTARIO COUNTY TRUST COMPANY

Canandaigua, N. Y.
 MEMBER FEDERAL RESERVE SYSTEM

Wishing a Merry Christmas and Happy New Year To All

F. G. B.

Mayor of Omaha, a Non-Catholic, Praises Father Keith's Sacred Love Story of Mass

Omaha, Neb., Presenting the "Sacred Love Story of the Mass" before 4,000 unemployed men and women here. Rev. George A. Keith, S. J., Jesuit "Missionary of the Mass," brought some to tears the sincerity of labor and gave them the words of Mayor Metcalfe, "I wish every Protestant and Jew could see the Sacred Love Story of the Mass."

Mass. He wrote: "At its close I found myself regretting that kneeling benches had not been provided. I am sure that everyone there felt as I did, and I sincerely desired to drop on my knees with a deep sense of gratitude for the sweetest story ever told."

Mayor Metcalfe, who is a non-Catholic, said that the unemployed and those who have suffered through this recession depression, could have the benefit of seeing these pictures. I am sure it would impress them with the eternal truth that there is something better, stronger and better than I could ever expect to find in any school to learn to be of good cheer.

"Xmas" Can Be Used as Good Catholic Word

Brooklyn, N. Y., presentation of "X" for Christmas. Xmas has an ancient history. The name Xmas is a corruption of the Greek word for Christ, "Xristos." The Greek word "Xristos" was used by the early Christians, and may still be seen on every Tabernacle door in Catholic churches today. Moreover, many clerics in high ecclesiastical office habitually sign their letters "Xmas" or "X." Xmas then, would appear to be one of our very good Catholic words, used by the priest, deacon and in a proper way. However, its use or rather abuse by those outside the fold tends away from the true spirit of the feast, and should not be encouraged. Nevertheless, it is interesting to observe how the non-Catholic headline writers have hit upon the very letter that emphasizes the Catholic origin of the feast, and of the word, which means "Christ's Mass."

If abbreviation should be also lately necessary, the word might be written "Xpmas."

COMPLIMENTS OF

Monroe Casket Co., Inc.

Display Parlors, 731 Main Street E., Rochester, N. Y.
 Webster, New York

CATHOLIC BUYING POWER AND ITS INFLUENCE ON THE CATHOLIC PRESS

Despite the very enormous circulation of the Catholic press as a whole in this country, it has been neglected by many of the leading advertisers. As a consequence it has suffered financially since most publications depend upon advertising revenue for their existence. With every inch of advertising used in our press Catholic influence becomes so much stronger.

The Catholic Press Association is sponsoring a movement to obtain the cooperation of Catholic readers to patronize advertisers who support our publications. You are one of the 6,647,066 subscribers of our Catholic Press. Your influence is important and your own purchasing power added to that of each subscriber creates a market probably unequalled by any other class of consumers. All things being equal you could in many instances favor advertisers using our press.

Mention by name the particular publication wherein the advertisement appeared. This concerted effort on the part of Catholic readers will result in full recognition of our combined purchasing power and attract to us larger advertising revenue and help build a stronger press in every way.

The Catholic Courier and Journal

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