

Established 1872  
**L. W. Maier's Sons**  
UNDERTAKERS  
870 Clinton Ave. North  
Phone, Stone 600

**BURKE & McHUGH**  
CARTING CO.  
Light Auto Cars for  
General Delivery  
111 Ontario St. Main 3286

**C. H. Morse & Son**  
Rubber Stamps  
Notary  
Corporation  
SEALS  
15 No. Water St.  
Main 1291  
ROCHESTER, N.Y.

**ZWEIGLE BROS.**  
HOT WEATHER SPECIALS  
Coney Island Hots  
Smoked Liver Sausage  
Leoner Sausage  
Pressed Ham  
Virginia Style Baked Ham  
Luxury Loaf  
Chicken Loaf  
Tongue Loaf  
Summer Sausage  
Wholesale and Retail  
**Sausage**  
**Manufacturers**  
214 JOSEPH AVENUE  
Cor. Kelly Street  
STONE 6947-6945  
Rochester, N. Y.

**EASTER GREETINGS**  
With Sincere Appreciation For  
Your Patronage of Our  
Complete Book Bind-  
ing Service.

**Rochester Book**  
**Bindery Co.**  
165 ST. PAUL ST. MAIN 3463

PHONE, MAIN 2452  
**J. A. TRZECIAK**  
HERB SPECIALIST  
Hours: 9 to 12 A.M., 1 to 4 P.M.  
Evenings 6 to 8. Sundays,  
2 to 4 P.M.  
No Hours Wednesdays  
1227 CLINTON AVE. N.  
ROCHESTER, N. Y.

**"LAPIDAR"**  
DISCOVERY OF SWISS  
PRIEST BRINGS RELIEF  
TO THOUSANDS  
Thirty years ago a Swiss  
priest, Father Keunzle, dis-  
covered LAPI-DAR—a mar-  
velous herb remedy composed of  
harmless leaves, flowers and  
roots from the high Alps. Rem-  
edy so helpful, Father Keunzle  
was released by the Catholic  
Church to give all his time to  
the relief of suffering through  
LAPIDAR. Amazing remedy  
purifies blood, corrects Cir-  
culation, therefore helps Stomach  
and Kidney troubles, relieves  
Nervous Headaches, Swollen  
Limbs, Gout, Hardening of Ar-  
teries, Skin Diseases, Abscesses,  
Gallstones. Used and endorsed  
by thousands the world over.  
Send \$2.50 TODAY for guaran-  
teed introductory treatment. Or  
write us your trouble and we  
will mail complete facts FREE.  
TESTIMONIALS FROM  
LETTERS AS WE  
RECEIVED THEM:  
(1001. We think the world of those  
little pills; people saw  
how much my husband had to  
suffer from Rheumatism last  
Winter, he even had to go to  
Hot Lake, Oregon, to find re-  
lief. But since he is using those  
little pills he is again able to  
work. Thanking you ever so  
much for the help you have  
brought us through those pills,  
we remain, with our best wishes,  
faithfully yours,  
MRS. JOHN SCHNEIDER,  
Cottonwood, Idaho.  
Order at once, prepaid, one  
bottle of LAPI-DAR at \$2.50 per  
bottle from:  
LAPIDAR CO., Chino, Calif.

### HOLY NAME MEN TURN OUT BIG AT ST. MARY'S

Auburn—Another indication that the Holy Name Society is holding the attention of the Catholic men in Auburn was the large body of members who received Holy Communion in a body Sunday morning at the 7:30 o'clock Mass in St. Mary's Church. More than 500 men attended. At a meeting of the society held in Lyceum Hall last Monday evening moving pictures of the "Mases" were shown followed by an address by the Rev. Timothy McGrath, assistant pastor. The same pictures were also illustrated for the school children Sunday afternoon after the Sunday School services.

As a special observance during Holy Week mid-day services were held from 12:15 until 12:40 o'clock Monday, Tuesday and Wednesday afternoons at St. Mary's Church under the auspices of Court Auburn, Catholic Daughters of America. The services consisted of sermon and Benediction of the Most Blessed Sacrament. The general topic was "Consideration of the Figures of the Passion." Very Rev. Dean John A. Conway, pastor of Holy Family Church, delivered the first sermon while the addresses on Tuesday and Wednesday were given by priests stationed at St. Mary's Church.

The new dramatic society at St. Mary's Church will present a minstrel show in Lyceum Hall in the near future. Staging of the show is under the direction of Edward W. Hubbard. The Lyceum Players is the name given to the organization and this selection is most appropriate as St. Mary's Church recreation and meeting center is well known as Lyceum Hall, corner of Clark and Green Streets. The club now has a membership of over 60 persons, all affiliated with St. Mary's parish.

Father Hubert of the Passionist Congregation and a resident of Union City, N. J. will deliver the sermons on Good Friday and Easter Sunday at St. Mary's Church. He also spoke at the Thursday evening services.

### Honorary Degree of Knights of Columbus Will Be Conferred

The new honorary degree of the Knights of Columbus instituted by the Supreme Council will be conferred on members of Rochester Council, entitled to the award, Thursday evening, April 20, at the regular meeting of the Council.

Members of the council who have attained the age of 55 years and who have been members of the order for 25 years are to be made honorary members; and those who have reached 75 years of age and have been members for 25 years will be made honorary life members. The members entitled to honorary life membership are: Henry M. Brandt, Michael L. Burke, Thomas Holahan, Cuthbert P. Lane, John B. Schreiner, Past Grand Knight William F. Shafer, Dr. J. A. Stapleton, Joseph H. Weis, K.S.G.; Past Grand Knight, Charles R. Barnes and C. A. Lockner.

Honorary memberships are to go to: the Most Rev. Edward J. Hanna, D.D., Archbishop of San Francisco, (by proxy); Michael Cauley, Michael Claffey, William T. Connor, Dr. J. A. Cormier, Thomas Dawson, N. J. Devereaux, Michael Doyle, Dr. F. H. Goddard, Thomas Fitzgerald, William H. Gragen, John McCarthy, J. E. Mock, Augustine Nesler, J. C. O'Rourke, William J. Quinlan, J. N. Rauber, Mathew Swan, Joseph H. Eilers, J. G. Hickey, Peter J. Hillen, Michael J. Kavanaugh, William J. Leyer, Willard A. Marakie, Thomas Sharkey, John J. Higgins.

Following the meeting the Council will entertain the wives, sisters and sweethearts of the members. The program will be presented by Lecturer Joseph P. Flynn.

**The Knorr Sanitarium**  
189 TROUP STREET  
Opposite Livingston Park  
**GRADUATE NURSES**  
On Duty Day and Night  
Phone MAIN 6359

**RYAN & McINTEE**  
SERVICE  
IS THE BEST AND  
COSTS NO MORE  
CALL STONE 1464  
B. LEO McINTEE  
THE FUNERAL HOME  
NON-SECTARIAN  
207 CHESTNUT ST.

**FRED BAETZEL**  
438 Exchange St. COAL and COKE Phone Main 1508  
COAL AND COKE AT REDUCED PRICES

## The World Press In Modern Cultural And Civilizing Problems

By YON DE OLAFETTA, FOR FIDES SERVICE

Ours is an age of vast dimensions and great distances. Greatness, as well as originality, seeks to express itself in every phase of modern life. Records are the thing in the social, economic, political and every other sphere to fill the programme of these world citizens tired of the old and seeking the new. The magnificent enthralls, the daring thrills, the impossible grips the attention while distance lends enchantment. The highest, the fastest, the largest, the shortest and other ests ad infinitum, including, sad though it be, but true, the wickedest and the stupidest, are merely items in an endless list of which our age boasts. Probably the most pertinent is that the whole spirit has created the greatest riddle, making us wonder what will come of it all. Is it the downfall of western civilization? Or will it end by making us all, old world and new, Asia and Africa, next-door neighbors?

True it is that our up-to-date conveyances have shattered distances. Our modern means of communication set like tourneys placed at the North and South Poles in which are grasped the lines of latitudes and twisted until this earth is squeezed into a tiny ball. The world today has become a mammoth public square in which Europeans, Americans, Asiatics, Indians, Africans, Oceanians—all rub shoulders.

But all this is good. The man we hate is the man we do not know, and the international exchange of relations should have a beneficent effect on all humanity, harmonizing the races and making the interests of one the interests of all. The horizon of most people of Europe and America is not sufficiently broad to take in the people beyond the sea, but these same people, Europeans and Americans, are ready and eager to broaden their outlook when given the opportunity. And why not give them the opportunity since there is a rich mine of information to be presented by the journals of the world, secular as well as religious, by letting the people of the North, South, East and West know about the people of the West, East, South and North and vice versa. It presents a vast field for the press, a field rich in possibilities, possibilities for aiding those working in the outerworld, colonizers and evangelizers. And these latter especially may be aided since they are the authorized representative of Christian civilization who wish to bring the Christianity which modern nations enjoy to their "next-door neighbors" dwelling on the outer edge of the earth and who wish to keep the false philosophy of modern nations from working into the family life of these "neighbors".

A few weeks ago a German publication with a large circulation published the following item supplied it by the Fides International News Service: "The Lazarists' printing press at Pekin has just got out the second volume of the Chinese Grammar which is the sixth series in the International collection of 'Linguistic Monographs' being prepared under the direction of the review 'Anthropos'. The new work has more than 1,000 pages and for sinologists has a scientific value of the first order. The author is a Catholic missionary, Father Mullis, of the Scheut Fathers, who ten years ago published an interesting study on the phonetics of the Chinese language." The item is interesting inasmuch as it brings out the important assistance rendered by missionary work, more active today than ever before, in the fields of language and history studies, ethnology and others, throwing floods of light on these questions and bringing the wealth of their findings to aid in research work. Such news items formerly would find an outlet only in reviews of a missionary character, but for the last four or five years, the press of Europe and America has been generous in the space it has devoted to mission lands. This has given an educative tone and a higher instructive standard to the various publications. It has also done immense good for the youth ever on the lookout for an ideal.

The forward march of great enterprises demands the support of great organization. The world press, powerful as it is and admirably staffed with correspondents, never was able to keep in direct constant contact with the wide-reaching mission world. A central control with the double function of establishing contact with the outposts of Christianity which would furnish the center regularly with news reports and, secondly, of acting as a distributing agency to edit the items and to pass them on to the world press for public consumption was needed. Thus it was that in the Spring of 1927 the Fides International News Service was founded and its headquarters established in the Palace of Propa-

ganda, Rome. It was a bold step, it is true, but necessary and a step such as only the centuries old Catholic Church with its ages of experience could make. This new and unique centre of information which bases its effectiveness on its vast network of correspondents and distributors cannot remain unknown to the journalists world to which it offers great possibilities.

Fides Service at present has 425 correspondents scattered over a far flung line reaching through Asia, Africa, America, the Pacific Isles and even parts of Northern Europe and the Balkan States still subject to the jurisdiction of the Congregation of Propaganda. In 30 of the more important centres of the world there are correspondents extraordinary, or regional correspondents, who contribute regularly and keep the centre in touch with the religious, social, economic and political questions in their respective territories. This network of contacts gives Fides Service in its field an organization superior to that of any institution of its kind in the world.

In the office of Fides Service, modernly equipped, five editors for the five languages—English, French, German, Italian and Spanish—keep in close contact with the mission world, receive material forwarded to them from the outposts, whip it into shape for the press, translate it into the five languages, and distribute it to the widespread clientele. There are 120 publications in 42 different countries of the world receiving the Fides despatches.

Fides Service is still developing. Besides the regular news service, it supplies studies on particular problems for scientific reviews. It also has a photographic department, the FIDES PHOTO Service which sends a weekly budget of news photos to journals and photo agencies in Europe and America. Recently it organized an exclusive series service for illustrated weeklies and reviews supplying them with groups of series of photos taken from distant lands and illustrating interesting phases in the life and customs of the people.

The Director of Fides Service, Rev. John J. Conidine, M.M., who in November 1931 set out on a journey which was to take him through the mistop fields of Asia and Africa has been in East Africa beginning his journey since he left Rome he has visited missions in the Near East, Iraq, India, Burma, Siam, Indochina, China, Manchuria, Korea, Japan, the Philippines, and the Dutch East

Indies. He returned to Rome last month after completing his tour of Africa, his return marks the beginning of a greater and more comprehensive activity.

Considering the important part played by the world press in modern life, the possibility of making use of this same press in the interest of missions gives hope of marvelous development. This possibility and the good to be gained thereby has been demonstrated by Fides Service. The Catholic missionary blessing trails through the outer marches of the earth is the representative abroad for the Kingdom of Christ working with the express purpose of introducing Christian civilization to those to whom it is still unknown. It is for this reason that he is worthy of the attention of the press and of the sympathy of the public.

### SS. Peter and Paul Ladies Auxiliary Plans Card Party

SS. Peter and Paul's Ladies Auxiliary, No. 44, will have a Card Party on Wednesday evening, April 19, at the school hall on Brown St. There will be a prize for each table, and refreshments will be served. The following committees are in charge: General Chairman, Mrs. Harriet Faust; Reception: Teresa Gantner, Supreme President; Selinda Pitt Harris, President; Georgiana Weisensel, Camilla Hasselaur, Katharine Miller, Josephine Carlin, Harriet Faust, Jessie L. Gardner, Vera Helms, Minnie Wagner, Louise Meyers, Anna Lamphior, Mary L. Hart, Magdalen Kluber, Ottilia Eberhardt, Caroline Esse, Lucy V. Sullivan, Mary L. O'Brien, Loretta Campbell.

Tables: Irene Schoon, Katherine Prendergast, Amelia Hoch, Mary Hasselwanger, Cards: Anne Spacher, Louise Boss; Decorations: Anne

ESTABLISHED 1860  
**SIDNEY HALLS SONS**  
MANUFACTURERS  
Boilers, Tanks, Smoke  
Stacks, Breechings  
Electric and Acetylene Welding  
and Cutting  
100 S. MILL STREET

Brennan, Katherine Miller, Loretta Keagan, Pauline Mollan.  
Prizes: Georgiana Weisensel, Ottilia Eberhardt; Publicity: Eve Heuer, Helen Schoon.  
Refreshments: Catherine Schwarz, Sophia Kluber, Magdalen Kluber, Dorothy Scheldt, Katharine Kluber, Emma Ruttkowaki.  
Tickets: Emma Ring, Harriet Faust; Finance: Mary L. Hart; Check Room: Francis Esse, Paul Harold; Robert Eberhardt; Carl Schoon.

Whoever is truly faithful to follow Jesus Christ, should be willing for Jesus Christ will surely help him.

PHONE GREENSBORO 2444  
**Joseph A. Murphy**  
Treasurer  
15th CHINA AVE.

It is a vain and unprofitable thing to conceive either grief or joy for future things, which perhaps will never happen.

Be persuaded within thy deepest soul, that moral evil can never be good, and that sin can never be gain.—J. L. Spalding.

**EASTER SPECIALS**  
BY BLANCHARD'S  
**FLOWER GIRL**  
Blooming Plants 75c and up  
CORSAGES ..... \$1.00 and up  
CHINA RABBITS ..... 95c  
Filled with a Growing Plant  
Flowers by Wire  
48 LAKE AVE. Phone Main 1044-1046

**REED**  
Quality  
**BOTTLES**  
Since  
**1865**  
Our special glass mix and the Reed method of tempering under extreme heat makes these bottles clear and strong. Reed-Bear Bottles are specially adapted for pasteurizing.  
The combined capacity of our two Rochester plants is over seven carloads of 12 oz. bottles every 24 hours. All colors of glass.  
**F. E. REED GLASS CO.**  
860 MAPLE ST.  
ROCHESTER, N. Y.

**GENESEE Liebotschaner**  
The Brew You Couldn't Forget  
**CAN NOW BE ORDERED FOR DELIVERY SATURDAY, APRIL 29TH**  
FOR fourteen years, the old Liebotschaner has been one of Rochester's golden memories. At last comes the new Liebotschaner to transform that memory into a sparkling reality. For on Saturday, April 29th, the first of this new—masterfully brewed—properly aged beer—will be available. Smartly uniformed representatives of the Genesee Brewing Company will deliver it in handsome new conveyances. It may be ordered in  
Cases of 2 dozen bottles Priced at  
\$3.00 for the first case  
\$2.00 for subsequent cases  
When case and bottles are returned, or in  
Cases of 1 dozen bottles Priced at  
\$1.50 for the first case  
\$1.00 for subsequent cases  
When case and bottles are returned  
The first 1,000 orders will be honored and delivered on the first day of the new Liebotschaner era—April 29th. The next 1,000 orders will be delivered on Monday, May 1.  
To order, simply 'phone  
**MAIN 1865**  
**THE GENESEE BREWING COMPANY, INC. ROCHESTER, N. Y.**