

MERCHANDISING --- FIELD OF OPPORTUNITY

by Ernest W. Vogel, Jr.

President of Rochester Business Institute

In 1880, with about one third its present population, Rochester had more retail stores than it has today.

This fact is significant. In 1880 little skill was required in "store-keeping."

Today, what a change! Both department and chain stores have complicated the situation.

As is usually the case, large responsibilities go hand in hand with opportunities.

As in many other fields Rochester Business Institute has here been a pioneer.

The field of merchandising is indeed broad. It is a young field and one challenging the imagination.

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1831—Rochester's Oldest Financial Institution—1934 Money Deposited on or Before Wednesday, Sept. 5, will receive dividends (Interest) from Sept. 1. THERE IS NO SUBSTITUTE FOR A SAVINGS ACCOUNT Rochester Savings Bank 47 Main St. W. —Two Offices— 40 Franklin St.

Shepherding The Rochester Deaf

By REV. WILLIAM A. DOHERTY, C. S. S. R.

(Editor's Note: The following article, especially prepared for the Catholic Courier by the Rev. William A. Doherty, C. S. S. R., St. Joseph's Church, Rochester, is a resume of the good work done for the Catholic deaf in Rochester and vicinity. The article is timely because of the recent death of Father Burger, who successfully advanced this work. The article was written prior to Father Burger's death.

New Centers Established Since the Rochester Center was now a well established reality the new Chaplain turned his efforts towards other localities.

In the course of the next year or so two more Centers were established, one at Geneva and another at Canandaigua.

New Chapel During the first seven years of Fr. Burger's labors here, the Deaf of the city would come to St. Joseph's Church once a month for their instructions.

There was just one shadow on the scene of that memorable morning. The late Bishop O'Hara who had always evinced a deep interest in the work for the Deaf members of his flock, could not be present to offer the Holy Sacrifice.

Services Continued From that time on Holy Mass has been said there every Sunday and Holy Day. In Lent and at other special seasons of the ecclesiastical year services are conducted in the sign language and manual spelling.

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Former Superior At St. Michael's Observes Jubilee

By REV. WILLIAM A. DOHERTY, C. S. S. R.

Sister Mary Matera, diamond jubilee and former Superior at St. Michael's School here, was one of twenty School Sisters of Notre Dame, who recently celebrated jubilee of their religious profession at the Motherhouse in Baltimore.

During the course of her long religious career, Sister Mary Matera has filled various positions of trust in the community. Sister came to St. Michael's School in 1874 and labored there for 24 years, being Superior for 21 of those years.

In 1899, she went to Baltimore as first Assistant to the Mother Provincial of the Western Province. After nine years, at the close of her term of office, Sister Mary Matera became Superior of Villa Maria North Cliff, beautiful home, for the sick and aged members of the Notre Dame community, where she endeavored to help all who came under her maternal care.

Physical Director Presents Rules For Maintaining Health

Wilbur E. Quinn, Physical Director of Columbus Civic Center, in this issue of the CATHOLIC COURIER, begins a series of articles on rules governing the general health of all.

Do you weigh what you should today? Examine the weight tables! Most men, women, boys and girls are either overweight or underweight.

Correct weight is the foundation of feeling fit. If you are to feel your best, look your best, and work your best, your weight must be right.

OVER-WEIGHT DANGEROUS. The anxiety of the doctor to learn if his patient is over-weight is because of the fact that the physician knows that over-weight is the beginning of physical deterioration.

Distinguished Party Completes Pilgrimage

New York—Annual Catholic pilgrimage-tour to our Catholic shrines of Europe organized by the James Boring Company returned to America on the BERENGARIA.

The party was received in audience by His Holiness on July 17, and the occasion was used by the Pope to extend his felicitations and blessings to the party members and their friends and relatives at home.

CHAPEL TO BE DEDICATED (Editor's Note: The following article, especially prepared for the Catholic Courier by the Rev. William A. Doherty, C. S. S. R., St. Joseph's Church, Rochester, is a resume of the good work done for the Catholic deaf in Rochester and vicinity. The article is timely because of the recent death of Father Burger, who successfully advanced this work. The article was written prior to Father Burger's death.)

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