intact the immeasurable results at-

William Anderson Stars

neets was held by Columbus Club at

in the sports events, ranging from

Beginner's Badges were awarded to

bert, Bob Connors, Joe Ackerman,

Dick Doyle, Howard Cook, Wesley

McMahon, John Hannah and Gordon

Other winners were: Days Driscoll

25 feet (shallow) ten years and un-

der; Bernard Selbert, 25 feet (deep)

12 years and under; Bob Davis, 26 yard Back Stroke; Bill Edwards,

Breast stroke for form. James Eh-

Lighting School Planned

(EDITOR'S NOTE: This is the first

of two articles pertaining to new prin-ciples of illumination and the new science

f Seeing.)
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group of engineers and service work-

ers of the Rochester Gas & Electric

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grimage-tour to our Catholic shrines.

of Europe organized by the James

The party was received in audi-

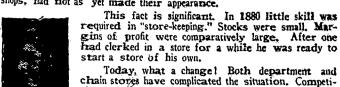
Cowardice is responsible for a

to 14 years of age.

MERCHANDISING ---FIELD OF OPPORTUNITY by Ernest W. Veigel, Jr. n

President of Rochester Business Institute

In 1880, with about one third its present population, Rochester had more retail stores than it has today. The answer is simple. Department stores, doing the business of hundreds of smaller retail shops, had not as yet made their appearance.



chain stores have complicated the situation. Competi-tion is keen, to a degree. Instead of wide profit mar-gins, quick turnover must save the day. Experience can no longer be depended upon as training for man-agement personnel. Specialization is the watchword.

I do not mean to infer that department and chain stores will drive small independents from the field. On the contrary independent stores have possibilities for efficient management and profit other organizations can only approximate. I do state, however, that in any modern merchandising field a new order of skill must be applied to produce profits.

As is usually the case, large responsibilities go hand in hand with opportunities. For the young man (or young woman) who today will apply himself to this very interesting subject a score of well will apply nameer to this very interesting subject a score of wen paying fields are waiting. I refer to store management, advertising, merchandising, buying, credit control, specialty and wholesale selling, service adjustment, window display, sales promotion and personnel direction. Such positions call for careful study under capable

As in many other fields Rochester Business Institute has here been a pioneer. It now offers both a one year and a two year course in Merchandise Management. A one year course in Retail Selling is also available. Students will find instruction of a type not otherwise obtainable except in such schools as Harvard School of Business Administration, New York University, Wharton School of Commerce. Courses are made practical. Actual business cases are used in class. Successful business men in merchandising fields are brought in to teach arecial courses. Assistance in securing retail. brought in to teach special courses. Assistance in securing retail positions is given both before and after students have graduated.

The field of merchandising is indeed broad. It is a young field and one challenging the imagination. Present trends indicate great opportunities and rewards for those who are prepared. To young men and women of ambition my advice is: "Study merchandising—and do it now!"—(Advertisement)

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Shepherding The Rochester Deat

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

(Editor's Note: The following article, especially pregared for the Catholic Courier by the Rev. William A. Doherty, C. S.S. R., St. Ideph's Church, Rocketter, is a resume of the good work done for the Catholic deuf in Rocketter vicinity. The article is timely because of the recent death of Vather Burger, who successfully advanced this work. The article was weiten prior to Futher Burger's death.

(Continued from last week -few faithful souls present at the ser-

New Centers Established Since the Rochester Center was now vices he did not blame the delinquent well established reality the new and the careless for their absence, Chaplain turned his efforts towards but himself. Humility inflicted a polother localities. On December 26, 1926, gnant grief upon this great souled we find him in Elmira, N. Y., giving chaplain for the Deaf, His praise was a conference and religious instruction to seven people. He had brought with him a machine that he had purchased for the purpose of illustrating his lectures. It showed scenes from the Life of Christ and examples of His doc-

In the course of the next year or so two more Centers were established one at Geneva and another at Canandaigua. All three centers were chosen so as to include the Deaf of the surrounding towns. Every month Father Burger would visit each of these centers and give instructions. He followed that plan until circumstances prevented it; unfavorable train schedules made it impossible for him to say Mass for the Rochester Deaf and reach the other Centers at a reasonable time. He vanquished that difficulty by inviting the Deaf of the en-tire Diocese to the Rochester Center and volunteered to pay their way to and from each meeting. For reasons unknown at present this plan was also cancelled after having proved successful for quite some time 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. These would be followed by some social entertainment which visit with each other. One of the hap- firsts including diving, 25 yard free Cliff. pier days of Fr. Burger's term among style, breast stroke and distance un these people was that on which he derwater contest. was able to purchase a moving picture machine. Thenceforth he held "movie" shows once a month and on special ecasions. But the happiest day of his career was June 7, 1931. On that day he had assembled 67 Deaf people, adults and children, in the basement of St. Joseph's School. At 8:45 a .m. he led them two by two out into the meet. street and up to the School Auditorium. There they beheld a gorgeous chapel, fully equipped for every service of the hurch. It was theirs; it was the fulfillment of their hopes, I was the resplendent crown of their pastor's all-embracing zeal. Henceforth the City of Rochester would cherish within its bosom a beautiful chapel for the Deaf, and would be known as "The Chapel of St. Francis De Sales.

There was just one shadow on the late Bishop O'Hern who had always ber 20, according to announcement by evinced a lively interest in the work for the Deaf members of his flock, could not be present to offer the Holy Sacrifice. In his place the Rev. Jointerests as electrical jobbers, elecseph Schmidt, C.SS.R., rector of St.
trical retailers, eculists, optometriats of feeling fit." officially opened the new chapel. Father Burger preached an appropriate sermon in the sign language. Choosing as his topic: "The Church, our Heaven on Earth." All the prayers and hymns were "signed" in unison by Father Burger and his silent con-"Holy God" were signed by all. After the service Father Burger invited those present to inspect the sacristy and its equipment. It was complete in every detail.

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 ecclesisatical Year services are conducted in the sign lanservices are conducted in the sign lan-guage and manual spelling. During Electric Lighting Research Laborathe school year the Catholic children of the Rochester School for the Deaf receive religious instructions every Friday afternoon. This is made possible by the kindness of the Superintendent who indulgently permits them to come to the Chapel. They are conducted to and from the school in automobiles whose owners generously sacrifice their time and convenience in Boring Company returned to America order to render this admirable work on the BERENGARIA. The party.

The children are divided into small was under the spiritual direction of order to render this admirable work. gorups, graded according to their His Excellency, the Most Rey. R. A. power of comprehension, and are Gerken, Archbishop of Sante Fe, and taught their Cathechism by young la- under the personal management of dies who also sacrifice their time and T. J. McCabe, Manager of the Catho-convenience, some of whom have already spent tedious hours in a school Company. The group numbered 30 room. To all these self-sacrificing as- members and was one of the largest sistants is due not only our esteem touring parties to leave Amelca This but the deepest gratitude of the Di- year.

Father Burger's interest in these ence by His Holiness on July 17, and children was profound. He beheld in the occasion was used by the Pope them the growing Christ whose sacred to extend his felicitations and bless. Image on their souls nothing must ings to the party members and their blot or blur. It must be reproduced in friends and relatives at home, at the all its Divine Beauty and though it same time presenting to each ment. required untold patience to do that, ber a medal as a souvenir of the he was always prepared for the task.

The results of his indefatigible efforts. In releasing this brief account of are now in evidence in many in the happy trip just concluded, the stances. The seedlings of his first James Boring Company announced years have grown now and promise that a winter Holy Land and Medithe fruit that his praying and toiling terranean trip would be organized; and the party would be under the

Father Burger could never measure spiritual direction of His Excellency, the results he had accomplished with the Most Rev. William A. O'Brien, the Deaf here in Rechester. His was Auxiliary Bishop of Cheago and a far-flung ideal, and because it was President of the Catholic Church Exclusive, because he never seemed to lension Society. The trip is to sail. overtake it he deemd himsif an un-profitable servant. To other eyes the fourteenth large Holy Land-Mediter picture was glorious; a masterpiece of ranean party organized by Mr. Boramazing beauty; a story of stupend- ing and his associates in the last tenous achievement. In his eyes he was years, a failure. He had pictured a chapel that would be a joy to all the Deaf and the expression of their ardent tremendous number of defections en, but when he would see only the from faith

Former Superior At St. Michael's Observes Jubilee

Sister Mury Materia, dismond Jub. Field. liarian and former Supervisor at senting the Cathal-St. Michaet's School here, was one Jewisch thursday will of twenty School Sisters of Notre Danie, who recently colourated Jubi-less of their religious profession at the Motherhouse in Baltimers. The Most Rev. Karl J. Alter. Bishop of Toledo, celebrated Mass and delian. ered a sermon at the ceremonies where three Sistems observed their golden, sixteen their sliver jubilees reserved for those who assisted him and whose ardest task is to preserve and one her diamond jublice.

During the course of her long re-ligious career, Bister Mary Materia has filled various positions of trust in tained by Father Burger, that grand and lovable friend of the Deaf. the community. Slater came to St. Michael's School in 1874 and labored there for 24 years, being Superior for 21 of those years. While teach-In Columbus Club Meet ing here, the dismond jubilarish had as her upplie the Rev. Ferdinand P. First of four scheduled swimming Schold, present pastor of St. Michael's Church, the Rev. William Columbus Civic Center, August 25. F. Stauder, paster of Holy Redeemer. Church, many other members of the Members of the Boys' Club, headed by James Ehmann, were participants clergy and prominent Catholic bustness men and women in the city. Three year also, when St. Michael's William Anderson, Bob Davis, Convent was being renovated distor Jack Fee earned their Red Cross Mary Materian feturned to Rochester for a short time and was visited by Swimmer's Badge; and Red Cross many of her former pupils. Joe Ventimiglia, Clayton Woodward, Trompeters, Goldman, Bernard Sie-

In 1898, who went to Baltimore wa first Assistant to the Mother Provincial of the Elastern Province, After nine years, at the close of her terms of office, Sister Mary Materna became Racing contests were staged by Cliff, bequittul home, for the siek four teams: "Bull Heads, Sharks, and aged members of the Notre Minnows and Eels," captained respectively by Ray Simmons, Bob deared breeff to all who came under the Harold Goschle, Frank Simple der her maternal core. der her maternal cere.

mons. Free style, breast and back Relieved of the burden of responsations and diving races were held ibility for others, Sister is now ex-William Anderson, aged 13, was the joying a well-mirited rest in the afforded the Deaf an opportunity to star throughout the meet, taking four quiet seclusion of Wills Maria Notch

Physical Director Presents Rules For Maintaining Health

Wilbur H. Quinn, Rhysical Director of Columbus Civic Conter, in this mann. Vernon Houliban and four team captains were officials at the issue of the CATHOLIC COURIER. begins a person of articles on rules governing the general health of all. By Gas and Electric Co.

This week Mr. Quinm gives the rules regarding correct weight.
Is your WEIGHT CORRECT now?
Do you weight what you should to. day? Examine the weight tables? Most men, women, boys and girls are either over-weight or under-weight. Each condition points to an unplease

entific new principles of illumination and though different destination, will be conducted for a selected Science his proved that health Science has proved that health and youthful appearance are woven into There was just one shadow on the ers of the Rochester Gas & Electric maintaining the right weight. The scene of that memorable morning. The Corporation September 17 to Septem-length of your life, the condition of ber 20, according to announcement by your health, the degree of efficiency livar Lungsard, manager of Industrial which you display in your daily work. are largely influenced by your Representatives of such other local weight,

und others will also attend. The If you are to feel your best, look course, designed to bring to this com- your best, and work your best, your munity the benefits of the latest find- weight must be right. Maintaining ings of illumination science, and aid your emciency weight means more RIAGAR A UNIVERSELY SCHOOL, or in the most effective utilisation of than keeping your weight at a corlight for seeing and human welfare, fain figure. It means you are eat is expected to be attended by approxiing the right amount and kind of
mately 300 persons. food; getting the proper amount of gregation. Benediction followed the A group of General E'ectric illium- aleep; exercising superchily; taking Mass and the "Blessed be God" and ination specialists from the com- the right care of yourself. If you pany's lamp and lighting headquar- come from a, race that is short pany's lamp and lighting headquarters at Nels Park. Cleveland, will stocky, heavy boned, your efficiency lecture during the sessions. Their weight should be greater than that of talks will cover numerous phases of the average man of your age and lighting art and its applications to height.

OVER - WEIGHT DANGMROUS, and various other fields. Of prime The anxiety of the doctor to learn it

interest will be the latest revelations his patient is over-weight is because of the new Science of Seeing, des of the fact that the physician knows veloped by Dr. Matthew Luckiesh that over-weight is the beginning of physical deterioration. Anemis, gout, rheumatians, heart trouble, diabetes, kidney trouble, high blood pressure, hardening of the arteries. usually start with over-weight. Harian and former Supervisor at

UNDER WEIGHT, A MENACE, tain personal efficiency at its highest "peak," when they are under waight. Under-weight is a symptom. It in-dicates malnutrition, insomnia, nerve ousness. Those, who are under-weight, should consult their doctor-to determine the cause.

(To be continued)

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