

New Circulation Ranks Courier With Leading N. Y. State Newspapers

\$25,000 Spent by Rural Life Unit To Aid Poor Parish

St. Louis—(NC)—The St. Louis Archdiocesan Rural Life Conference disbursed approximately \$25,000 in aid to needy parishes of the archdiocese in the course of 1935, according to the annual report of the group.

With the religious training of Catholic children not attending parochial schools the Conference's primary concern, 29 rural vacation schools were conducted in 1935 and 1,164 children instructed by 68 teachers—four priests and 64 Sisters. Among other activities of the Conference was the sponsoring of an essay contest.

Social Justice Unit 5 Will Meet March 19th

Local Unit No. 5, National Union for Social Justice, 26th Congressional District will hold its regular monthly meeting, Thursday, March 19 at 8 p. m. at Beechwood Hotel, 3101 East Main Street near North Goodman Street.

Did You Remember Yourself In Your Will?

By remembering God's missionaries you make yourself the greatest beneficiary. Benefactors of the Society for the Propagation of the Faith share in the labor and merits of 175,000 workers in the missions during life and after death.

SOCIETY FOR THE PROPAGATION OF THE FAITH
Inquiries cheerfully answered by REV. LEO C. MOONEY, Diocesan Director
COLUMBUS BUILDING
50 Chestnut Street
Stone 1492

Volume . . . !
The increasing volume of work turned out by our registered pharmacist is a testimonial to the satisfaction found in each of the many prescriptions we fill daily.
The Paine Drug Company
Established 1820 24-26 Main St. East Rochester, N. Y.
PHONE MAIN 1820

YEAR SQUARE ROOT
1840 — 43 —
1936 — 44 —
2025 — 45 —
A Square Year
Leap year comes every four years, but a "square" year once in a lifetime. The last was in 1840. This is another. The next will be in 2025.
Make every year a square year financially, by making sure you'll never fall in debt.
That's simply a matter of spending less than you receive and banking the difference at the **MONROE COUNTY SAVINGS BANK**.
Be "square" with yourself. Save systematically.
MONROE COUNTY SAVINGS BANK OF ROCHESTER
BRANCH OFFICE 108 Main Street East

In the total of 88 daily newspapers in New York State, there are only 16 (outside of Greater New York City and Buffalo) which have circulations larger than the



Believe It -- Not
By REV. OWEN B. MCGUIRE, D.D.

The Business SPECTATOR
News and reviews of the business world presented as items of information. Material here has not reflect the editorial policy of the CATHOLIC COURIER

Sears Remodels For Trade Gain
Plans drawn up seven months ago by Sears Roebuck & Company to spend \$1,000,000 in remodeling and redesigning their Rochester store to meet the increased business, are being completed for the coming year. Actual construction work was completed in "own month" time.

The modernization included installation of seven eras of new fixtures, lighting equipment, re-arrangement of departments, paint, carpeting and adding to and re-arranging departments.

With these added facilities Sears can now take care of its customers. For example, if a customer entered the store at opening time, has breakfast and begins shopping, he or she, before the store's closing, can completely furnish a home, furnish an automobile, buy clothing, fill any auto farm sporting or hardware need.

On the main floor eye-level counters have replaced the former high fixtures. The counters, in a complete harmony with the color scheme chosen for each department, are complete candy counters. A complete candy counter has been located near the furniture department. The men's and boys' department has been enlarged with every necessity in male clothing. Rich broadloom carpeting in the suit section runs flush to the cases, each with indirect lighting to create choice from among many suits.

The second floor encompasses the women's department, the new infants wear, furniture, curtains, linens, rugs and allied lines. The color scheme is pastel green combining shades of dark green, yellow, grey and white in the varied departments.

The toy department has been moved and is connected with the sporting goods department. The department has been enlarged for customer shopping. The farm department now lists all items in its new large quarters beyond the hardware, kitchenware and kitchenware departments.

All electrical devices are together including radio, refrigeration light fixtures, etc. A bathroom display is in the rear of the men's department. The entire store is truly a recreation. Colorful lighting, new fixtures, each add to its modernity. They include a complete men's wardrobe, the women's rest room in modernistic metal furniture, increased parking space off Monroe Avenue, larger "department" all in the rear of the store and more pleasant shopping at Sears.

Projansky Opens Modernized Shop
Better to serve its distinguished clientele, Projansky Company has opened a new and redesigned store at 39 East Avenue, Monday.

Completely redesigned, the shop is one of the most fashionable in the city. The frontage has been completely altered and modernized in structural glass, gray and maroon being the colors.

"It has always been our desire," stated Mr. Projansky, "to give service and quality at reasonable prices. And in our new store, we shall continue to do just that."

The interior of the store follows the same color scheme as the exterior. Beechwood paneling and soft buff tones with subdued lighting will be a distinct note of color to the salon.

The re-arrangement of the main salon permits a better display of the choice selections of ready-to-wear including dresses, military, wear and foundation garments. The rear of the store off the salon is devoted to suits, coats and furs. Here the clientele desiring custom tailoring will be served by Mr. Projansky. This department has a gallery of completely appointed dressing rooms with full length mirrors.

Just off the bronze doorway with its glass panel door is an art metal balustrade leading to the floors above.

The entire building has been fitted with an air conditioning system to control temperature and humidity.

NEW NORMAL SCHOOL
Quebec (NC) The convent of the Sisters of the Congregation of Notre Dame, at St. Jean, this province, is to become a normal school for young women. The Sisters have received authorization signed by the Lieutenant-Governor of the Province.

But if it means a distinct re-orientation derived from England, the people of New England at the time of the Revolution could be called Anglo-Saxon.

Sixth: Those of that population who still bear Irish surnames cannot rightly be called "Fallen Away Catholics."

R.G.&E. Shows Lower 1935 Net Income

Net income of the Rochester Gas and Electric Corporation for 1935 showed a decline of \$95,275 from the preceding year, as revealed by the annual financial statement increased operating costs. Due to higher prices paid for coal and other supplies, and additional expense, represents a return of 5.6 per cent on the amount invested in the business.

Batavia Woman to Edit LCBA Paper

Batavia, N. Y. Rose H. Callahan of this city has been appointed editor of the Fraternal Leader, official organ of the Ladies' Catholic Benevolent Association, to succeed Bernice McEntee of Pittsburgh, who held the position for 25 years and has been appointed supreme recorder of the organization.

VIKE CONSUL IN F. S.

San Antonio (NC) Lamberto H. Obregon, nephew of former President Alvaro Obregon, has assumed his duties here as vice-consul. He also is a nephew of General Francisco R. Serrano, who was a presidential candidate in Mexico in 1929.

Former Mayor Tells Observations Of Persecution

Government may give in their opinion no one would ever be able to take away the religion of the Mexican Indian, that the Mexican Indian was a loyal, peaceful individual and very industrious when supervised; that the Mexican Indian holds Americans in great respect, but that the difficulty in Mexico is with the half-breed who took over the Government, passed the agrarian laws, confiscated property owned by the white man or Spaniard and carrying on a crusade of hate against the American and against religion.

"Since the closing of the churches and the parochial schools everyone admits that the education of children is seriously neglected. In some sections the Government hasn't opened its own schools and since the parochial schools are closed many children cannot go to school at all."

"The Government is exerting all of its educational efforts to keep the children from knowing anything about God, and what little religious education goes on in the country must be given by the parent, and he must be careful lest he violate the religious laws and himself be subject to persecution and his property confiscated."

Fathers, Mothers, Sisters, Brothers

YOU can all have a hand

in making the CATHOLIC COURIER the well-rounded newspaper we know you want it to be! And quite simply, too. Scan its columns carefully each week, patronize whenever possible merchants and others whose ads appear . . . and in addition, use BOOSTER LABELS to show that you are interested in your paper's progress, and appreciate the advertisers recognition of its merits.

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WE PREFER TO TRADE WITH FIRMS THAT ADVERTISE IN THE
Catholic Courier
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Booster Labels Will Be Mailed, Sent To All Regular Subscribers Plan Now To U Yours—Regular.