

GREETINGS
LYELL AVE.
Liquor Store
 193 Lyell Ave at Saratoga
 GLEN 318

Consult Your
Travel Agent
VICTOR C. DEPPEZ
CENTRAL TRAVEL BUREAU
 19 STATE ST. Powers Bldg.
 Main 5090
TOUR CRUISES
STEAMSHIP TICKETS
 To All Parts of the World

HAPPY NEW YEAR 1937



DE SOLO PLYMOUTH
Soule Eshenour Co.
 Good Year Ref. Generators and Red Good Year Tires - Ward Batteries - Auto Accessories
 242 E. Main St. Phone 191
 WATERLOO, N. Y.

Best Wishes for a Happy and Prosperous NEW YEAR
SUTRO BROS. & CO.
 Members - New York Stock Exchange
 30 State St. Main 2320
 A. J. Sutro and R. W. Jukes
 President - Managers

NEW YEAR'S GREETINGS 1937



Chateau Ice Cream Co.
 2129 Main Street East
 Phone C-1319

SEASON'S GREETINGS



ROTHSCHILD'S
 Ithaca - Most Complete and Modern Department Store
 STATE AND TIoga ITHACA, N. Y.

WE EXTEND OUR SINCEREST GOOD WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR

1936 1937

ITHACA SAVINGS BANK
 Incorporated 1888
 TIoga STREET Corner of Seneca
 ITHACA, N. Y.

Society for the Propagation the of Faith
 REV. LEO C. MOONEY, Director
 Stone 1492
 50 CHESTNUT STREET ROCHESTER, N. Y.



GO TEACH ALL NATIONS

Home CATHOLIC MISSIONS Foreign

AMONG YOUR NEW YEAR REMINISCENCES
 TO BE OUR MISSION-MINDED. What do we mean by this? Simply when as an intelligent and wide-awake Catholic we learn more about our faith ourselves and do all that we can to spread that faith among others. We become mission-minded when we grasp the encompassing concept of Christ's mission on earth, the Church which He established to lead men to salvation when we watch the spread of that Church in the various parts of the world when we give both spiritual and material support to its spread, and when we realize that there is nothing done while there remains something to do. Much remains to be done as long as there are millions upon millions in paganism and infidelity. We must be up and doing.

WHY COLLECT STAMPS?
 The Far East gives one an answer. The ultimate end of the collector is the collector's album. Collectors in general seek to have their homes and foreign cabinets filled and unused. It is calculated that there are 5,000,000 stamp collectors in the United States alone. There are magazines, clubs and dealers, all devoted to stamp collecting. When one philatelic fan meets another just watch and listen. A strange light shows in their eyes, they forget their surroundings and they talk eagerly of commemoratives and overprints, of first covers and minted stamps. The hobby is world wide. Stamp collectors' aims may be placed under two headings: completeness and rarity. They seek to have complete sets of stamps issued by a certain country or in a certain series. They also seek rare varieties.

There are about 900 countries each of which issues an average of 200 different stamps. Even in one issue there may be many variations. The plates from which stamps are printed may differ from each other in almost invisible details. The shade of color or the perforations may vary. Then there may be mistakes in printing. A U. S. one-cent stamp having "NEB" no period after the printed over it is now worth 75¢. A fresh perforation along the edge of a one-cent U. S. stamp of 1921 makes that bit of paper worth \$3.00 today. A stamp bearing the postmark of the first day of issuance for instance a commemorative stamp, cancelled on its first day out in the street where the commemorated event takes place has special value.

THE BIBLE IN THE HEBREW ALPHABET
 Hebrew Catholics in the island of Madagascar have for some time past possessed translations of the principal Books both of the Old and the New Testament. A complete edition of the Bible in the language of the country has however for some time past been a thing desired in the mission stations. An incomplete Protestant version has been used, and the Catholics at times had to bear the reproach that they do not possess a translation of the Scriptures. Malagasy Catholics, thanks to the general interest taken in them by the Pope, will soon have their own translation of the Bible. The translation has been made under the supervision of Fr. Leonce Genieva, a group of Jesuit scholars and has cost them several years' hard work. The manuscript was presented by the late Mgr. Fourcaud to Pius XI in 1935. The latter examined it carefully and eventually decided to produce it at his own personal expense at the Vatican Printing Works. The edition has already been set up in print as far as the Gospel of St. Luke. There is every reason to hope that it will be completed by the summer of 1937. Forty thousand copies of this Bible will be printed. (FIDES)

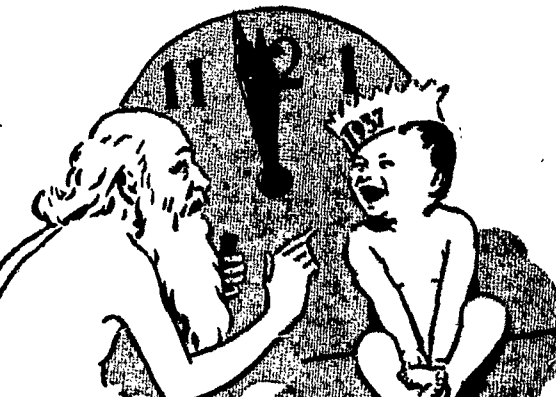
A NEW YEAR'S INVENTORY
 The Student Mission Crusades will not only obtain a check-up on mission activities but will also receive inspiration for further mission work by the questionnaire sent out from the Crusade Castle. Some of the questions open up avenues of missionary work.
 Has your Crusade Unit met once a month or oftener?
 Did you have missionary speakers at your meetings, stereopticon lectures, plays, debates?
 Has your Unit organized Round Tables for mission study?
 Has your Unit a library of mission books and magazines?
 Have you fostered any activities to spread mission interest outside the Unit (mission lectures, plays, debates, mission oratorical contests)?
 Have any mission articles been printed in your scholastic publications?
 Do you recall Catholic books or publications to missions?
 Record your spiritual works of mercy for the missions. (Masses, memorials in Holy Communion, Rosaries, Visits, mortifications, study classes, miscellaneities.)
 Do you give to the support of home and foreign missions? Are you enrolled in the Propagation of the Faith Society?
 List any other gifts to mission work (treatments, books, clothing, medical supplies, medicine kit, publications, etc.)
NOTHING DONE WHILE THERE REMAINS SOMETHING TO DO
 WILL VISIT U. S. Quebec The Very Rev. Marie Dominique Bellouard, O.P., of Lyon, France is giving a series of lectures during Advent here. Later he will visit Ottawa and the United States before going to Montreal to deliver a series of Lenten sermons in the Church of Notre Dame.

Sodaltalk
 Auto Kills Missener
ALBUQUERQUE, N. M.—The Rev. Ferdinand Trzysnek, S.J., a native of Irkutsk, Siberia, and a missionary among the Mexicans and Indians of the Southwest for more than 80 years, has just died of injuries suffered in an auto collision between his car and one driven by a Pueblo Indian.
 Acting as chaperons were Mr. and Mrs. Thomas Nash and Mr. and Mrs. Edwin Lennan.
 The committee in charge of the dance consisted of Miss Dorothy Nash and Mary Caulfield as co-

Catholic Cooperative Program in Canada To Be Extended
 TORONTO—A group of Canadian educators, headed by J. J. Harpell, Toronto publisher and editor-in-chief of the Instructor, has launched a drive to extend to western Canada the program of adult education and co-operation which centered in St. Francis Xavier University at Antigonish, has transformed the economic life of eastern Nova Scotia.
 In 1928, St. Francis Xavier University created an extension division to "take the university to the people." Within eight years 15,000 people on the bleak eastern seaboard have become members of discussion circles which have attacked directly the economic and social problems of the people on the theory that "there is a mass of undiscovered leadership among the common people." From this adult education program have grown twelve co-operative lobster factories, five co-operative credit unions and a score of other institutions.

GOOD COUNSEL BERRY
LEON PLANA BARRON
 The Rev. Walter A. Ferry will be the guest speaker at the annual banquet of the Men's Club of the Lady of Good Counsel Church, held Wednesday evening, Jan. 8, in the School Auditorium on Erie Street.
 William D. Conley will act as emcee and the Rev. Edward St. Michaels, pastor of the Church, will introduce the new officers for the coming year. They are: Wm. Lam Devrell, President; G. Arthur Bassett, Vice-President; Vincent's Barlow, Secretary; Frank Friedman, Treasurer.

NEW YEAR'S GREETINGS!
 The business leaders send **BEST WISHES** to all their friends and patrons **FOR PROSPERITY IN 1937**



Wright & Alexander Company
 CONTRACTORS
 Heating, Plumbing and Automatic Sprinkler Installations
 21-23 Otsego Street
 ROCHESTER, N. Y.

May we add our simple greeting to the many you will receive at this season.
HORNELL GAS & LIGHT CO.
 HORNELL, N. Y.

FELTUS CHEVROLET COMPANY
 172 FALL STREET
 SENECA FALLS, N. Y.

Smith Gormley Co.
 180 St. Paul St.
 ROCHESTER, N. Y.

COWAN Florist
 Flowers telegraphed everywhere
 348 Fort Hill Ave.
 Phone 875
 Canandaigua, N. Y.

GEARY CHEVROLET CO
 Sales and Service
 Phone 10
 DANSVILLE, N. Y.

STEUBEN TRUST COMPANY
 Member Federal Deposit Ins. Corp.
 HORNELL, N. Y.

STRAND THEATER
 SENECA FALLS, N. Y.

John C. Streadford
 Sales and Service
 20 King Street
 BROCKPORT, N. Y.

Murray Bros.
 Groceries, Tobaccos, Mineral Waters
 168 MAIN ST.
 Phone 17
 Canandaigua, N. Y.

George E. Kern
 HARDWARE
 PLUMBING HEATING DELCO OIL BURNER
 DANSVILLE, N. Y.

From Cellar to Roof Complete Service to the Homemaker
STEPHEN HOLLAND'S SONS
 HORNELL, N. Y.

SENECA CLOTHING CO.
 Complete Outfitting for Men and Boys
 The Big Store—With the Little Price
 124 FALL ST. Phone 112
 Seneca Falls, N. Y.

BROCKPORT NATIONAL BANK
 BROCKPORT, N. Y.

McDonald Sisters
 LADIES' APPAREL
 74 MAIN STREET
 BROCKPORT, N. Y.

Parkside Dairy
 127 East Commercial St.
 Phone 35
 EAST ROCHESTER, N. Y.

ELMHURST DAIRY, INC.
 To live better and spend less Use Dairy Products
 Phone 730
 HORNELL, N. Y.

Vosburgh & Co.
 Next to State Bank
 Seneca Falls, N. Y.

Willis S. Lee
 Dealer in Staple and Fancy GROCERIES
 Phone 184
 BROCKPORT, N. Y.

S. L. WOODBURN & SON
 FINE QUALITY MONUMENTS
 Phone: Office 61 Res. 163-W
 CANISTEO, N. Y.

Erie Mop & Wringer Co.
 East Rochester, N. Y.

Ordway Florist
 FLOWERS FOR ALL OCCASIONS
 Phone 789 (476 Seneca Rd.)
 HORNELL, N. Y.

GAY & SON
 Insurance Experts
 SENECA FALLS, N. Y.

Frank O. Lathrop
 General Hardware, Heating, Plumbing, and Farm Machinery
 Phone 168
 CANISTEO, N. Y.

DEWEY JACKSON
 'blue coal' SEMET-SOLVAY COKE
 Phone 316
 Office: No. Main St. FAIRPORT, N. Y.

THE PITTSFORD NATIONAL BANK
 Deposit Insured by The Federal Deposit Ins. Corp.
 PITTSFORD, N. Y.

Klem Chevrolet
 Phone: Webster 10
 WEBSTER, N. Y.

J. M. Stoddard & Sons
 Funeral Directors
 Phone 711
 Shortsville, N. Y.

STATE BANK OF HILTON
 Member of Federal Deposit Insurance Corporation
 HILTON, N. Y.

BYRNE AND MC NANEY
 Funeral Directors Furniture
 72 FALL ST. PHONE 116-J
 32 Virginia St.—38 E. Bayard St. Seneca Falls, N. Y.
 PHONE 325 PHONE 406 P.O. BOX 100

W. B. DIMOCK
 OLDSMOBILE Sales and Service
 Phone 414-74
 SPENCERPORT, N. Y.

Walker
 Funeral Directors

Walker
 Funeral Directors