

Your Wages and Advertising

There is a lot of advertising in this country and it has a definite purpose. It is there because somebody wants to sell us Jell-O, Ford Automobiles, Spearmint Cheesing Gum, Peppermint Toothpaste, Figulines, and Sunlight Soap. We know that advertising helps to sell these things and thousands of others, and we know that it provides a valuable information service to consumers.

That much is plain, but did you ever stop to consider that advertising affects your personal income? No matter what your occupation, the amount of your salary or wages is affected by the total volume of advertising on the part of all manufacturers and stockholders everywhere. This statement is worth remembering. In this country, we produce and consume more than twice as much goods for every man, woman, and child as is produced and used in other principal countries of the world. Why is this? Not merely because we have more natural resources. Not just because we are better at inventing and organizing. It is mostly because we want to match to have the good things in life and because we have the individual ambition and energy to get them. The purchasing power of American people is used all the time and it revolves very fast.

That is where advertising comes in. It creates desire for new things and encourages ambition to higher standards of living. Suggestions from advertising are worth remembering for the purchase of a new living room rug, a automobile better than the one you had, or a new car. Millions of purposes are inspired by advertising. It is the volume of buying of goods and services that there are more money in circulation, the desire of one man to buy things, but also that he has to pay for the factories on all things. Advertising is a very important factor in the economy of the world, with a buying power that is twice that in Great Britain and one-half times as great as in Germany and more than ten times as high as wages in Russia. In any way, then, one advertising goes a long way to the pay you receive.

The mechanism of advertising is very important. It is responsible for our highest level of living, with a buying power that is twice that in Great Britain and one-half times as great as in Germany and more than ten times as high as wages in Russia. In any way, then, one advertising goes a long way to the pay you receive.

Number One of a series of "Short Talks on Advertising" (with Series) prepared by the Bureau of Research and Education, Advertising Education Association, Inc. Copyright 1938.

ADVERTISING in the CATHOLIC COURIER is especially important to you because it makes possible the continuing publication and improvement of your diocesan newspaper. READ the advertising and PATRONIZE THE ADVERTISER.

Girls & Boys Have Your Choice of TEN Wonderful GAMES GIVEN AWAY

For sawing 25 Hart's Special Bread Certificates!

See the Display of Games in Your Hart Store!

START SAVING THE CERTIFICATES Given Away With Every Loaf of Hart's fine Bread! Offer Expires November 1st



YOUTH Drives Ahead! JOIN THE C.Y.A.

COLUMBUS YOUTH ASSOCIATION

COLUMBUS Youth Association offers school children a health-giving program of exercise and recreation during the season when regular outdoor play is so restricted.

C. Y. A. PROVIDES FOR THE WHOLE FAMILY

FATHER Gym and swimming instructions and other facilities such as handball, basketball and badminton courts, showers, etc.

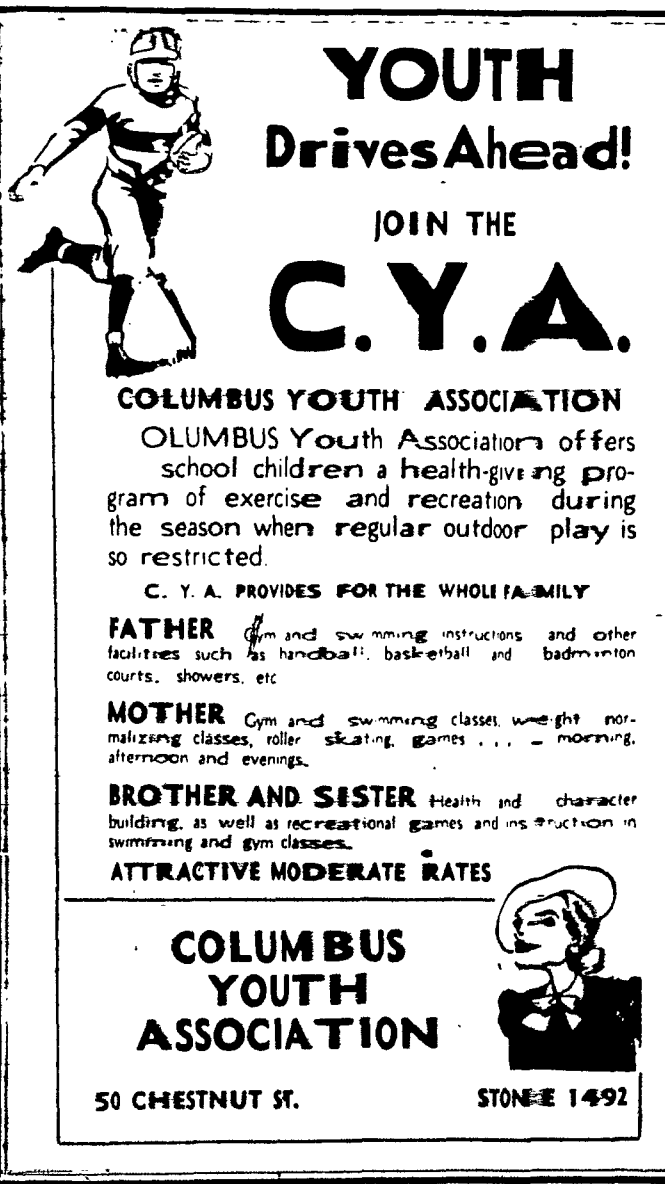
MOTHER Gym and swimming classes, weight normalizing classes, roller skating, games, etc. - morning, afternoon and evenings.

BROTHER AND SISTER Health and character building, as well as recreational games and instruction in swimming and gym classes.

ATTRACTIVE MODERATE RATES

COLUMBUS YOUTH ASSOCIATION

50 CHESTNUT ST. STONE 1-492



Blackfriars Speed up Plans for Menken Show

CAST SELECTED AS DRIVE ENDS With Enrollment Of 1,771 Members

Hailed as the nation's largest single unit as the result of a record-breaking membership campaign, the Rochester Chapter of the Blackfriars Guild this week stepped up production on the seasonal curtain-raiser, "The Late Christopher Bean."

Director Joseph Weis announced the selection of a cast to support Miss Helen Menken in the production which will be presented at The Auditorium in Main St. E. on Friday and Saturday evenings, October 14 and 15 with a Saturday matinee.

Daily rehearsals have been scheduled to whip the cast into shape for the arrival of Miss Menken on Wednesday, October 12. The cast selected for the Menken production includes John W. O'Connor, Miss Janet Ferguson, Miss Marion O'Brien, Miss Mae W. Wender, John Hannan, David Van Winkle and Emmet O'Neill. Miss Marilyn Van Kleef will understudy Miss Menken.

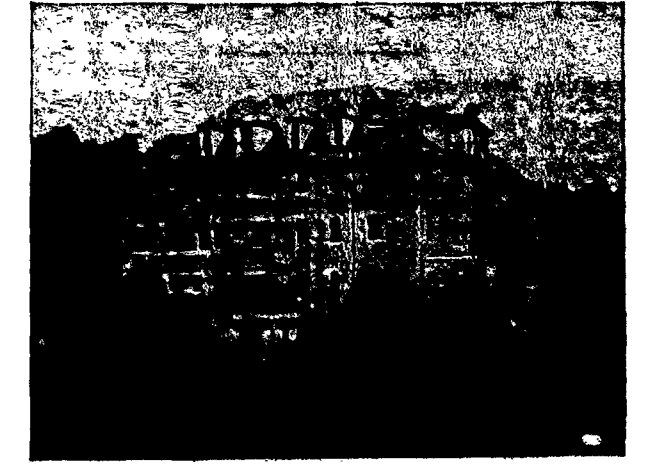
Each member of the selected cast has had wide experience in amateur theatricals in this vicinity. O'Connor and Miss Wender who have the roles of Dr. and Mrs. Haggett are veteran trouper and others have been graduated from secondary schools. Their lack of required training in the Latin language requires a supplementary course in that language. This will be given by the Fathers of the Divine Word, here. Together with any other supplementary training deemed necessary.

Ample time will be given these young men to concentrate on the study of Latin. As soon as the required knowledge of this language is attained they will be permitted to enter the clerical novitiate of the Divine Fathers in Technicum. From there they will go to the major seminary.

Faculty Assailed

The faculty at St. Michael's Mission House for the school year 1938-1939 is as follows: Very Rev. Father Director of studies and professor of the main, Rev. P. Paul, professor of Latin and

TRAIN YOUNG MEN FOR MISSIONS



In this excellent seminary building, shown above, situated on the Bishop McQuaid farm at Genesee, N. Y., Fathers of the Society of the Divine Word are training young men in preparatory courses for the Society's missions throughout the world.

Divine Word Seminary Opens With 25 Students

CONESUS, N. Y.—With 25 young men from various parts of the country in attendance, the Divine Word Seminary opened on September 7 to all for the religious and missionary priesthood.

This Preparatory Seminary for the Society of the Divine Word was established here just two years ago on the farm of the late Bishop McQuaid, first Bishop of Rochester.

Although some of these students at the seminary have had two or three years of high school and others have been graduated from secondary schools, their lack of required training in the Latin language requires a supplementary course in that language. This will be given by the Fathers of the Divine Word, here. Together with any other supplementary training deemed necessary.

The Arnold Mission Club's regular monthly meetings last year proved so successful that the young men's enthusiasm for foreign missions, the club will continue this year to offer members a deeper knowledge of life, customs and religion in heathen lands. Visitors are welcome to St. Michael's Mission House situated on grounds hallowed by the great Bishop McQuaid. Of special interest to visitors is the unique Rosary grotto which has been erected near the seminary by two of the Society's brothers.

Holy Childhood Association

Rev. John S. Randall, DIRECTOR

Well boys and girls, guess what year the first school was here. You know that in the city in which the great St. Francis Xavier began his missionary work.

Father Carroll wrote to tell me of the poverty of his poor people. He mentioned the children particularly. Perhaps you would like to hear what he says about their living conditions.

The nine months of the year when we work is done in the fields. It is the most miserable, especially for the children. The food is quite inadequate to build up strong and healthy bodies. Their two meals in the day if they can be called such consist of the following: without the slightest change from one end of the year to the other. In the morning they get a little water in which the rice was boiled the evening before. In the evening they get a small bowl of rice made a bit less pungent by the addition of a little salt or some chilies. Between these two meals they squat lean and hungry in the corner of their hut.

The next time you are about to dip your ice cream cone and reach for the biggest piece of chocolate candy just think about Father Carroll's little India. I feel certain that you would be glad to make a little sacrifice for them. How about it?

News From the Front

I received a letter the other day from Father Peter Carroll. He is working near Madras, India. You know that in the city in which the great St. Francis Xavier began his missionary work.

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Catholic High Grads Name New State

The Rev. Albert J. Geiger was elected Honorary President of the slum group of Catholic High Grads which gathered at Whitehouse, Bay View, Thursday evening of last week for the third annual reunion.

Named as chairman to arrange next year's gathering was Daniel G. Thomas. C. McDonough was re-elected secretary and Nell P. Collins treasurer.

A program of sports arranged by Alfred J. Doud, chairman of this year's reunion, was followed by a dinner.

Besides former students of Cathedral High and Rochester Catholic High, graduates of Aquinas Institute by which the school is now known, were present.

Many To Attend Sodality Rally

ELMIRA—The Rev. Francis Turner, assistant pastor of St. Peter and Paul's Church and deanery director of Our Lady's Sodality, announces that the sodalities of this section will be represented by a large delegation at the diocesan rally to be held in Rochester.

Buses are being chartered to accommodate groups from the various parishes. Further details may be obtained from the prefects of the respective sodalities.

TENNIS TOURNAMENT OPENS AT NAZARETH With Champion To Get Trophy Pin

The first round of the tennis tournament was played at Nazareth College on Monday afternoon. The games were held on the campus tennis courts. The second round will take place from Thursday to Friday and the third from Monday, September 26, to Wednesday. The champion will be determined in the final game on Wednesday afternoon, September 28, at 3:30.

A small admission will be charged at the last game, the proceeds of which will be used in procuring a trophy pin to be awarded the Nazareth College tennis champion.

Admission and Ping Pong tournaments are scheduled to take place later in the year, as well as basketball competitions.

Attend Mass for Cardinal

The Senior Class of Nazareth College attended memorial Mass for the late Cardinal Cardinal Hayes, held at the Pro-Cathedral of the Sacred Heart Monday morning, September 19, at 8:00 a.m. The Most Rev. James E. Kearney, Bishop of Rochester, officiated.

Name Paper Staff

The staff of the college paper, "The Gleaner," has been announced by Helen Furukami, Editor. They are: Dorothy Craig, Associate Editor; Jean Hammar, Associate Editor; Jane Bauman, Business Manager; Betty and Ruth Schoen, Circulation Managers; Rita Scott, Exchange Editor; Elizabeth Finggan and Casimira Szapello, Catholic Action Editors; Betty Schaefer, Society Editor. Other members of the staff are: Elizabeth Green, Ann McCarthy, Maria Menning, Agnes O'Brien, Elizabeth George, Rita Dorraine, Elizabeth Madden and Lorelline Young.

FORM NEWMAN CLUB At Hobart, William Smith Colleges

GENEVA—Catholic students of Hobart and William Smith Colleges met recently with the Rev. Raymond P. Nolan of St. Stephen's Church, Geneva, to form a Newman Club on the college campus. Purpose of the club was outlined by Father Nolan as a means of providing Catholic students with a vital realization of Catholic thought and action.

The group elected the following officers for the year: President, Thomas A. Mulvaney, senior of Geneva; vice president, Miss Patricia Henry junior of Buffalo; secretary, Miss Madeline-Giula junior of Rochester; treasurer, Edward John Ehrig, junior of Geneva; Miss Mary Rose, senior of Scotia; and Itocco Placchetti junior, of Rome were appointed co-chairmen of the program committee. The club plans to conduct two meetings a month, the first as a study and discussion group and the second as a business and social meeting.

Miss Mary E. McCormick, Dean of William Smith College, and the Rev. Irving A. McGrew, Chaplain of Hobart College, will honor guests at the first meeting.

Bowling K. of C. Pin League Starts New Season

Leo F. Rombo, Grand Knight of Rochester Council, called the first ball down the Columbus Civic Center alley, Monday evening, launching the 1938-1939 season of the Knights of Columbus Bowling League.

Nelson Owen was the individual star of the opening night, rolling 233 for his three games. Ed Schenone took second honors with a 228 game.

The Indians won three games from last year's champions, the Puritans. Tom McCarthy, who is managing the Puritans, this year made an auspicious start by defeating Paul Predmore's Guards two out of three games.

The Puritans took the odd game from the Niras while the Santos won two from the Klutas.

St. John Knights Roll At Genesee

The second week of the Knights of St. John League showed that the new Genesee alleys are still in need of a good breaking in. St. George's Commandery was able to take only two games from the Holy Family quint, 87 being high team game for St. George's team, while Al Miller rolled a three-game total of 818 and the three-game total of George Leo, 556 did not seem to aid the Holy Family team much.

Sacred Heart's Pro-Cathedral team proved to be easy victims under the onslaught of St. Maritius, with Frank Kern Sr. rolling 536 three game total. St. Eustace also took a trimming for a three game loss from St. Boniface. E. Katzenberger's 539 and Frank Diehl's high three-game for the night of 568, and a total team three-game of 2872 was too much for St. Eustace. St. Bernard's was victorious by taking two games from St. Peter and Paul's, though neither team rung up any high scores.

Month's Mind Mass For Fr. Hogan Set

A month's Mind Mass for the repose of the soul of the late Rev. John Hogan will be celebrated Saturday morning, September 24 at St. Anne's Home for the Aged, Lake Ave. Father Hogan was for many years chaplain at the Home.

Oldest Slovak Dies

Prague—Monsignor Paul Blah, 94, oldest priest in Slovakia, has just died at Bratislava. He was Canon of the Cathedral and had worked in Catholic journalism, contributing to a number of Slovak papers. He also published several novels dealing with Slovak peasant folk.

GUARANTEED PURE - GUARANTEED FRESH



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The Vogue for Chubby

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COD LIVER OIL CONCENTRATE TABLETS

3,138 Vitamin A and 314 Vitamin D U.S.P. units per tablet.

100 for 79c

VITAMIN PLUS

Soluble Gelatin Capsules, Box of 48\$1.75

HALIBUT LIVER OIL CAPSULES

10,000 Vitamin A and 1317 Vitamin D U.S.P. units per capsule.

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25 for 79c — 100 for \$2.49

COD LIVER OIL

Not less than 8,500 Vitamin A and 924 Vitamin D U.S.P. units per teaspoonful. Plain or mixed.

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