

Selling Better Living

CALVIN COOLIDGE once related that when he was a boy in the hills of Vermont the only merchandise he saw was in the country store...

Thus, in a nutshell, is the service of advertising. As Calvin Coolidge implied, the most useful wordings are those that appeal to youth...

Where do you suppose the radio industry would be if manufacturers had not advertised their receiving sets? Only fifteen years ago home radios were practically unknown...

Only a short time ago our bathrooms were light as could be. Some how no one thought of making them beautiful. But when manufacturers began to advertise...

Number Two of a series of "Short Talks on Advertising" (Fifth Series) prepared by the Bureau of Research and Education Advertising Federation of America.

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

AQUINAS MEETS COOK IN OPENER As Sullivan Moulds Another Good Team

By ED FLANKE Aquinas Institute football team opens the 1938 season Saturday at Edgerton Park Paddock against Cook Academy...

With an eager squad of sixty players, the Maroon and White clad warriors will endeavor to forge through to another undefeated season...

Interest in the student body is high, and a representative turnout can be expected for the game. The marks the first time that Aquinas and Cook Academy have met on the gridiron.

Probable starting lineup Walsh, L.E. Fuller, R.T. McCormick, L.T. Quinn, R.E. Conit, E.J. Gallagher, Q.B. Maggio, C. Winkler, L.H. Kelly, R.C. Landry, R.H. Kolb, F.B.

FOOTBALL Leading Games of Oct. 1 (Catholic Schools)



Table with columns: Home Team, Opponent. Lists various Catholic schools and their opponents for the upcoming football season.

Honor Card Newman's Friend London The first pilgrimage to the recently-discovered death scene of the Venerable Father Dominic...

Holy Childhood Association Rev. John S. Randall DIRECTOR

Boys and girls, I have a little story for you today. No, it isn't a new one you've heard it a number of times...



ST. THERESA carrying Christ's cross into pagan lands that she is honored in every corner of the world.

Of course you would like to know how she did it. I'll try to tell you. Even as a little girl her only wish was that one day like her older sisters she might become a Carmelite nun...

FEW CHANGES MADE IN C. Y. A. STAFF Changes in staff of the Columbus Youth Association have been announced with the opening of the new season program...

Blisses New Academy Building Blessing of the new school building recently completed at the Academy of the Sacred Heart...

C. Y. O. ACTIVITIES Final Playoff Game Slated for Sunday

The C. Y. O. Catholic Softball League will contest between St. Andrew's and Mt. Carmel...

Mike Mauro, manager of the Mt. Carmel team, has the players ready to go and Hudson is in fine form after that neat hurling exhibition of last week...

Three teams are tied now for first place in the Knights of St. John's Bowling League...

Bowling 3 Leaders Tied in St. John's League

Three teams are tied now for first place in the Knights of St. John's Bowling League as a result of the latest matches...

Wiser Rolls 637 in K. of C. League

"Bud" Wiser led the way in the Knights of Columbus Bowling League last Monday as he topped the pins for a 637 total...

WEEKLY REPORT Don't these words look good? Yes, sir, the first ones are in the parade has started...

Do you suppose you could guess the first one? It's the one that I could have it's none other but that nationally, even internationally, famous sixth grade of St. Andrew's School...

CONFRATERNITY PLANS COMMUNION, BREAKFAST

The Arch Confraternity of the Holy Family of St. Joseph's Church for single women will receive Holy Communion in a body at the 1.30 Mass, Sunday morning, October 2...

Platte from Rome Visits Rochester Kin

The Rt. Rev. Msgr. Charles J. Fitzgerald, spiritual director of the North American College in Rome, left Sunday for New York after a visit here with his aunt and uncle, Miss E. A. Fitzgerald...

Duties Returned To Nuns in Spain

BURGOS-The Nationalist Government has turned over to religious communities of women the management and services in prisons for women...

Nazareth Lectures List Author of 'Masterful Monk'

A program of public lectures at Nazareth College announced today by Sister Theresa Marie, Dean of the college, lists Owen Francis Dudley, author of the Masterful Monk and other well-known novels...

Other lecturers to be heard in October are the Rev. J. Kelly of Catholic Writers Guild, who will speak on Hayes-Kilmer and DeWitt Marquette...

DE Luxe Shoe Repair

DE Luxe Shoe Repair THE FACTORY WAY 371-78 MERRICK ST. OWNED AND OPERATED BY MARY COLLINA

Mr. (and) Mrs. Public Here Are the Facts

We have just been awarded the Blue Ribbon for superior workmanship by the National Shoe Repair Service...

For Efficient Household Management PAY BY CHECK!

A checking account simplifies the payment of bills and puts expenses on a systematic basis...

GENESEE VALLEY TRUST CO.

THE BANK OF PERSONAL SERVICE Exchange And Trust 6 Times Square

FALL AND WINTER BRIDES

There must be a photograph to keep the memory of the day for all time...

TASKETT STUDIO

Complete in folders selling regularly at \$12.00 now with this ad...

McFARLIN'S 195 MAIN STREET EAST. A Special Message To The Clergy. We carry a very fine line of Clergymen's BLACK RAINCOATS...

Columbus Civic Centre 'The Centre of Rochester'. Come and get it! In the BEST OF TASTE. CONGENIAL surroundings, pleasant attendant, good, wholesome, tasty food...

McFARLIN'S 195 MAIN STREET EAST. A Special Message To The Clergy. We carry a very fine line of Clergymen's BLACK RAINCOATS...

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Do You Need Money? We can lend you up to \$100. Take a year or more to pay it back...

WANTED Old newspapers and magazines to help THE CATHOLIC FOREIGN MISSIONS. Call Glenwood 75, or notify any student of Aquinas Institute.

BETTER GLASSES. It's easier to buy BETTER GLASSES on Our Convenient BUDGET PAYMENT PLAN.

SUMMIT OPTICAL CO. 251 MAIN STREET EAST. Optician J. J. DONOGHUE. Optometrist M. C. VIT.

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