

BUSINESS REVIEW

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WHAM

FRIDAY, OCTOBER 28
7:00 P. M.—The General Mills Hour
With four of your favorite shows blended into an hour's dramatic entertainment.
8:45 P. M.—Your Family and Mine
Get in now on the new Seal-test Contest. Listen and see if YOU can guess who killed Steve Treadway.
9:15 P. M.—Chevrolet Musical Moments
7:00 P. M.—Charles Stevenson's Orchestra
7:45 P. M.—Tomorrow's Headlines
With Fritz Brownell of the Times-Union as commentator.
9:00 P. M.—Ornamental Case Histories
9:30 P. M.—Governor Herbert H. Lehman
9:30 P. M.—The March of Time
11:15 P. M.—Society Palmer and His Orchestra

SATURDAY, OCTOBER 29
12:05 P. M.—Your Easy Reporter
With closing stock trends
1:30 P. M.—"Famous Homes"
A program sponsored by the Jannett Newspapers.
4:30 P. M.—Harry McTigue—Sports
On Saturday evenings, Harry has the very latest in football returns.
7:00 P. M.—Avalon Time
7:30 P. M.—Hank and Herb
8:00 P. M.—National Barn Dance
10:00 P. M.—The NBC Symphony Orchestra, Directed by Arturo Toscanini
Watch the daily papers, the WHAM column, for program to be played by the orchestra.

SUNDAY, OCTOBER 30
11:15 P. M.—Catholic Hour
11:30 P. M.—Radio City Music Hall
1:30 P. M.—Rochester Community Choir
4:00 P. M.—Mingio Key of RCA
4:30 P. M.—Dora Hoxos, o
5:00 P. M.—McTropellian Auditions
7:00 P. M.—Jack Benny
7:30 P. M.—Seth Parker
8:00 P. M.—Charlie McCarthy
9:00 P. M.—Hollywood Playhouse
9:30 P. M.—Walter Winchell
9:45 P. M.—Irene Rich
10:30 P. M.—Theater
11:00 P. M.—Your Easy Reporter

MONDAY, OCTOBER 31
11:30 P. M.—The National Farm and Home Hour
Listen especially for the "Farm News" program of the last quarter of an hour which is designed especially to aid the farmers in this section of the country.
9:00 P. M.—The Rochester (Live) Orchestra
9:30 P. M.—Al Sigl
9:45 P. M.—Harry McTigue—Sports
At this new time for this Monday and next only in order to bring a special broadcast from NBC at 9:30
10:00 P. M.—Thomas E. Dewey
10:30 P. M.—Allan Jimmy Valentine
10:30 P. M.—Carson Robinson's Buckaroo
10:30 P. M.—"Those We Love"
10:30 P. M.—Governor Herbert H. Lehman

TUESDAY, NOVEMBER 1
7:00 P. M.—Helen and Bob
Listen to Helen Anker and Bob Hemings at the Hammond Electric Organ and piano in one of the most entertaining musical programs on the air over WHAM.
8:15 P. M.—The United States Army Band
7:30 P. M.—The German Hour
8:15 P. M.—The Royal Magic Hour
A Grand Show—on a par with the best.
8:30 P. M.—Information Please
The sensation of the nation and of the most entertaining musical program on the air over WHAM.
9:30 P. M.—Fibber McGee and Molly
10:30 P. M.—Bob Hope's Variety Show
11:15 P. M.—Pats Waller and His Orchestra

WEDNESDAY, OCTOBER 2
6:45 P. M.—Lowell Thomas
One of America's most colorful commentators.
7:00 P. M.—Easy Aces, followed directly by Mc. Keen, Tracer of Lost Persons
Here is a full half hour of balanced entertainment for your after dinner relaxation.
7:45 P. M.—Charles Stevenson's Orchestra
8:30 P. M.—One Man's Family
8:30 P. M.—Hobby Lobby
"Ladies and Gentlemen, IT'S YOUR YOUTH"
9:30 P. M.—Governor Herbert H. Lehman
10:30 P. M.—Arranstrong-Garcia Fight
Adam Hats is sponsoring a grand new series of fight broadcasts

THURSDAY, NOVEMBER 3
8:30 P. M.—Grand Slam Revue
8:30 P. M.—Your Easy Reporter
7:00 P. M.—N. Y. S. Troopers
8:30 P. M.—The Rochester Philharmonic Orchestra
Broadcasting the finest of Rochester's Music to the nation through the Blue Network of the National Broadcasting Co.
9:30 P. M.—Good News of 1938
An outstanding program.
10:30 P. M.—Bing Crosby and the Kraft Music Hall

Society for Propagation of the Faith

The REV. JOHN S. RANDALL, Director
Chestnut St. Home—Foreign Stone
50 Catholic Missions 4013

MISSION MENTION "That absolutely required for the validity of the Sacrifice is used if these drastic measures had to be taken with regard to the Blessed Sacrament and the Supreme Sacrifice, what must the Missionaries endure?"
In order not to use the mission funds to pay my trip to Africa, I am trying to beg my passage, and I thought that if you had any stringless gifts, you may like to help me I would deeply appreciate anything you could send me, and I know Our Lady of Africa would reward you in her own magnanimous way for the help you would be giving her own missions."
Sister Marie Edith,
White Sisters.

Did You Remember?
Another Mission Sunday has come and gone. Your Diocesan Office went to great lengths to bring your attention to the needs of our missions. We conducted Mission Vespers throughout the Diocesan of the Diocese we invited the National Director of the Society for the Propagation of the Faith to conclude this service at the Pro-Cathedral last Sunday, we made generous use of the radio, the Catholic and daily press to drive home our story. We addressed thousands of pieces of mail to various parts of the diocese and at the Bishop's direction, we prepared and distributed his mission letter to every Catholic of the Diocese.
Now we try to do this. These are rather trying days as we watch with keen anticipation each incoming mail bearing Mission Sunday returns from various parishes. Whether we are going to be happy or sad at these returns, remains to be seen. Has all our work been to no avail? That is the burning question.

Suspecting that some have not realized their obligation in the matter, we will presume on your disposition to cite one or two additional reasons which may have been overlooked.
Was the matter of Masses offered by the membership in the Society for the Propagation of the Faith brought to your attention? We can absolutely guarantee that 15,000 Masses are celebrated annually for the living and deceased members. This is no idle promise. We make the clearest without fear of dispute. Furthermore, in this same regard, it is made clear that you might designate a deceased person as the beneficiary of your membership. That obtains for their souls the same number of Masses. Following the liturgy of the Church for November we can but be mindful of those who have passed into the "other life." Perhaps if you are not already minded, you would like to give your membership to a departed relative or friend. And what must be a way of remembering them is there?

Archbishop Constantine Secretary of the Society for the Propagation of the Faith said in a recent address to the Propaganda of China, India and Africa: "God's hour is drawing nigh. Was it that you doubted that progress was being made in mission territories, that you doubted your part to contribute? If so, just consider the following figures: Catholics in China now number 3,019,423, an increase of very near a million in ten years. The total Catholic population in India has jumped to 4,345,177. And in Africa, most remarkable headway has been made. Once called the "Dark Continent," nearly seven million Blacks of Africa have accepted the Faith with nearly 2,000,000 preparing for Baptism.
This unbelievable progress has increased mission needs proportionally. Additional priests, Sisters and catechists must be provided and laborers must be recruited. But because of their subject poverty support must come from other lands. You, then, the back of the line (Catholics supply the necessary funds.
To you a thorough remembrance of your departed, or the increased mission needs demanded by the great influx of new Christians, it still is not too late to enroll in the Society for the Propagation of the Faith. Simply send your membership fee to the Diocesan Office in Rochester. An ordinary membership granting all privileges is only \$10. A Special or Permanent Membership is \$25.00 and the Perpetual Membership is \$40.00.

Help! Help!
The most urgently appealing letter received in many months came to my desk the other day. The author, Sister Marie Edith, a White Sister, has been recalled to Africa. She returns to a district in the northern part of the country to labor among the Mohammedans. Passage to Africa is expensive—moreover, it is a longer swim and a dangerous walk. Sister does not feel that she can draw on the mission treasury to finance here trip. Knowing the needs of our missions she hesitates to take anything from them. Wherefore she turns to her friends, seeking help little or big, no matter.
"Dear Father, I am called back to Africa: it is needed, so I am very happy, despite or rather because of the hardships that the missionaries are going through at present to return. Formerly, most of our help came from France and Germany; but at present, with France continually going down, the French people have nothing to give; while the German Dictator will not allow money to leave the Country for the missions. The result is deplorable.
In the Tanganyika Vicariate, where I was, the poverty is so extreme that the Bishop had to dispense with keeping the Sanctuary Lamp burning, and only one candle is used by Mass. Moreover, the wine is measured—just what is ab-

Faith Stories For Little Ones
The prophet Eliseus, who is heralded along with the garment the miraculous powers of his great master Elias, was no less remarkable for his holy life than for his wonderful miracles. At his death he was buried, according to the custom of the Jews, in a tomb or small cavern, hallowed out of rock the door of which was closed, "no doubt" with a large flag or stone as we read in the history of our country. Shortly afterwards the Moabites, a neighboring nation who were often at war with the Jews made an incursion into the land of Israel.
It happened that a party of Israelites, going on their way, came to the tomb of Eliseus. Seeing the Moabites' approach they hastily uncovered the sepulchre of the prophet, and cast in the body. No sooner had the corpse touched the bones of Eliseus, than the soil returned to it, and the man stood upon his feet alive and well 14 Kings xiii.
"And behold a woman," says the Evangelist, "who was troubled with an issue of blood" twelve years, came behind and touched the hem of his garment. For she said within herself, IF I SHALL TOUCH ONLY HIS GARMENT I SHALL BE HEALED. But Jesus, turning and seeing her, said, BE OF GOOD HEART, DAUGHTER, THY FAITH HATH MADE THEE WHOLE. And the woman was made whole from that hour" Matt. ix: 20-22.
"And God," says St. Luke, "wrought by the hand of Paul more than common miracles, so even there were brought from his body to the sick handkerchiefs and aprons, and the diseases departed from them." (Acts xix: 11, 12).

Miss Reed Speaks At Holy Family
The Holy Name Society of Holy Family Church will meet on Wednesday evening, November 2. Guest speaker for the evening will be Miss May Reed, well-known mountologist, who has had wide experience in this field.
Having spoken before various social organizations, her expressions have found great favor. Taking her cue from the supervision of John Bosk, Charles Schupe, and George Paul, Keen competition is expected at the one night pinocle tournament that will be conducted with Andrew Wuest as chairman and George Springer, Gerald Lenhard and Andrew Wuest Jr. assisting.
One of the largest meetings of the society is expected. The society now records one hundred seventy paid-up members for the year.

IN ONE EAR

By BILL ROGERS

More Highlights
Last week, in our quest to inform, we became a little too profuse in our high praise of the outstanding programs carried by WHAM. As a result of this exuberance, we were unable to include the highlights for Wednesday and Thursday in the column. Last week's readers think that WHAM completely ignores the middle of the week, we bring you now the missing link!

Wednesday—
"One Man's Family"
Of many fine Wednesday programs one stands out a little above the others. That is "One Man's Family," a drama sponsored by Tenderloin. The story is that of an average, although interesting, and a very American family. Taken from a book written and adapted for radio by Carlton E. Morse, called "One Man's Family," this intensely human drama contains none of the things objectionable in so many cinema productions of the day. There is no high pressure build up, there is no sensational denouement, there is not a single incident portrayed that would not be likely to happen to any man and his family. "One Man's Family" comes to Rochester listeners over WHAM at 8:30 P. M. through the Red Network of the National Broadcasting Company.

Thursday—
"Good News of 1938"
If money spent were always an accurate gauge of the popularity of the programs we mention here, it would only be necessary to say that "Good News" has some of the most stupendous success in America. Its expansive talent in advertising is well known. Although money spent is often spent in vain in this case, every penny of the thousands of dollars on the line for each program, counts for another laugh, another thrill. A veritable galaxy of Hollywood stars, including Robert Young, Frank Morgan, and Fannie Brice, are "regulars" on the program. And each week, another great artist returns from Hollywood to appear upon NBC's studios for the Maxwell House Program. The entertainment is truly lavish and incomparably brilliant. "Good News of 1938" is the classic of the air, 8:30 P. M. Thursdays, originating in the studios of the National Broadcasting Company.

Back to Earth
Now after using all the colorful, stupendous, magnificent, grand, excited and money adjectives we can think of, we get back to earth back to the short pithy Anglo-Saxon words where we can chat comfortably.
What's This?
In a land of ballyhoo and trumped-up publicity, one of the greatest show places of the nation opened without demonstration of the council columns of type, it was the National Broadcasting Company's new Hollywood plant the latest link in a coast-to-coast chain of big NBC studios. We raise our eyebrows and inquire rather disrespectfully "What this?" and wonder if there isn't a catch in it somewhere. Perhaps the boys out there know what they're doing. Perhaps they missed the boat. But we like the idea.

Football, Football, Football
The national spotlight is focused right now on a great American game built around an attempt to transport a spheroid filled with soft, white, luscious fat, in which endeavor the transport and his confere's are met with unreasonable resistance—Football, in other words. "All Americans" are beginning to stand out, and the public is eating it up. Harry McTigue, of his rightly sports cast at 6:30, dishes it out by huge platefuls, especially on Thursday, Friday and Saturday nights. On the Saturday cast, announcer working with Harry is still bringing in final scores when program ends.

Avalon Time
A melodious name and a melodious program. On WHAM from the Red Network at 7:00 P. M. Saturdays (Hank and Herb has been moved to 7:30 Saturdays), it has proved itself a fast stepping program with lots of rhythm. Sells Avalon Cigarettes.
Vote "YES" ON AMENDMENT NO. 1
Daylight Saving Campaign Begun
Bright yellow stickers bearing the reminder to "Vote On Daylight Saving 150 Extra Daylight Hours" are beginning to appear in the windows of cars, stores and homes in the Rochester area. In cooperation with the Rochester Daylight Saving Association more than 1500 auto dealers, drug stores, garages and gasoline stations are cooperating with the Rochester Daylight Saving Association in distributing this material.
The judges of the daylight slogan contest which closed last Saturday and of the school-pupil essay contest which closed this Tuesday have received the entries of hundreds of contestants who are seeking one of the cash prizes being offered. The first prize is \$25 and there are a dozen others in each competition. The judging committee were to meet early this week to select the winners. The entries will make public announcement of the awards.
Vote "YES" ON AMENDMENT NO. 1
"Instead of fasting to cleanse nations should fear the certain outcome of failure to disarm."

READ THE
CATHOLIC COURIER
for
Authentic Catholic News

LOWE BROTHERS
NEPTUNITE FLOOR VARNISH
will give your floors a hard, durable surface which will resist scuffing, staining, and discoloration. It is easy to apply and dries quickly. It is available in light or dark colors, and it will not darken or discolor them. (Lightest of colors.)
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WINDOW SHADES
and
VENETIAN BLINDS
Will to Order
ALSO
REPAIRS AND ADJUSTMENTS
VAN HOESEN'S
41 ST. PAUL STREET CORNER 5th and 6th

NO-MR. MALETTE ISN'T IN
DO YOU KNOW WHERE I CAN REACH HIM? I WANT HIM TO DRAW UP SOME LAYOUTS FOR AN ADVERTISING CAMPAIGN

HE LEFT EARLY—I'M SORRY, BUT HE HASN'T A TELEPHONE AT HOME

MR. SMITH CALLED LAST NIGHT—HE SAID SOME WORK BUT HE COULDN'T GET IN TOUCH WITH YOU
THAT'S THE TRICK, THE IT'S HAPPENING—I'VE LOST MORE MONEY THAN A TELEPHONE WOULD GET FOR TWO YEARS!

TOO BAD—IT'S A RUSH JOB, I'LL HAVE TO GET SOMEBODY ELSE

WHEN YOU CAN'T BE REACHED AT HOME, BUSINESS AS WELL AS SOCIAL CONTACTS SUFFER. OFTEN THE MONEY FROM EXTRA WORK BROUGHT YOU BY THE TELEPHONE WILL PAY FOR MORE THAN A YEAR OF USE. TAKE ADVANTAGE OF THE OPPORTUNITIES OFFERED BY THOSE WITHOUT A TELEPHONE—HAVE YOURS INSTALLED NOW.

HOME ACCIDENTS NEED QUICK ATTENTION. TELEPHONE FOR THE DOCTOR!

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