

**CABINET HARDWARE**  
**PAINTS — MILLWORK**  
**PORCH ENCLOSURES**  
**WEISSEND BROS.**  
 (Opp. Hickey Freeman Co.)  
 1116 N. CLINTON AVE.  
 MAIN 2708

Follow the Crowds to  
**MAMMOTH FOOD MARKET**  
 Rochester's Largest SELF-SERVE Super Market  
 Open Evenings 7:15-9  
 634 South Avenue  
 Near St. Boniface Church

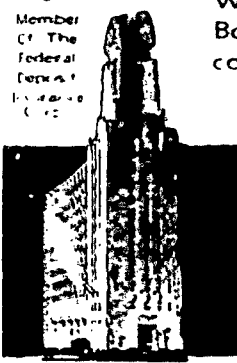
Now Many Wear  
**False Teeth**  
 With More Comfort

FASTIEETH, a pleasant alkaline iron-acid powder, holds false teeth more firmly. To eat and talk in more comfort, just sprinkle a little FASTIEETH on your plates. No funny, gooey, putty taste or feeling. Checks "white color" (denture breath). Get FASTIEETH at any drug store.



**THERE IS NO SUBSTITUTE FOR A Safe Deposit Box**

You are never certain of safety when you hide your valuables at home. Why take a chance when Safe Deposit Box rentals in the vaults of this bank cost as little as \$3.00 annually.



**GENESSEE VALLEY TRUST CO.**  
 Exchange and Broad (Times Square)

**SMART WINTER STYLES**

For the entire family will be found at your nearest Brownbilt Shoe Store. Cold weather is coming and with it days of rain and snow. May we suggest that you let us fit you with your rubber footwear now. Our heel heights and sizes are complete.



**SMARTEST STYLES THAT REALLY FIT**

Comfort and grace are expressed in the side buckle of black or brown alligator.

**\$3.65**

**ABSOLUTELY FREE** — A handy pocket flash-o-lite with a purchase of these Boy's shoes.



Brownbilt Norwood Jr. Thrifty shoes. Sizes 2 to 6. Constructed with Elk or Scotch grain uppers, durable oak soles. The best shoe value for boys anywhere.

**\$2.98**



Added quality in every pair of men's Brownbills.

Genuine calf skin medium round toe makes it a perfect shoe for all occasions. Real value at

**\$4.00**

STORES OPEN UNTIL 8:30 EVENINGS—WE FIT BY X-RAY

**G. BARETS & SON**  
 224 JOSEPH AVENUE  
 Near Av. D—Open Evenings  
**BROWNBLIT SHOE STORE**  
 900 W. MAIN STREET  
 Opp. St. Mary's Hospital

**CULVER BROWNBLIT STORE**  
 1394 CULVER ROAD  
 Near Bay St.  
**SCHMANKE'S**  
 Brownbilt Shoe Store  
 1480 DEWEY AVENUE

**Nazareth College Gleanings**

**MESS HADLOW**  
 Declaring the founding of Oxford University as 1164, Miss Grace Hadlow described in full the progress of this institution in her address at Nazareth College last Tuesday afternoon.

A principal of the College of Home-Students at Oxford, the speaker traced the history of this university from the time when a Welsh scholar gave lectures to students in the town.

In reviewing the hardships and lack of discipline in medieval times, the speaker told of many odd incidents which have been preserved through the ages, even to modern times.

She also cited the extreme rivalry among the colleges as to which is the oldest and the fact of uncertainty which keeps this rivalry alive.

"It took the University 750 years to decide to admit women and 300 more to act on the decision," Miss Hadlow asserted. In regard to the status of women in education, there is some similarity between European and American schools.

In conclusion, the speaker noted that no matter what the college is, what nations or creed predominates, the students are linked together by a common bond—knowledge.

**ROUND TABLE**

Elizabeth Doran, a senior at Nazareth College, and Jean A. Allen, a member of the Sophomore Class, will represent the College Debate Club at a round-table discussion at Colgate University Wednesday afternoon.

Dr. Phillips of the Colgate Economics Department will open the meeting with a short discussion of the proposition to be considered: Resolved: That the United States should cease to use public funds for the purpose of stimulating business. Miss Doran will give a paper entitled, "A Revised System of Taxation for Depressions."

**ANNUAL TEA**  
 Tau Delta Sorority will hold its annual rush tea at Oak Hill Country Club on Sunday, November 20. The general chairman of the tea is Virginia Malley, Assistant in the preparations are Lois Meiser, Arrangements, Jean McNeil, Entertainment, Margaret Egan, Reception. Helen Connelly, Publicity.

**PLAY NOV. 2**  
 The date of "The Cradle Song" play which is being presented by the Nazareth College Dramatic Club, has been definitely set for November 29 at Nazareth Academy auditorium.

**THANKSGIVING HOP**  
 Tau Delta Sorority is planning to hold its annual formal Thanksgiving dance Thanksgiving night.

**Musical in Honor Of St. Cecilia to Be Given Nov. 21**

The annual Musical in honor of Saint Cecilia patron saint of music will be given by members of the senior class of Nazareth Conservatory of Music in the Nazareth Academy Auditorium on Monday evening, November 21, at 8:15. Friends and students of the Conservatory are invited to attend.

- Choral — Schumann  
 Nazareth Academy Orchestra — Beethoven  
 Novelle — Schumann  
 Mary Esther Danby  
 Merseito — Schubert  
 Helen Macchia  
 To a Wild Rose — MacDowell  
 Mary Russell  
 Valse — Spindler  
 Frances O'Brien  
 Swing Song — Barnes  
 Violin—Doris Dierdorf  
 Three Little Waltzes — Schubert  
 Marie Hasenauer  
 Jassamine — Vandercok  
 Trumpet—Jean Pendergast  
 Piano—Roberta Miller  
 Hungarian — MacDowell  
 Marcello Casfeld  
 Idillo — Lark  
 Stephanie-Jean Houghton  
 Piano—Marcella Casfeld  
 Scotch Poem — MacDowell  
 Canto Amoroso — Elman  
 Violin—Betty Keegan  
 Piano—Margaret Meier  
 Berceuse (Jocelyn) — Godard  
 Violin—Elizabeth Rigney  
 Piano—Anne Wilson  
 Valse Arabesque — Lark  
 Anna Wilson  
 The Angelus — Renie  
 Harp—June Dispensa  
 Mazurka — Myzarski  
 and Violin — Vioy  
 Piano—Dorothy Kurtz  
 Malaguena — Lacuona  
 Ellen Hanley  
 Ave Maria — Bach-Gounod  
 Viola—Corrine Freer  
 Polka — Anne Wilson  
 Trumpet—Clara Shaughnessy  
 Piano—Roberta Miller  
 Andantino — Lemare  
 Violin—Stephens Rigney, Jane Hilder, Corinne Freer  
 Piano—Berenice Norman

**U. S. Suggested As Center For Godless**

**MOSCOW.**—The suggestion that the center of the international godless movement be set up in the United States is made in the Soviet Godless publication, *Bezbozhnik* and *Antireligion*. A similar suggestion was made some time ago.

Both papers attack the Catholic and Jewish clergy of the United States and state that there is a union between them to fight atheism.

There is a booming that returns to the thrower's hand—O'Malley, gaged in exploiting the sub-soil

**Holy Childhood Association**

Rev. John S. Randall  
 DIRECTOR

The feast of St. Francis Xavier is about to dawn. You will perhaps remember that Our Bishop decided last year to observe this day as an important mission feast in our grammar schools. As a reward to the school which did the most work in the previous year, he promised to go and offer the Holy Sacrifice of the Mass. Last year Holy Family, Rochester, won the coveted award.

Who is the victor this time? Is it our school? I can hear you all saying, "As you can't answer that question, we are now trying to pick the most deserving school. We are considering the number of pupils enrolled, the amount of work accomplished, the number of circumcisions of the children themselves. We are making every effort to be as fair as possible. Perhaps in the next few days we can announce the winner."

I'm gradually making my way around all the schools. I'll do my very best to be with you as soon as possible. Always it is my interest and the Holy Sacrament that I wish to help the missions. Until I am able to reach your school, keep busy and do all you can to aid this great work.

**Weekly Report**  
 The parade this morning is a long one. Boy, it stretches back there a long ways and it is going to take some time for it to pass.

There are a great many for first place. Two or three schools were running neck and neck and it was just a toss up which one would come under the wire first. Then, lo and behold, a dark horse came out of the woodwork and stretched to beat the others by at least two lengths. Could you guess who it might be? It would tax your guessing powers. I'll simply tell you that it is the Holy Childhood Association of St. Andrew's, Rochester. This time they are adopting five babies. Five, get it? Boy, are they going to town down there. They even make us hop to keep the score.

The Sixth Grade, St. John's, ran a Chinese girl named her "Charles Louise Burns," the boys of the Fourth Grade called for an Indian baby named Francis Joseph Goddard. And "wee tot" who "wee tot" of the First Grade, South, ransomed two babies, a Chinese and a Negro. They don't fool with their work. They have decided to christen a little Chinese baby, Mary Teresa and Roy John Curnick.

That's four. The fifth comes from the Sixth Grade, North and threatening to suit the enviable record made by their predecessor. They write to say "This is our offering for Baby No. 4. We would like an American Indian named Georgia Ruth. We need to be the first to ransom a female baby but the first grade beat us, but only by a few minutes." Nice going boys and girls. We had no idea that the contest was so hot at St. Andrew's. We'll watch the result with a great deal of interest. Keep fighting.

The second spot was topped by a school which is bubbling over with the mission spirit and ready at all times to do their best. Right now these boys and girls of St. Patrick's, Seneca Falls, are very proud of their adoptions.

The Eighth Grade of St. Patrick's is ransoming two pagan babies. We would like one to be a Chinese girl and the other a Chinese boy. Will you please name the girl Agnes Clare and the boy Patrick Joseph Palumbo, St. Patrick's, Seneca Falls.

Enclosed is an offering from the Seventh Grade girls. We want an Indian girl named Victoria in honor of Our Lady of Victory, Rita Caloro, St. Patrick's, Seneca Falls.

"We are proud to announce the fact that we have ransomed a second baby. We would prefer an Indian baby. Only this time we would like a boy whose name is to be John." Eighth Grade, St. John the Evangelist.

Third place, too, was hotly contested. Two schools, Holy Family, Auburn, and St. Margaret Mary, Rochester, finished with two adoptions each.

"We are glad to have the money for a baby to send to you. We would like a Chinese baby and we want it named Mary Ann. We are starting to bring pennies for another baby now."—Anna Gersmeyer, 3rd Grade, Holy Family, Auburn.

"We have collected five dollars and we wish to adopt a Chinese baby. We have decided to name the baby Mary Theresa, in honor of the Blessed Mother and St. Theresa."—Fourth Grade, Holy Family, Auburn.

Their rivals this week, those hearty misnomers from St. Margaret Mary's, tell us that the Third Grade has decided upon a

**AL SMITH JOINS PROTEST AGAINST NAZI TERRORISM**

**NEW YORK.** Joining with other prominent persons here in a program over Station WJCA and the International League for Human Rights, former Governor Alfred E. Smith protested last Friday night against the pogrom in Germany.

Mr. Smith appealed to world opinion to halt the savagery of anti-Semitism, which he declared, is spreading the bloody pogrom. He said he had given the best years of a life's standing for things which "the Nazis are destroying liberal civilization, the freedom of speech, freedom of religion, and racial tolerance." He added that events in Germany are not merely a Jewish question, but merely a Catholic question, but the question of civilization itself.

There of course we couldn't leave you without a bitter dose of real almost little mission. You have a letter which I'm sure you would like to read.

The Seventh and Eighth Grades are set up for the year in the Holy Childhood After Sister Honora. A read of all the schools ransoming pagan babies, we decided to do likewise. We hope we get one soon.—Stephen John Malter, Sacred Heart, Terkinville.

They root, they rally, they example and hustle along your dues.

**Archbishop Is Named To Bombay U. Senate**

**BOMBAY.** The Governor of Bombay has nominated the Most Rev. Thomas D. Roberts, Archbishop of Bombay, to be a member of the University's Senate. The Governor is Chancellor.

The Evening News, hailing the appointment, reflects the general satisfaction with which the Governor's act has been received. The paper declares the Archbishop's association with the university will be an asset to the institution and that the academic life of Bombay will be the better as a result of the Archbishop's influence in his new position.

**Home Honors Founder, Mother Cabrini**

**NEW ORLEANS.**—The Beatification Sunday of Mother Francis Xavier Cabrini was observed at Sacred Heart Orphanage here, which she founded in 1882.

The first house she founded in New Orleans, in 1882, is now known as the Mother Cabrini Day Nursery.

He who keeps steadily on without pausing will reach the end of his path and the summit of perfection.

**SPAIN Today and Tomorrow**

(Continued from Page 6)

ing language from Point Nine of the Falange-Traditionalist program—that of the Nationalist Government.

"We shall organize Spanish society in a corporate manner by means of a system of vertical syndicates with branches of production in the service of the national economic integrity."

From the operation of the Wheat Syndicate, which is one of the most successful in Nationalist Spain, it was clear to these correspondents that vertical and not horizontal organization of society is the goal of Generalissimo Franco's New Spain. Everywhere it is apparent that industrial nationalization was the objective. The Spanish syndicates, however, embrace the industrialists as well as the workers.

**Mine Industry Set-up.**  
 The mining industry, for example, in which a good start toward national syndicalism in Nationalist Spain has been effected, calls for a board of directors in the "vertical" corporation. This board of consensors represents all groups engaged in exploiting the sub-soil

**MASSES**

**SACRED HEART PRO-CATHEDRAL**  
 Flower City Park, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15. First Friday, 8:15 and 10:15.

**BLESSED SACRAMENT**  
 Oxford St. East, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15.

**CORPUS CHRISTI**  
 Main St. East, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15. Daily, 8:30, 10:15 and 8:30.

**OLD ST. MARY'S**  
 South St. East, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15.

**HOLY ROBERT**  
 Lexington Ave. West, Charles F. Shea, Mass., Sunday, 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15.

**ST. MARGARET MARY'S**  
 Rogers Park, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15. Daily, 8:30, 10:15 and 8:30.

**IMMACULATE CONCEPTION**  
 Plymouth Ave. So. St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15. Daily, 8:30, 10:15 and 8:30.

**ST. BONIFACE**  
 Gregory St. East, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15. Daily, 8:30, 10:15 and 8:30.

**OUR LADY OF IMPERIAL HELP**  
 Joseph Ave. East, St. Rose, Mass., 8:15, 10 and 11:15. Holy Mass, 8:15, 10 and 11:15. Daily, 8:30, 10:15 and 8:30.

**QUEEN AT MASS**  
 London—When Queen Joanna of Bulgaria was in the North of Scotland with King Boris, as the guest of the King and Queen at Balmoral, she attended Sunday Mass in the little church of St. Andrew at Broomar. The Queen was accompanied by a lady-in-waiting. Very few people recognized her.

**Culture on the Payroll**

CONTRARY to the impression among many who believe that this world is absolutely dependent upon economic prosperity, it was no accident that the Periclean Age came at a time when ancient Greece was very prosperous and had established a thousand trading posts in all parts of the civilized world. When her commercial prosperity died out, the culture of Greece was at an end too.

The great Augustan period of Roman literature flourished when the Roman Empire enjoyed its peak of commercial prosperity and collapsed when the economic system collapsed. The same was true with the Italian Renaissance, that golden period of art and culture. When material riches of business failed to sustain it, the creative period of culture was at an end. After all, artists must eat and must have leisure time to do their work.

At every age in history it was the material wealth of industry that stimulated and supported cultural pursuits. As a result, culture today is most widespread in those lands where industry is most productive. America has been fortunate in this respect, due to our highly efficient business system with its mass production and modern advertising.

In the United States we have had 150 years of unparalleled productivity. With only 7 per cent of the world's population living here, we have produced one-half of all the wealth on this globe. That is why, in these same 150 years, we have been able to build more schools and colleges than all the rest of the world combined. Culture in America is a thing for the masses. Over 30,000,000 students are registered in our educational institutions.

Among the greatest media for disseminating culture in this country so

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

Copyright 1938.



**TASTE** tells the goodness of **STANDARD SPARKLING ALE** ... made to order by **STANDARD**, one of the few breweries in the country, making ale exclusively. Say "STANDARD"—drink some, then listen ... you'll hear your lips smack! Order Standard today!

**STANDARD BREWING COMPANY, Inc., ROCHESTER, N. Y.**

**Taste tells—Taste sells—STANDARD ALE**

**IN CANS**  
 Standard Sparkling Ale and Old Or Best Ale

**IN BOTTLES**  
 Standard Sparkling Ale, Standard Beer, Standard Lager Beer, Standard Pilsener Beer, Standard Stout, Standard Ale, Old Or Best Ale, Pilsener Beer, Standard Beer and Standard Lager Beer.

(Copyright, 1938, N. C. W. Co.)