



FASHION Says— If you want the smartest costume for Spring

FUR BOLERO OR JACKET

or a pair of magnificent SILVER FOXES or add a luxurious scarf of Kolinsky—Sables— Baum or Stone Marten



Furs that represent the ultimate in beauty... superb quality that "will make" your spring suit or coat or frock! Choose from a really fine collection! Exceptional values!

WM. V. GRAESER CO.

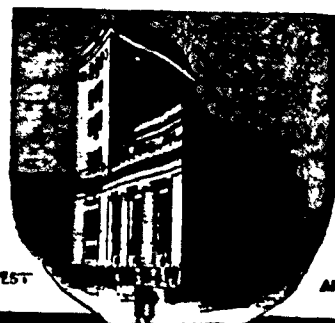
Rochester's Largest Exclusive Manufacturing Furrier 38-40-42 Clinton Ave. North

TRUST SERVICES

YOU VALUE YOUR LIFE INSURANCE

so highly that you do not want to overlook a single safeguard for the money it will produce.

Ask us to explain the special advantages of trusting your policies with ROCHESTER TRUST.



ROCHESTER TRUST COMPANY

Table listing various home products and their prices, including cleaning supplies, hardware, and paint.

Oranges Without Christmas

Do you remember when oranges were scarcely ever seen except in Christmas stockings? They were expensive too. It was a great thing for us when the orange was promoted to a regular place on our year-round breakfast table.

What brought about this change? It was accomplished entirely by advertising. Farmers who raised oranges wanted to sell more of them and they advertised the benefits of drinking orange juice.

Spinach, long known as a valuable food, has been the beneficiary of a young man's existence. To make children eat it was his selling technique. Along came Popeye the Sailor. Backed by an advertising operation, he actually converted children into enthusiastic spinach-eaters.

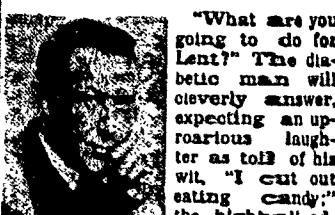
Oranges, tomato juice, spinach, and salad. These are only a few of the better foods popularized by advertising. There are many more, and the American table is now the best in the world. The good work continues. Advertising pays more health in our food and more zest in our meals.

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I Believe I Battle

PENITENTIAL WISCRACKERS

By Mgr. P. M. H. Wynhoven, Editor-in-Chief, Catholic Action of the South



"What are you going to do for Lent?" The diabolical will overtly suggest expecting an uproarious laughter as toll of his wit. "I cut out eating candy," the highball addict promises not to drink between drinks; the fat lady, jiggling under the lead of diet problems, valiantly makes up her harassed mind not to touch white bread and Irish potatoes.

To the half-way serious Catholic, this sort of comment and this frivolous attitude concerning keeping Lent are irritating and galling. God in His goodness has arranged the penitential season as a great gift and good deed for every one of us. If we are at all sincere with ourselves and with God, we should earnestly seek to profit by the considerations solicited. "In the consideration of salvation have I helped the nation... now is the day of salvation... now is the acceptable time."

Lent is also a splendid time to begin correcting in ourselves an attitude of indifference. We can cultivate more fervor in prayer, more thoughtfulness in study, more sanguine relation between God and soul. Every one of us can come closer to God, and in various ways show more interest in our holy religion. We can make a greater effort to be more regular in our daily devotions, to attend weekday church services and morning Mass.

And here is a suggestion usually not given but highly pertinent: most of us have never formed a habit of reading our Catholic weekly "religiously." We may glance through the news items, but the articles and editorials that are calculated to meet the needs and purposes of the paper namely, building up and strengthening of our faith, is a rule, we find too long, therefore, we conveniently skip them.

Bishop Boyle says: "The plain duty of a Catholic people is to support its press, as it supports every other agency of the Faith. The Catholic household that has no paper coming across its threshold each week of each month is on its way to a deserted, if not a lost, Faith." Not reading your Catholic paper is just as bad as not receiving one; in either case, Catholic literature does you no good.

A live and vital faith can be no more effectively vivified than by good reading regularity practiced. It is the intellectual nourishment that your soul needs for normal functioning, just as much as your body requires daily food for its health and sustenance. Therefore, start the habit of faithfully reading and thus instructing yourself during Lent. You will thereby become more acceptable in the eyes of your Creator. To study all good reading means to become better acquainted with, and more appreciative of, God.

Old-Age Insurance Total Payments Near \$170,000

Lump-sum settlements under the Federal Old-Age Insurance program in New York State were estimated for payment to 2,065 claimants and totaled \$168,023.88, it was announced today by Mr. Walter Krusell, Manager of the Rochester Field Office, on the basis of reports received from Mrs. Anna M. Rosenberg, Regional Director.

In the service area of the Rochester Field Office alone claims were \$1,000,000, according to Mr. Krusell, which amounted to \$3,265,971. These payments go to workers covered by the old-age insurance program who have reached the age of 65, or to the estates or survivors of workers dying before that age. They precede the major program of monthly retirement benefits, which under the present terms of the Social Security Act begins in 1942.

FEWER WEDDINGS

LONDON—Lack of houses in Denmark is the cause of a record drop in the number of marriages in the Cathedral parish there, according to the Rev. J. Nally. He says married couples have often no alternative to going into furnished lodgings, an expensive strategy which dresses to the hilt the streets of Copenhagen.

Mourned by Lepers



When this picture was taken, the Rev. Francis J. Connor, N. M., of Peabody, Mass., was at work in a South China cemetery, the only place where lepers were welcomed. He came back to America a few months ago to arouse interest in the Maryknoll Leprosy Asylum of Ngai Moon, South China, and was preparing to return to his mission when stricken ill. He was buried, February 6, in the cemetery of the Catholic Foreign Missions Society of America, at Maryknoll, N. Y. (C.N.O.W.C. photo.)

Soda I talk

Rochester Parish Sodality Union Activities

The Sodality urges all her Sodality to be exemplary Catholics during Lent: to heed the counsels of the Church and their pastors, and to work diligently at that personal holiness we are always talking about. Specifically, the Sodality recommends for every Sodality: 1. daily attendance at Mass, this formation in the discussion of the club to be conducted in every parish during Lent. The subject this year is to be "The True Church, Its Marks and Attributes," as intelligently and discussably as possible in the Sodality.

Speaking of the Sodality's part in the parish discussion club, our President Mary Larkin is the source of good example. Mary is to have the leading feminine role in a series of radio skits to be broadcast on the Rochester Catholic Hour over WJLA at 11:30 each Sunday of Lent. The playlets will be a supplementary program to the discussion clubs on the True Church. "Will be" Hester, Margi (the small requests for photos will be received by the station).

This is official: On March 23, the feast of the Annunciation, ELS Sodality, Joseph Kearney will celebrate Eucharistic Mass for all Sodality members at St. Peter and Paul's Church, Main St. West at 12:15. More later, but it will be on Saturday, Sodality, if you are a working girl, there is plenty of time before then to make your arrangements about hours etc. to enable you to be there. Let's not hesitate to put ourselves out for our Lady on her feast day.

Despite the deluge, last Sunday, the outdoor sports at St. Michael's Sodality had their outdoor party at Powder Mills Park, and it was thank heaven for the cabin! They insist they had a swell time however, and the other committee (led by Mary Carfield, we heard, was "stiff as a board" Monday morning.

By way of putting in a final plug for Catholic Month, Sodality Union recommends for Sodality the regular reading of at least one good Catholic periodical, viz. American Extension, The Sign, Catholic World, Catholic Digest. The Committee besides the CATHOLIC COURIER, besides the Queen's Work of course. What the "lect" are reading in the way of books, will in turn, be found in do drop around again, Sodality, to do drop around again, enjoy the leather covered comfort of the Catholic Evidence Library.

You can give the old hair brush a rest, and throw away the chin strap, for that's the way it's done. If you're out to preserve your youth and aren't we all there, see what Father Lord has to offer in his new pamphlet "How to Stay Young." They're at Headquarters now.

Czech Doctors Form St. Luke's Society

PRAGUE—Catholic doctors here have formed a Physicians' Society of St. Luke.

Following the example of Catholic doctors in other countries, Czech physicians are organizing themselves into a group capable of protecting the interests of the Church among members of the profession and in the profession itself. "Catholicism morally should be a governing factor in modern medicine," is the Society's principle. It rejects, above all, sterilization and will plead for sexual morality and healthy, truly Christian families.

Youth Broadcast Will Be Hour Later

WASHINGTON—The National Council of Catholic Women's "Youth" program on Saturday, March 4, will be broadcast at 12:30 P. M., Eastern Standard Time, according to an announcement today made at the headquarters of the National Council here.

The change, it is explained, is being made to permit the broadcast of President Roosevelt's address to the nation on the Constitution.

Society for Propagation of the Faith

The REV. JOHN S. RANDALL, Director 56 Chestnut St. Home - Foreign Catholic Missions 1013

MISSION INTENTION: That Missions may flourish in Western China. Missions compassed within the war zone have become havens of safety for fleeing refugees. When planes whiz overhead, thousands of our mission centers in search of protection. Before the war many of these people had nothing but scorn for our Catholic missionaries. Today these same priests and sisters are their only hope. Dying in the wood pagans are forced to admire their courage, their charity and their zeal as quietly the missionaries go about their errands of mercy.

Thousands as a result, have been impelled to inquire into the teaching of the new religion. Baptism in most incidents is the ultimate outcome. It is for this reason that the Church asks the Mission case these forty days represent a time in which the desires of the Saviour, that His Name be known and loved by all men.

A Season of Sacrifice Ash Wednesday inaugurated another Lenten season, a penitential period in preparation for the glorious feast of Easter. To those who are interested in the Mission case these forty days represent a time in which the desires of the Saviour, that His Name be known and loved by all men.

The Most Reverend Timothy Crowley, Bishop of Dacca, India, discussing the Lenten observance of his natives, stated that they would never allow this season to pass without the traditional Act

Edward's To Hold Annual 'Women's Day' on Feb. 25

As has been the custom for the past three years, Edward's & Son will again hold its Annual Women's Day, Saturday, February 25th. This is the day when all executive positions from General Managers James H. Stoum down are filled by women, and women take over complete charge of the store.

Women's Day originated three years ago, as an experiment, when Edward's, Feb. 23rd, represented the Leap Year extra day in 1936. It was the first time in more than 100 years that Edward's departed from tradition and put women in complete charge. And it was the first time that Edward's Board of Management to Miss Mary A. Huddy, who for the fourth time has been selected as General Manager of the store.

Assisting Mrs. Mary Lulu Des, acting Superintendent, Miss Helen Schaller, Merchandise Manager, Mrs. Beaul Zoerner, Credit Manager, Mrs. Mary Goodbody, Advertising Manager, Miss Laura Sturt, Cashier, Miss Helen Meagher, Artist, Miss Mrs. Miss Ruth Levy, Main Floor Manager, Miss Ruth Gustafson, Dairier Display, Miss Margaret Redmond, Window Display, Miss Miss Frey, Traffic Manager, and Miss Ella Keough, Stock Room.

The celebration will be inaugurated Friday evening, February 24th, at 8:00 o'clock, when a Spring Fashion Show will be held on the Third Floor. On Saturday, Women's Day will begin at 9:30 with the opening of the doors by the Women's Board of Directors.

BROADCAST OF MASS FIRST TIME IN BRITAIN

LONDON (NC) - Mass was broadcast in England for the first time in history on Tuesday, when His Excellency, the Most Rev. William Godfrey, Apostolic Delegate to England, sang a Solemn Pontifical Mass of Requiem in Westminster Cathedral for Pope Pius XI.

It was England's official day of mourning for the late Pontiff, and flags flew at half-mast from all the public buildings. Members of the diplomatic corps accredited to England attended the Mass. The Pope's Apostolic Delegate to England was read before the Mass, and this ceremony was included in the broadcast.

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Lectures on 'Morality' Of Newspaper Printed

NOTRE DAME, IND.—A series of five lectures on "The Morality of the Newspaper" given at the University of Notre Dame here has been published in booklet form. The lectures were given by Richard Reid, Editor of The Bulletin of the Catholic Laymen's Association of the State and a member of the Notre Dame lecture staff. Mr. Reid is a former President of the Catholic Press Association of the United States.

REAL BEAUTY ELASTIC STOCKINGS



Real Beauty Elastic Stockings. Bauer & Black have made stockings can be worn unobtrusively either under or without shoes. Frequent wear does not harm them. They are made of finer Lanes yarns that give soft comfort yet give firmness and unobtrusively correct posture. Cover our men and women legs without obligation. Correct fitting is guaranteed.

It's Better to Buy Your Stockings To Wear Them Than To Watch Them

The PAINE DRUG CO.

21-23 EAST MAIN STREET Telephone or Mail Orders Sent Change of Address. DELIVERIES POSTPAID ANYWHERE IN NEW YORK STATE

Dear Father: I received your letter and was a little surprised. I received it from home. I am sorry that I did not renew my membership in the Society for the Propagation of the Faith. I am sorry that I did not do so. I am sorry that I did not do so. I am sorry that I did not do so.

I've got a pretty smart Daddy. He is always getting a smart for me. Last night I found him pulling me up. He had opened a savings account for me. He had opened a savings account for me. He had opened a savings account for me. He had opened a savings account for me.

It's like a smart Daddy. He has a savings account and these learned what a great friend it is. We have the young man's account and we will continue to do other of our office. Start saving today.

ROCHESTER SAVINGS BANK

FRANKLIN ST., Cor. of NORTH MAIN ST., Cor. of FITZGERALD

JOINED TOGETHER TO TUNE UP YOUR COOKING TO SAVE TIME, FOOD AND MONEY



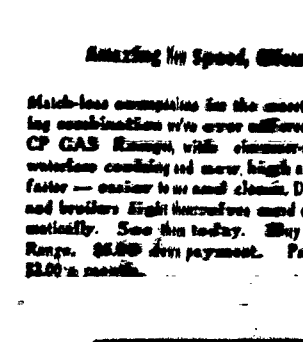
\$23.50 BETTER COOKING RANGE SET

for your old stove, when you buy a MATCH-LESS 1939 CP GAS RANGE

TERMS ON PURCHASE OF NEW C. P. GAS RANGES RUN AS LOW AS 15c PER DAY.

Matchless companies in the most convenient cooking combination of an ever offered. Amazingly CP GAS Ranges, with conservative burner heat, waterless cooking and more, high and low heat, even faster — another in our new design. Double quick start and broilers. Right burners and cook evenly, automatically. See the beauty. They a 1939 CP GAS Range. \$23.50 down payment. Payments to let you \$1.00 a month.

Amazing in Speed, Efficiency, and



See Your Neighbors, Every Neighbor, 1. Don't Over-Burn 2. Control Heat 3. 2 1/2 Burners

ROCHESTER GAS & EDISON

10 EAST AVENUE Rochester, New York