

NEWS

Keep tuned to WHEC, and you'll keep up with the news! Every day of the week, from the farthest corners of the earth, news streams to the WHEC microphone, — international news, local news, sports news, news commentary!

WHEC

WHEC brings you the far-flung facilities of the Columbia Broadcasting System with representatives in every European nerve-center, the services of our own direct news wires, the brilliant commentary of men like Kallenborn, Trout and Sullivan!

NEWS

Locally WHEC has literally scooped the "scoopers" with such reliable newsters as Ken French, Harry LeBrun, Lowell MacMillan, Al Sigl and, from the women's point of view, Charlotte Edwards and Dorothy Benton—For NEWS WHEN IT'S NEWS,—

WHEC



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CIVIL SERVICE
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consult

**FRANKLIN
INSTITUTE**

Rochester, N. Y.

Congratulations

to

**THE
CATHOLIC
COURIER**

**The
HALOID
COMPANY**

St. Michael's House

Were Bishop McQuaid to return once more to his beloved old "Bishop's Farm" on the peaceful slopes of Hemlock Lake, he would wonder at the developments that time and man have wrought.

Taken over by the Society of the Divine some years ago, the "Bishop's Farm" is now producing a varied harvest. The fields are turning out bigger crops of small grains every year, the vineyards are being extended to yield a greater amount of grapes than ever before, the winery cellars are stocked with nearly 10,000 gallons of golden wines ready for Eucharistic service, the new St. Michael's Mission House towering above the rest of the farm is training young men to reap harvests of souls in mission fields at home and abroad.

Three years ago St. Michael's Mission House first opened its doors to become the only mission seminary in Rochester diocese. Under the Very Rev. Anthony Deppe, S. V. D., the rector, 25 young men, advanced students and belated vocations, are here making a serious start for the missionary priesthood. After completing a condensed course of high school and college studies at St. Michael's, they will spend two years of Novitiate at St. Mary's Mission House, Techny, Ill., followed by six years of philosophy and theology in the major seminary.

Once ordained, the new priests will find the world for horizon as the Society of the Divine Word is dedicated to help the poorest and most neglected of God's children wherever they may be found: In China, Japan, New Guinea, Africa, Phillipine Islands, East Indies, South America, India, among the colored of the south or the Niponese on the West Coast.

Although the Society of the Divine Word had its humble beginning only 65 years ago in a vacant tavern beside the River Meuse in Holland it prospered under the leadership of its saintly founder, Arnold Janssen and today numbers almost 2,000 priests, over 2,000 brothers and brother-novices, and 4,500 seminarians and preparatory students. Last year the Society sent 140 missionaries to foreign lands (108 priests and 32 brothers). In China alone 200 priests and 100 brothers of the Society are in charge of almost 1/10 of the mission district and of almost 1/10 of the 3 million and more Chinese Catholics. In the Society's Dutch East Indies mission 25,000 souls are brought to the fold annually. In all, the Society's missionary priests and brothers are gathering a harvest of 100,000 souls every year, including infants and death-bed baptisms.

Also in the United States a zealous missionary program is carried on. The Society has 13 colored parishes and mission churches and the only seminary in the country where the colored are trained for the priesthood. Not only the colored priests but also the colored brothers and seminarians trained at St. Augustine's Seminary, Bay St. Louis, Miss., are accepted members of the Society Of The Divine Word.

That St. Michael's Mission House near Conesus has been able to sprout and grow in the barren soil of depression and recession is a glorious tribute to the charity of the Catholics of Rochester Diocese and also to the remarkable activities of the Divine Word Mission Guilds, of which Mrs. Alice G. Ritz is president.

In past months the old "Bishop's Farm" and the new seminary has become a mecca for visitors, attracted largely by the Rosary Grottoes. This unusual series of sculptural representations of the mysteries of the Rosary is the product of a humble old Brother's inspiration and labor.

TIME IN ITS FLIGHT . . .

1908

Taft and Sherman ticket defeats Bryan and Kern by 326 electoral votes to 157. . . . Dr. Frederick Cook claims to have reached the North Pole. . . . Former President Grover Cleveland dies. . . . Sullivan ordinance in New York City makes smoking by women in public places illegal. . . . "Twenty-three skidoo."

General Motors Corporation founded by William Eaton as president. . . . Christian Science Monitor publishes first issue. . . . New York has 147 magazine advertisers, Chicago eighty-one, Boston thirty-four, Philadelphia twenty-three, Cincinnati eighteen. . . . De-tan-ated Coffee advertised as being "richer in caffeine than other brands."

1909

Discovery of North Pole by Robert E. Peary. . . . U. S. Fleet returns from "round-the-world" cruise. . . . Chicago, Milwaukee & St. Paul Railroad completed to Seattle and Tacoma, making seventh transcontinental line. . . . Uprising of Creek Indians suppressed by Oklahoma militia. . . . "I love my wife but oh you kid."

Conde Nast acquires Vogue. Automobile production for the year: 127,731 passenger cars, 3,255 trucks. . . . Over a million buggies still sold annually. . . . Suffragettes in Baltimore take car cards to advertise votes for women. . . . Some product names: Wife Getter (buggy); E Z 2 Tie (neckwear); Kis-me (chewing gum); NoSmeltee.

1910

Total population now 91,972,226. . . . Boy Scouts of America organized. . . . Los Angeles Times building destroyed by bomb explosion in which twenty-one persons die. . . . Edward Douglas White appointed chief justice of the Supreme Court to succeed the late Melville W. Fuller. . . . Postal savings bank system established.

General Motors to spend a million in advertising. . . . "There ought to be less watching of competitors and more attention paid to the consumer" — Thomas A. Edison.

The completely equipped motor car is sold for the first time. Wall Street commencing to sell bonds by mail. . . . Soda fountain business growing fast, while alcoholic drink sales drop \$110,000,000. . . . List of new spellings announced by Simplified Spelling Board and approved by President Roosevelt and much advertising copy is now express in clipped words.

1911

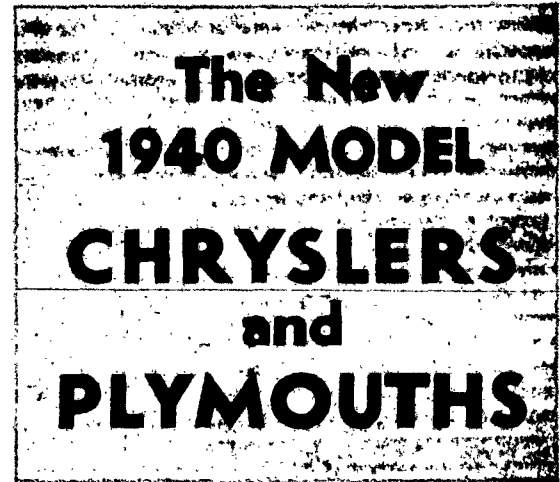
First transcontinental flight by Calbraith P. Rodgers—New York to Pasadena in forty-nine days and sixty-eight hops; total flying time eighty-two hours. . . . Supreme Court orders dissolution of Standard Oil Company and of American Tobacco Company as combinations in restraint of trade. . . . Conference of Progressive Republicans meets in Chicago and adopts declaration of principles.

The Cadillac has an electric starter, developed by C. F. Kettering. . . . Crowell Publishing Company acquires American Magazine. . . . Death of Joseph Pulitzer, proprietor of the New York World. . . . William Wrigley, Jr., signs contract with Street Railways Advertising Company for \$1,002,171.90 in space for Spearmint gum.



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ARTHUR LOHMAN Vice-President
CARL W. KRAMER Used Car Manager
St. Thomas Parish Our Lady of Lourdes Parish Our Lady of Lourdes Parish

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The STAR STORE

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Nights, {Men, 1104-M
{Men, 2954-M}

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