

Yours for a Brighter Outlook for 1940



Out of This Little Optical Shop Illustrated as of the Evening Before Christmas, 1853.

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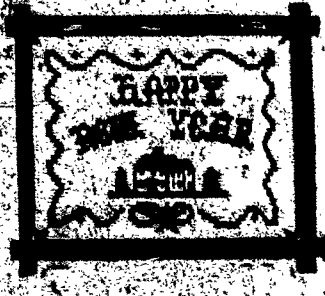
THE 1940 SWING



THRIFTY SERVICE With All Flat 10 lbs. for 90c

HAPPIER AND HEALTHIER NEW YEAR

HAFNER HOME LAUNDRY



A phrase that implies all manner of good fortune. And now, as you plan YOUR Happy New Year, plan on selecting the fine wines from "Pleasant Valley"...

Grand Western

AMERICAN CHAMPAGNE

and Five Still Wines

Wine Co., Rheims, N. Y.

WOMEN'S WORLD NEW YEAR'S MESSAGE NOTED CATHOLIC WOMEN Women's Union Backs Verein Benefit Party

Groups Seek Funds For Central Bureau

A special meeting of the Catholic Central Verein of America and the National Catholic Women's Union, Rochester Branches, will be held at St. Joseph's Hall...

The card party is to be held for the purpose of raising funds for the expansion work of the Central Bureau of the Central Verein. The Bureau is located at St. Louis, Mo., and is engaged in many activities.

At the San Francisco Convention it was decided to request the various branches throughout the country to raise funds for the expansion work of the Bureau.

How important is this work has been shown from time to time by the commendation of the Bureau in the work by the various Popes and by the hierarchy of the country.

Readers of Catholic papers note regularly important articles on subjects of the day, and see at the end of the article the letters C. V. This indicates that the article was written by the Central Bureau and sent to the paper.

Thousands and thousands of free leaflets are distributed each year by the Central Bureau through its local branches.

This is the first call made by the Catholic Central Verein of America for assistance since 1922, when the Catholics of Rochester so generously helped the local branches of the Verein and other organizations to raise Rochester's quota towards the endowment fund of the Central Bureau.

Excellent table prizes will be distributed. If friends are unable to come to St. Joseph's Hall to play cards, they may play at home.

Committees are as follows: Catholic Central Verein Chairman, Philip H. Downey, William J. Fuchs...

Single Women's Group Sets Dinner Members are asked to reserve Monday evening, Jan. 8, the Fourth Annual Dinner of St. Joseph's Archconfraternity of the Holy Family for Single Women.

On Sunday, Jan. 7, Feast of the Holy Family, all members of the Holy Family Society will receive Communion at the 7:30 Mass.

Noted Jesuit Dies New Orleans.—The Rev. John M. Cronin, S.J., for 17 years on the faculty of Jesuit High School, died here of a long illness.

Irish Party Set Dec. 30 Irish-Americans will celebrate the New Year's arrival with a dance, Saturday night, Dec. 30 at Union League Hall on Gregory St.

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Budding Poet



Rosemary Anderson (above), freshman at Mundelein College, Chicago, won the first prize in the national poetry contest conducted by the Catholic School Press Association, for 1939, for her poem, "Coeur de Lion".

Our Social Swirl Women's Club To Honor Bishop

By MARY GAUPEL The Catholic Women's Club will hold its Annual Dinner in honor of the Most Reverend James E. Kearney, spiritual Director of the Club, Thursday evening, January 12, at the Rochester Club.

Mrs. George W. Guerinot, honorary chairman, has appointed Miss Eva Schreiner general chairman of arrangements for this dinner.

The regular monthly meeting of St. Mary's Junior League will be held Wednesday evening, January 3 at the Catholic Women's Clubhouse in Alexander Street.

Notre Dame Dance Set The Notre Dame Club of Rochester has everything in readiness for the annual Christmas Dance for alumni and undergraduates scheduled Friday evening, Dec. 29 at the Rochester Club.

St. Elizabeth Alumnae The Rochester Alumnae of the College of St. Elizabeth held their annual Christmas luncheon at the Rochester Club.

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Women of History Story In Making

CLEVELAND Notable Catholic women of history are to be rediscussed and to be presented in biographical form for Catholic women of the Twentieth Century to emulate.

Anna McAllister from childhood chose biography as her favorite reading pastime. Her husband, Earl Sadler McAllister, to whom she was married in 1910, majored in history in college and had the study and the reading of American history for a hobby.

While reading Lord Lewis' biography, "Sherman: the Fighting Prophet," her ire was aroused because, while the portrayed Sherman's character justly and well, she refused to believe that Ellen Ewing, wife of the General, could be the unsympathetic and unamiable wife which Lewis portrayed.

Reading another biography, "A Loyal Lie" by J. Henry Richards, S.J., her attention was arrested by a very short sketch of one Sarah Peter. Again she wanted to disagree with the author, because she would not believe that any one individual could possibly possess all of the sterling qualities and all of the energy and the zeal which the biographer attributed to her.

The column never was written, but two interesting biographies were. The first, "Ellen Ewing," was published in 1938 by Benziger Bros. Her second biography, "In Winter We Flourish," was published by Longmans, Green & Co.

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General's Daughter



Completing her studies at the College of St. Benedict, St. Joseph, Minn., Ruth Liu (above), daughter of General Liu Yih-Shu of Peiping, China, called on Christmas day for her homeland, where she will enter medical college next fall.

A Happy New Year to All Members and Their Families! The regular meeting of Rochester Denary Council will be held on Friday evening, December 29, at 8:15 in Room 511 Columbus Civic Centre.

We are pleased to report that the following organizations have recently renewed their affiliations with the Council: Rosary Society, Blessed Sacrament Church, Rochester; Rosarians, Holy Rosary Church, Rochester; Flower League, Rochester; Rosary & Scapular Society, St. Mary's Church, Auburn; Rosary & Scapular Society, St. Aloysius Church, Auburn; Perpetual Help Society, St. Mary's Hospital, Rochester; Altar & Rosary Society, St. Mary's Church, Elmira; Sacred Heart Alumnae, Rochester; P. T. A. Association, St. Stephen's Church, Geneva; Ladies' Auxiliary 44, SS. Peter & Paul's Church, Rochester; Rosary & Altar Society, St. Patrick's Church, Elmira; Alumnae of Nazareth College, Rochester; Rosary Society, St. Monica's Church, Rochester; Rosary Society, Immaculate Conception Church, Rochester; Catholic Daughters, Court Santa Maria 240, Ithaca; Catholic Daughters, Court Joan of Arc 235, Waverly; Most Precious Blood, Little Rock, L. C. B. A. Advisory Senate, Rochester.

Heads Philosophical Group New Orleans.—The Rt. Rev. Mgr. James P. Coffey, rector of St. James Seminary, Little Rock, was elected president of the Southern Conference of the American Catholic Philosophical Association at the annual convention which closed here.

SODALTALK By Margaret Larkin A Happy New Year to you all, Sodaltalk! We hope that during the coming year you will be blessed with many and rich graces.

Why, yes, how did you know that's my Sodaltalk, too? I thought you might be interested in the report of the Triduum sent to the Holy Father from the Sodaltalks of Rochester Mary Leary, Eucharistic Committee chairman has just given me the report and here it is.

Many Other Muskrat Coats \$125 to \$198 And Every Other Type of Fur Coat in Widest Selection of Styles and Price Ranges \$48 to \$2,500 Projansky

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AS ONE WOMAN TO ANOTHER

ROCHESTER Cheap Rent 162 Monroe Ave. are having an after Christmas clearance of their Arcon lamps \$2-\$3.54 Oh what values, no place in your home will you find such bargains.

WHILE I love most products that turn your hospitality into a treat for the gods. Playing host? Choose some of the many varieties of sausages and cold cuts for your holidaying and all through the year. Get the habit of buying Zwieg's sausages and cold cuts at your dealers or Zwieg's, Joseph at Kelly St. Stone 944-694.

FINZGERALD'S Smart and Inexpensive Dress and Coat Shoppe, 177 Brook Ave. Clearance. Coats \$10.95 to \$26.79 formerly to \$39.95 Dresses \$1.95 to \$4.95 formerly to \$10.95 Sweaters \$2.25 to \$2.95 formerly to \$3.95 and \$4.95 formerly to \$5.95. House coats \$1.39 and \$1.95 formerly to \$2.95. Nurses uniforms \$1.25 to \$1.95. This is an advantageous time for your needs, values are exceptional, but hurry!

Bright new sweaters "Dressy Casual" Freshmen love them... do alumnae. LUSCIOUS puns to order large or individual (with license) \$1.95 per card. Chocolate, cream, butter, peach, lemon, mint, pumpkin. Also turkey pies, chicken a la king, chicken salad. Do place orders as early as possible to be assured of delivery. Not later than Sat. 10 A. M.

GENESE Bootery. Location at Bronson Ave., where you'll find those marvelous Valley shoes—so smartly styled for every occasion. Oh the comfort of mind and body in wearing these marvelous shoes that give correct body balance. Do try them! Open evenings.

ANNOUNCING our BIG SALE on woolen, silk, steens and cocoons at popular prices. Silk, 75c per yard—sweaters 75c per yard—coats, 10c per yard. For after Christmas savings, shop at MANHATTAN SILK AND WOOLEN STORE 181 E. Main St. next to Wegman's.

THOMAS F. Trost, funeral director, for the utmost in personalized service in your days of grief. Call Stone 1324. Mr. Trost's beautifully appointed funeral home lends an air of gravity to death and within keeping of correct appointments. Prices are very moderate. 683 Main St. E.

FOUQUET Beauty Salon... 2225 Chiffon Ave. Why not spend that Christmas money in a gift that will be a source of happiness all the year through? A permanent and only FOUQUET's give. Do call Colver 5180. Open Wed., Thurs., Friday evenings. Convenient to St. Ambrose Parish.

MARCY'S Infant Wear and Specialty Shoppe... 621 West Ham St. Adorable infants wear in preparation for the blessed event, and including the first year. Marcy's prices are very suited to your budget. Nurses and Beautician uniforms. \$2.45 Sharkskin or poplin. This lovely shop is close to St. Peter and Paul's Church.

January FUR SALE

Dramatizing Quality Hollander Sable-Blended Muskrat \$198 Reg. \$250 to \$295

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