

PROFITABLE ACTIONS

Oh Jesus! I have no other means of proving to You my love than cutting flowers that is to say, not to let go by any little sacrifice, any look, any word to make profit of the least actions, and do them through love.—The Little Flower.

New Year's Greetings

Oltman Service Station

447 MONROE AVE
Monroe 9227

New Year's Greetings from

The Bohman Bros. Inc.

EXTERMINATORS
EMIGRATORS

Stone 8208 98 Monroe Ave.

New Year's Greetings

Genesee Display Fixture Co., Inc.

Fred C. Lohmuller, Pres
266 HUMBOLDT ST.
Rochester, N. Y.
Culver 4297

Season's Greetings

Daniel P. Moran & Co.

Established July 24, 1881

MERCHANT TAILORS

Ready Made Clothing

Hats, Caps and Furnishings

New Year's Greetings

BRINT'S
Cut Rate
Drug Store

760 GENESEE ST.
Genesee 2331

Sincere Holiday Greetings

National Carloading Corp.

200 EXCHANGE ST.
Main 2751

TIMELY ETERNALS

By Rt. Rev. Msgr. Peter M. H. Wynhoven
Editor-in-Chief, Catholic Action of the South

YEARNING VERSUS EARNING

The sexton of a wealthy church had a stylish wife whose extravagance was creating an ever-increasing gap between his income and her expenses. He decided to write to the vestrymen for an increase in salary. His concluding argument was, "It's mighty hard to keep a sealakin wife on a muskrat wage."

This is the desperate plight of many a married man whose spouse's yearning is ill proportioned with his earning. A man wants his wife to look neat and attractively dressed; he wants to feel proud of her; it is part of his joy and happiness. But there is no husband, unless he is a dotting idiot, who relishes a situation where he is constantly worrying about when he will get ahead of the dress-shop bills. What it costs at the beauty parlor to make "honey's" face adorable often makes hubby's face indescribable and ugly with wrinkles before his time.

Every married woman is entitled to a night off occasionally and to enjoy a show or a dinner away from home, but, an unhealthy hankering to be taken out a couple of times a week to dances or night clubs often get Friend Husband disgustingly acquainted with "hot dogs" for lunch and half-soled shoes for everyday wear, in order that he may be able to foot the bills for his wife's unreasonable tastes. Many a mamma's solicitude for silks and rubies, and her heart itch and headache for social rank and prominence, make Daddy feel down in the mouth. Sensible luxury, like electricity, is fine, if controlled; but luxury without a switch that can turn it off, is fatal.

Of course, we are discussing here the situation of middle-class people. The rich will invariably go their gay and foolish way. Although they very seldom become munificent in their gifts to God and charity, their contemptible selfishness at least furnishes work to some poor people by keeping certain businesses going. That is their valued contribution to nothing in particular, and the pity of it all is that it satisfies their peculiar esthetic taste. Once a reporter asked the captain of a racing crew why they won so handily. The sun-bronzed stalwart replied: "We all got blistered hands from the same oar." The eight men had stroked as if there were but one oar among them. So it must be in a family. They never will get very far, no matter how hard Papa pulls upstream by his earnings, when Mama dips deep going downstream by her extravagant yearnings. Anytime, but especially in these strenuous days, with the future very uncertain, even for the wealthy, just as a hubby prizes his opportunity to earn, so the wife should cherish the home's precincts and home pleasures by allotting less time to bridge and more to brooms; by hiring fewer maids and handing more mops; by scorning the attitude that, "if you don't give 'em a rap, I don't give a darn," and by abstaining from a policy of letting hubby's shirts, socks and suits religiously absorb the kitchen stove and less enticed before a store window. Many a mom should never be a proposition for water and for worse, for then happiness cannot be the result. Marriage is a contract supposed to be mutually beneficial partnership in which one does the work and the other spends all the profits, does not and cannot make for a happy situation as a lasting combination. Marriage is a very serious venture in business as well as in bliss. If it is not entered into with the

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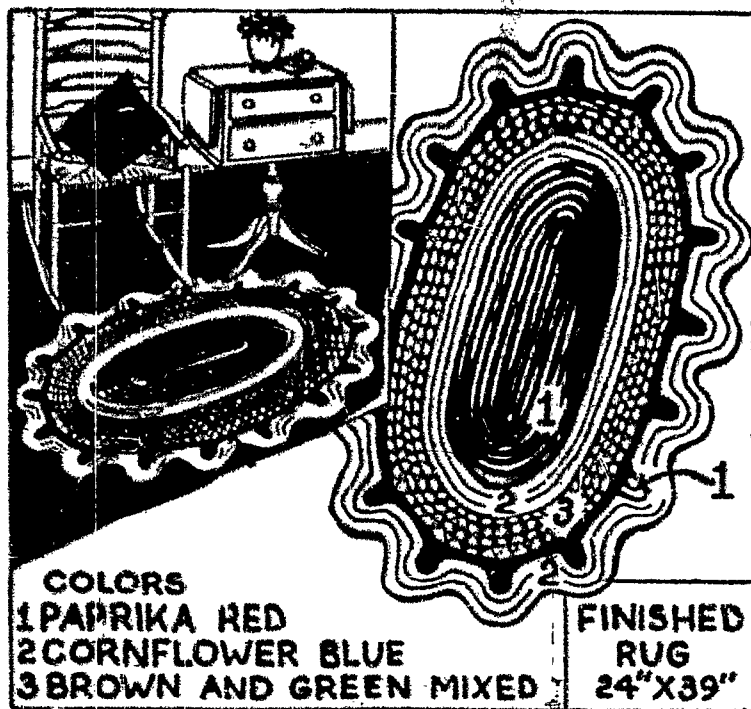
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(Continued on Page 14)

ON THE HOME FRONT
With RUTH WYETH SPEARS

FROM RAGS TO RUGS
By Ruth Wyeth Spears



COLORS
1 PAPRIKA RED
2 CORNFLOWER BLUE
3 BROWN AND GREEN MIXED
FINISHED RUG
24" X 39"

One day a snap-shot came from a reader showing a half-dozen braided rag rugs spread out on the grass. No two were alike. I thought this one with a scalloped border was particularly interesting and the maker wrote me that the scallops do stay flat on the floor.

She uses wool rags and frequently dyes them the colors she wants. She cuts or tears them into strips an inch or more wide, according to the weight of the material and then braids them tightly. The braided strips are sewn together with double carpet thread and she keeps the work flat on the table all the time she is sewing. For this rug, the center row is 18-inches long. Sew around and around this, using the colors indicated. When the oval is 31-inches long and 18-inches wide, divide it evenly around the edge with pins about five inches apart. Now, sew a row around with a 3-inch loop at each pin. Sew the next three rows around these loops coating the braiding in just enough to keep the work flat.

NOTE: "The Rug That Grew Up With the Family" is another interesting rug-making idea. Directions are in Mrs. Spears' BOOK 3 which also tells how to streamline an old style bed, and contains many other conservation ideas. Copies are 10c each postpaid. Address: Mrs. Spears, Drawer 133 Bedford Hills, New York. (Copyright)

The People's Choice
today's GENESEE

Get Here This Week
Jan. Fur Sale

Adding utmost savings to outstanding Fashion and Quality. Wise women, looking ahead, will see right Now!

- Northern Seal ... \$100
- Persian Paw ... \$150 (Black or Brown)
- Caracul Coats ... \$150 (Black, Brown or Gray)
- Hudson Seal ... \$295
- Sable-Blend ... \$275 (Various Muskrat)
- U.S. Alaska Seal ... \$395 (Black or Brown)



Open Monday Noon to 9 P.M.

Prices include Tax

Bernard Held
66 EAST AVE.

MENG & SHAFER

Sibbey Lindsay & Carr Co.
1943
MAY THE NEW YEAR RING IN THE BEST FOR YOU AND YOURS
The beginning of a new year has ever been a time of new hopes, new resolutions, and new plans. As we step into 1943 we find ourselves looking forward, not only through the year, but far into the future. Our hopes are the hopes that the whole world may again be at peace. Our resolution... that we as individual will do our part to make a better world in which we and our children may all love. Our plans are today's tasks which contribute to the betterment of the future. May 1943 be the beginning of a new era, bringing the best for the whole world, and you, and yours.