

Heinz Firm to Use Newspapers as Basis for Advertising in 1945

CHICAGO—H. J. Heinz Company, maker of a wide variety of food products, has decided to make newspapers the backbone of promotion and advertising in 1945, says Advertising Age, national marketing publication. The company will drop all radio advertising in the coming year, the magazine states.

The decision to employ newspapers as the basic advertising medium for the company's long line of products follows an intensive research program instituted during 1943, in which the company proved to its own satisfaction that newspaper advertising had unusual power to move merchandise if it were used properly, and particularly if it were used with adequate continuity and frequency.

As a result of these studies, which were interrupted by the war, the company's 1943 newspaper advertising will invariably feature individual products during a minimum 13-week cycle, and no advertisement will run less frequently than once a week, H. J. Heinz II, president of the company, declared.

Declaring that newspaper adver-

tising has many notable advantages for the advertiser, including timeliness, ability to concentrate on selected markets, and close cooperation with dealers, Mr. Heinz added:

"With the removal of wartime restrictions and the return of normal peacetime operations, the day of the seller's market will be done and the tremendous production developments learned from the war will intensify sales competition as never before. No thinking manufacturer, advertiser, or advertising medium owner will be content to coast to oblivion down the declining slope of the wartime boom."

Advertising Age estimates that the new program will call for expenditure of considerably over \$1,000,000 in newspaper space during 1945—three to four times the amount spent by the company this year.

St. Alfred, Abbot

—left the court of David, King of Scotland, to join the Cistercian Order. He rigorously observed the rule of that Order and finally became the founder and Abbot of Rievaulx.

FOLKS FAVOR FROMM'S FLAVOR

FROMM'S

DELICIOUS

HOTS — STEAMERS — COLD CUTS

For Your Luncheons or Outings

Ask Your Dealers or Call GEN. 2700

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ASSUMPTION

MASSES SUNDAY
7 - 8:30 - 10:30

24 East Ave. Fairport

REV. JAMES T. WOOD - Pastor

HARRY F. VAN HORN
FUNERAL DIRECTOR

Telephone 430

AMBULANCE SERVICE
613 Main St., Fairport, N. Y.

DON MALCOM'S
SERVICE STATION

Headquarters for
VULCANIZING AND RECAPPING

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Cor. Main and Church
FAIRPORT, NEW YORK

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PHONE 8

J. M. BAHLER
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Steam Fitting
Electrical Supplies
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Saxton's Dept. Store
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and Stationery
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COURIER
Advertiser
TODAY

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REV. J. EMIL GEFFEL, Pastor

MASSES—Sundays: 6, 7:15, 8:30, 9:45 and 11

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Junior—Midi—Half Size
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Season's Greetings

WILLIAM D. HULSE
Pharmacist
601 University Avenue • ROCHESTER, N. Y.

Frank W.
Rossenbach
Funeral Service
131 ALLEN STREET

Editor: Raymond Boyce, Licensed M.
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MAIL: 4025
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THE GOOD NEIGHBORHOOD
MERCHANT
FOR THE BETTERMENT OF CHILDREN

AT ANNUAL MISSION FOR DEAF MUTES



Deaf mutes dedicated to Our Lady of Perpetual Help at her famed shrine in the Mission Church, Roxbury, Mass., pictured at the close of their annual mission. The Mission was conducted by Rev. Stephen Landherr, C. SS. R., of Philadelphia, assisted by Rev. Mark A. DeCote, C. SS. R., Director of the Perpetual Help Deaf Mute Center, Boston. (NCWC).

Marine Playing Harmonica For Hymns in South Sea Island Chapel, 'Different'

BY SGT. JOSEPH P. DONAHUE
Marine Corps Combat Correspondent

SOMEWHERE in the South Pacific (Delayed)—The little chapel was crowded. Hardened Marines, men who were boys a few months ago, prayed for the souls of buddies departed at Peleliu . . . pleaded for the speedy recovery of pals wounded in the long and costly fight for the tiny western Pacific stronghold.

Lt. Comdr. Garrett Francis Xavier Murphy, priest of the Archdiocese of Philadelphia, serving as a chaplain of the First Marine Division, visibly impressed by the humble fervor of his congregation, turned from the altar.

"We'll have Benediction of the Blessed Sacrament after the Mass," he told them.

A shy voice came from a rear bench:

"Father Murphy . . ." The speaker was a brownie fellow whose bronzed skin and short-cropped hair identified him as a key man in a line company.

"What is it, son?" asked the priest.

"I can't play the organ," he started sheepishly, "but I could lead the hymns with my harmonica."

Father Murphy didn't join in the priest.

The harmonica player spoke up,

all traces of shyness dissolved.

"At least it will be different," he called out addressing those who had laughed.

Father Murphy smiled. He had learned to improvize in France during World War I when he served as chaplain with the Fifth Marines. Several of his present charges are sons of Marines he had known in France.

"It is gratifying that people who forgot to send in their checks before Christmas are not neglecting to do so now," he said. "We still have not quite reached our goal of \$22,000, but we hope that additional contributions will be received before the end of the year."

"The County Health Committee is ready to embark upon its expanded program to make 1945 a healthier year for this community. Purchasers of Christmas Seals deserve credit for making this program possible in the County outside the city. Their use of Christmas Seals this year is already a thing of the past, but the work which the Seals finance is just beginning."

More Than 4,500 Memorials Given Pittsburgh Church

PITTSBURGH — The total number of memorials donated by individuals over the past twelve years to Sacred Heart Church here has passed the 4,500 mark, the Rev. Thomas F. Coakley, pastor, has announced.

"These perpetual memorials, which have been voluntarily purchased," Father Coakley said, "cover practically the entire fabric of the church. Individual stones for the erection of the church were purchased by the children of the parish."

Holy Hour at St. Ann's Ushers in New Year

HORNELL. — Parishioners and members of the Nocturnal Adoration Society of St. Ann's Church ushered in the New Year at solemn Holy Hour services from 11:30 p.m. Sunday until 12:30 New Year's morning.

Prayers were led by the Rev. Francis Harding and were dedicated to deceased members of the Society and offered for the welfare of men and women in the service. Holy Hour services were closed with Solemn Benediction with the Rev. Andrew T. Dixett, pastor, as celebrant.

Faith on Increase Along Alaska Highway

NEW YORK (NCWC) — The Catholic Church is expanding rapidly in the vast Northwest along the Alaskan Highway, according to a report received by the Society for the Propagation of the Faith here from the Most Rev. J. L. Coudert, O.M.I., Vicar Apostolic of Whitehorse, Yukon Territory.

In this program of mission expansion Bishop Coudert mentions completion of a chapel at Watson Lake for soldiers and civilians. Several other mission churches have been built in other sections of Yukon Territory for Indians who recently embraced the Faith. Bishop Coudert reports.

Every man should have a fair-sized cemetery in which to bury the faults of his friends.—Henry Ward Beecher.

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JOSEPH S. CAMERON - Pastor

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