Easter Film Returns To Dryden

Dryden Theatre will celebrate the Easter season by showing the forty-year old film, "From the Manger to the Cross," Saturday, April 12, at 3:30 p.m. and Sunday April 13, at 2:30 and 4:00 p.m.

"From the Manger to the Cross" was filmed in 1912 on location in Egypt and Palestine by the wandering Kalem Company.

Directed by Sydney Olcott, this film version of the life of Christ was one of the most discussed pictures of its time. Many members of the cast, then obscure, later became successful directors and film players.

Judas was acted by Robert Vignola, a prominent director throughout the twenties. Gene Gauller, who acted Mother Mary, and Alice Hollister, Mary of Magdala, both went on to stardom.

"From the Manger to the Cross" was shown in the Dryden Theatre last Easter and so impressed the spectators that the showing of this 1912 passion play each Easter may become a tradition at the Dryden Theatre.

ROCHESTER Movie Guide

RKO PALACE
Snow White and the Seven Dwarfs A-1
PARAMOUNT
The Greatest Show on Earth B
LOEW'S ROCHESTER
The Wild North A-2
CINEMA
The Dancing Years (no Listing)
LITTLE
St. Matthew's Passion A-1

Hollywood In Focus

By WILLIAM H. MOORING

Advertising That Keeps Customers Away

"Why are bawdy, obscene advertisements used in so many cases to herald decent movies? Can you suggest a method by which the public may try to clean up newspaper advertisements for movies?"

W. Mooring

This question was put to me in slightly varying forms in a great many cities from the Middle West to the New England and Southern states during my recent public speaking tour.

My reply that there exists, under the movie industry's self-regulatory machinery, an Advertising Code designed to preserve "good taste, truth, honesty and integrity" in all the major companies' film advertisements, evoked smiles, snickers, sometimes rounds of laughter.

• • •

EVIDENTLY a large number of people all over the country detects irony in the fact that in spite of the existence of such an Advertising Code, much of Hollywood's press and poster advertising is salacious and dishonest in its representation of what occurs in the films advertised; a double breach of the movie industry's self-imposed rules.

The most common complaint against film advertising nowadays is that it places grotesque emphasis upon the female form and both pictorially and by text, contributes especially among the adolescent, to that lack of respect for the nobility of womanhood which increases the modern fester of juvenile delinquency and the fury of an increasing divorce rate.

• • •

ABROAD, even among casual and disinterested observers, the obsession developed by Hollywood publicity writers and advertisement exploiteers concerning the natural lines of the female form, create a widespread impression that, apart from aesthetical or moral considerations, what is known in Hollywood as the "build-up" trend applied to the American woman is indicative of immaturity among American men.

Some of them write the kind of advertisements one might expect to originate only in the minds of unhealthy curious boys.

It is quite amazing that the men in whom Hollywood vests responsibility for the designing of these film ads are able to "get away with it." They get a great deal of nasty advertisement and poster material by the administrators of the Advertising Code. This in turn either misinforms or alienates a large number of people.

'Candy Caravan' To Aid German Children

Chicago — (RNS) — Auxiliary Bishop Bernard J. Sheil's second annual "candy caravan" was climaxed here with a giant rally in Chicago's Coliseum attended by thousands of youngsters.

The caravan is conducted to collect candy for distribution to children in Germany. Two candy bars were the price of admission to the rally sponsored by the archdiocesan Catholic Youth Organization of which Bishop Sheil is director-general.

Last year, the drive collected and sent abroad more than 25,000 pounds of candy. This year Bishop Sheil asked children making the donations to write a personal letter to send along with the candy.

Playwright

Louis de Whol (above), author of several novels on the lives of the saints, is author of the first full-length play based on the life of Saint Augustine. Entitled, "The Restless Flame," the play will be run for six weeks, April 15 - May 28 at the Blackfriars' Guild, New York's only Catholic experimental theater. (NC Photos)

Holy Family Play Ticket Sale Set

More than 1,000 school children of Holy Family Parish will canvass the neighborhood in the sale of tickets for the Theatre's new musical production, "Flashback Follies," which will be staged May 5, 6, 7, 8, 9, starting at 8:30 p. m.

Their aim will be to surpass the past musical, "The Gypsy Troubadour," of which they sold nearly three thousand tickets. Prizes will be given to the child selling the most in each class.

THIS IS the seventh musical attempted by the Holy Family Theatre, and it is the largest cast ever attempted by amateurs, having 80 persons.

The stage settings have been completed by Frank Treu and a large stage crew of volunteer parish men and boys. Costumes under the directorship of Martha Schur have been completed.

PUBLIC OPINION: — What people think other people are thinking, as distinct from what they privately think themselves.

If the bill should become law, the clergymen could apply at once for the new plates with the distinctive symbol of their choice.

Look and Listen

By FAWN SCHEFFEL

"The Restless Flame," by Louis de Wohl, is being put on by the Blackfriar's Guild of New York City at their own theater on April 15, adapted for the stage by the author. The book which is the fictionalized life of St. Augustine, continues as one of the best sellers of the Lippincott list.

• • •

Easter Sunday will be heralded on both radio and television programs throughout the diocese. At 9 a. m. Sunday "Hill No. 1," a presentation of the Family Theater, will be viewed on WHAM-TV.

Irene Dunne — Pat O'Brien — Maureen O'Hara — Robert Stevens

At 10 a. m. the Mass in Our Lady of Mercy Motherhouse Chapel will be televised and Auburn radio listeners will hear the broadcast of the Easter Mass from St. Mary's Church, Auburn, on Station WMBO, at 11 a. m.

• • •

The John Patrick piece, "The Curious Savage," in rehearsal at the Rochester Community Theater, contrasts the gentle inmates of "The Cloisters" with the insane world outside. The play, rated A-2 and directed by Robert Stevens, will open April 19 for a two-week run.

• • •

Maureen O'Hara was recipient of the Irish Screen Award presented annually by the Ancient Order of Hibernians.

• • •

"Meet Corliss Archer," the popular radio serial, will be broadcast over Rochester Station WARC, on Sundays at 9:15 p. m. The program will be sponsored by the Rochester Gas and Electric Company as one of a group of 150 light and power companies.

• • •

Unfolded from the viewpoint of Mary Magdalen, the story of the Five Glorious Mysteries of the Rosary will be told Easter Sunday, April 13, over Mutual (WMBO, Auburn, 8:30 p. m.). This hour of music prayer, and drama will feature Irene Dunn and Pat O'Brien among other outstanding Catholic movie personalities.

• • •

The new crop of tots and pre-teenagers will have the opportunity to travel with Walt Disney to the Land of the Seven Dwarfs on the arrival of the 1938 film classic which returns to the Palace screen, Rochester, this week. The new generation will see "Snow White and the Seven Dwarfs" for the first time and meet Dopey, Doc and all the other beguiling Disney characters.

• • •

One of the outstanding programs on the airways, "The Greatest Story Ever Told," will offer "The Resurrection" as an Easter feature Sunday over Station WARC, Rochester, at 5:30 p. m. The program carries no commercial advertising.

• • •

The Rev. Wilfred Diamond as guest speaker on "Christians In Action will discuss the "Ten Commandments and the Incarnation" over Rochester's Station WARC at 1:30 p. m. Sunday.

Grail Society Presents Passion Play With Modern Setting, Attire

London — (NC) — Some 500 Catholic young people give a repeat performance of a Passion Play with a modern setting which was staged here with notable success for the first time last year. The spectacle was presented during Passion Week at the Albert Hall, where the initial performance was given.

Performers of the Grail Dramatic Society, assisted by massed choral verse-singing and a lavish, symbolical use of color, will carry their audience with them from a typical suburban main street and its crowds through the various incidents leading to the Crucifixion of Christ.

Two hundred performers, dressed in modern attire and representing the World, will line the arena, watching in reverence as the principal performers depict the story of the Passion.

John Southworth, British television star, will narrate the Gospel account while a choir of 70 chants at intervals the old Negro spiritual, "Were you there when they crucified My Lord?"

ST. JOSEPH ACADEMY
Catholic boarding school for girls grades 9-12, approved for College Preparatory, Commercial and General Courses. Beautiful modern building on 110-acre campus. Sports. Near Lake Ontario.
MOTHER SUPERIOR
R.D. 2-L Colombia, Penna.

Radio Programs

SUNDAY

8:15 A.M.—WVET Sacred Heart Program
9:15 A.M.—WMBO Sacred Heart Program
9:30 A.M.—WCLI Ave Maria Hour
12:30 P.M.—WGVA Father Tomsey
12:10 P.M.—WHAM St. Francis Hour
12:15 P.M.—WWHG Ave Maria Hour
2:00 P.M.—WHAM Catholic Hour
5:30 P.M.—WARC Greatest Story
10:00 P.M.—WSAY Family Rosary
10:00 P.M.—WMBO Family Rosary
10:00 P.M.—WWHG Family Rosary
10:30 P.M.—WGVA Family Rosary

MONDAY

6:05 A.M.—WRNY Sacred Heart Program
10:00 P.M.—WSAY Family Rosary
10:00 P.M.—WMBO Family Rosary

TUESDAY

6:05 A.M.—WRNY Sacred Heart Program
10:00 P.M.—WSAY Family Rosary
10:00 P.M.—WMBO Family Rosary

WEDNESDAY

6:05 A.M.—WRNY Sacred Heart Program
9:30 P.M.—WMBO Family Theater
10:00 P.M.—WSAY Family Rosary
10:00 P.M.—WMBO Family Rosary

THURSDAY

6:05 A.M.—WRNY Sacred Heart Program
10:00 P.M.—WSAY Family Rosary
10:00 P.M.—WMBO Family Rosary

FRIDAY

6:05 A.M.—WRNY Sacred Heart Program
10:00 P.M.—WSAY Family Rosary
10:00 P.M.—WMBO Family Rosary

SATURDAY

6:05 A.M.—WRNY Sacred Heart Program
10:00 P.M.—WSAY St. Francis Hour
10:00 P.M.—WMBO Family Rosary
10:00 P.M.—WKLM Family Rosary
5:30 P.M.—WHAM Family Rosary
10:00 P.M.—WCLI Family Rosary

Station	Location
WHAM	Rochester
WHEC	Rochester
WSAY	Rochester
WARC	Rochester
WRNY	Rochester
WVET	Rochester
WMBO	Auburn
WKLM	Elmira
WWHG	Hornell
WGVA	Geneva
WCLI	Corning

EASTER DINNER AT THE POWERS Is A Rochester Tradition!
BRING THE FAMILY
Best Meal In City
$3.00 plus
Children Under 12 $2.00
Reservations Appreciated
PHONE LOcust 6400
Joseph J. Sweeney, Mgr.
Powers
Make A Retreat
In Your Own Diocese
For Men, N. D. House
For Women, Canada

BOYS WANTED
(Grammar School, High School, College)
TO FOLLOW CHRIST—TO SAVE SOULS
By becoming Priests in the Capuchin-Franciscan Order founded by St. Francis, Apostle of Peace and Love over 7 centuries ago.
If you wish to dedicate your lives to preaching, teaching, parishes, social work, home or foreign missions, then accept the opportunity we offer you. Young men who wish to become brothers and serve God in the manual trades or various occupations of the Monastery are equally welcome. No special studies are required. Write immediately to: Very Rev. Fr. Andrew, O.F.M. Cap., Director of Vocations Mount Carmel Church, Orange, N. J.

CARMELITE ORDER
DO YOU WANT TO BE A CARMELITE PRIEST OR BROTHER?
WRITE TO: Rev. Vocation Director
2191 Valentine Avenue
Bronx 57, New York, N.Y.

St. Margaret Mary's Altar Group To Stage Musical

Following a successful Minstrel Show in 1950, and a second annual Minstrel Show and Gay Nineties Revue in 1951, members of the Altar Society of St. Margaret Mary's Church will present the Third Annual Minstrel and Memories of the Twenties.

The show will be presented at St. Margaret Mary's Auditorium on Sunday afternoon, April 20, and Monday and Tuesday evenings, April 21 and 22. Songs, dances and costumes of the "Twenties" will be presented.

Members of the Altar Society furnish the cast as well as the other committee members for the show. Proceeds are used for the Society's projects.

MRS. EDWIN HEISINGER is again acting as general chairman and is also seeing to properties. The show is being produced and directed by Mrs. George B. Selbold, assisted by Mrs. Charles Gertner. Mrs. Edwin Jelley is accompanist.

Mrs. Fred Heil and Mrs. William McGee are in charge of costumes; Mrs. Harold Walter of make-up, assisted by Mrs. Donald Coffey, Mrs. William Thom, Mrs. James Mead, Mrs. Andrew Magin, Mrs. Leo Shanley, Mrs. Marvin List is chairman of ushers.

Mrs. Selbold will do the honors as interlocutor and the end men are Mrs. Arthur Dallor, Mrs. Ensign Stayton, Mrs. Edward Schafer, Mrs. Vincent Weis, Mrs. Theodore Klereck and Mrs. Richard Romer. Specialty numbers will be done by Mrs. Harold Zimmer, Mrs. Leo Kuntz, Mrs. John Burns, Mrs. Martin O'Neill, Mrs. Albert Geyasens, Mrs. Karl Kurz, Mrs. Robert Kelley, Mrs. John Mitchell, Mrs. Charles Schute, Mrs. Emil Steinle, Mrs. Linus Berl, Mrs. Frank Bonsignore, Mrs. Vincent Carroll, Mrs. Gilbert Fuhrman, Mrs. Robert Schropp, Mrs. Joseph Weber, Miss Margaret Lipper and Mrs. Seibold and Mrs. Gertner.

The remaining cast consists of Mrs. Charles Cornell, Mrs. Paul Geats, Mrs. William McGee, Mrs. Maurice Hyde, Mrs. Domenic Masucci, Mrs. Lyman Turner, Mrs. Dorothy Tschiderer and Miss Patricia Heisinger.

Mrs. James Regan heads the ticket committee, with Mrs. John Mitchell as co-chairman, assisted by Mrs. Donald Lamberton, Mrs. John Dittman, Mrs. William Rafferty, Mrs. William Neumann, Mrs. Edward Fulerer, Mrs. Emil Steinle, Mrs. Edward Schafer and Mrs. John Ball.

Legion of Decency Listings

CLASS A-1 — Unobjectionable for General Patronage

Abuna Messias
Anything Can Happen
Anthony of Padua
Apache Country
Battle of Apache Pass
Belle of New York, The
Bells on Their Toes
Brave Warrior
Bronco Buster
Bugles in the Afternoon
California Conquest
Colorado Sundown
Dark Man
Desert Pursuit
Five Fingers
Last Musketeer
Lady with a Lamp
Laramie Mountains
Mutiny
Never Take No For An Answer
My Son John
Night Raiders
Okinawa
Oklahoma Annie
Old West
Red Ball Express
Red Skies of Montana
Return to The Texas Rangers
Sound Off
Steel Town
Story of Robin Hood
Stronghold
Suicide Attack
Talk About a Stranger
Tarzan's Savage Fury
Texas City
Trail Guide
Walk East on Beacon
Wheel In Rome
Yank in Indo-China

CLASS A-2 — Unobjectionable for Adults

Aaron Slick from Pumpkin Creek
About Face
Another Man's Poison
At Sword's Point
Big Trees, The
Capri
Captain Blood
Captive City
Cry The Beloved Country
Desert Passage
Diplomatic Courier
Encore
Fabulous Senorita
Flesh and Fury
Inheritance, The
Lady Pleasured
Les Miserables
Leadville Gunslingers
Love Is Better Than Ever
Man Bait
Mara Maru
Marring Kind
My Six Convicts
Face the Thrills, The
Reluctant Widow
Rose of Cimarron
Sing While You
Snipers, The
Something To Live For
Steel Town
Take of Five Women
Tomorrow Is Too Late
Valley of the Eagles
Viva Zapata
Wild North
You Can't Beat the Irish
Young Man With Ideas

CLASS B — Objectionable in Part

Cage of Gold
Carrie
Deadline USA
Down Among the Sheltering Palms
Girl in Every Port
Gypsy Blood
Las Vegas Story
Macao
Maniacs on Wheels
Native Son
One Big Affair
Outcast of the Island
Phone Call From A Stranger
Rancho Notorious
Rendezvous with Tomorrow
Room For One More
Saturday Island
Singin' The Rain
Thief of Damascus
This Woman Is Dangerous
With A Song In My Heart
Woman In Question

CLASS C — Condemned

It's Forever Springtime
Lover's Return
Manon
La Ronde
Maria du Port
Paris Waltz
Raven, The
Scarred
She Shoulda Said No
Thrill that Kills
Ways of Love
Women Without Names

New Thrills! Golden Topper Brings You RADIO BROADCASTS of the ROCHESTER Red Wings BASEBALL
Great Team!
New Sponsor!
Featuring ED EDWARDS on AM Station WVET 1280 on your dial
New Station!
New Sportscaster!
Golden Topper brings you radio play-by-play broadcasts of all of the games of the Rochester Red Wings . . . without interruption for other programs . . . follow the Wings in every game!
ED EDWARDS—One of the nation's top play-by-play sportscasters . . . with major sports events experience on Mutual, CBS and Yankee networks.
Enjoy Baseball and Golden Refreshment with
OLD Golden Topper ALE BEER
try it and You'll always Buy it!
ROCHESTER BREWING CO. INC. ROCHESTER, N. Y.

TODAY TOMORROW! LITTLE
ALL THE SOARING BEAUTY OF THE WORLD'S MASTERS OF ART
ALL THE MIGHTY GLORY OF BACH'S MATCHLESS ORATORIO
Comes into a unique second enlistment by
ROBERT J. FLAHERTY
St. Matthew Passion
Based on the Johann Sebastian Bach Oratorio
"A TOP ACHIEVEMENT of eloquence and reverence. Notable 'art' film." BOSLEY CROWTHER, N.Y. Times
"A SCREEN SPECTACLE of great richness and variety!" —John Rogge, N. Y. Post
Music Played by VIENNA PHILHARMONIC ORCHESTRA
Sung by CHOIR OF THE VIENNA STATE OPERA and VIENNA CHOIR BOYS
CONTINUOUS PERFORMANCES (Prices Incl. Tax)
MATINEES 'TIL 5 P. M. . . .60
EVENINGS and SUNDAY . . .90

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The Difference In Flowers Always . . . . Is Quality
CASH AND CARRY
EASTER CORSAGE SPECIAL
LARGE SIZE LAVENDER ORCHID CORSAGE $2.89
PASTEL COLOR BABY ORCHID CORSAGE $2.89
DELIVERED SPECIALS
LARGE SIZE LAVENDER ORCHID CORSAGE $3.49
PASTEL COLOR BABY ORCHID CORSAGE $3.49
POTTERY MADONNA FILLED WITH GROWN AZALEA - $3.19
POTTERY SWAN FILLED WITH GROWING AZALEA - $3.19
ALSO A BEAUTIFUL ASSORTMENT OF EASTER PLANTS FROM $2.00 up
NOTICE
IN EACH OF OUR STORES WE WILL HAVE A CORSAGE BAR OPEN SATURDAY AT 8 A.M. TO 10 P.M. FOR QUICK SERVICE AND FRESH FLOWERS
Also a Complete Selection of Other Flower Corsages Priced Reasonably As Usual
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