-Benjamin Franklin

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OUTSELLS ALL OTHER ALES First for Fiavor!

NEW And NOW

HERE'S ONE WAY to look at

When it came time for His cor-

raw welts about His shoulders

of our Bishops and Monsignori.

Even the parish priest covers the

simple black once a day, at his

supreme moment, to put on the

chasuble of white, or gold, green

or flaming red.

of her liturgy.

reigns! Let us be glad and re-

Family Radio

Rosary Leaders

The Radio Rosary is broadcast

every night at 7 p.m. over Sta-

Leaders for the coming week

Saturday, Mar. 14 - Alphon

Sunday, Mar. 15-Francis Wal-

iers, St. Kelix, Clifton Springs; Monday, Mar. 16 - Robert L.

Tuesday, Mar. 17 - Edward

Wodnesday, Mar. 18 — Geráld

Thursday, Mar. 19-Arthur F.

by the Nasareth Academy Parent-

Friday, Mar. 30 - Lawren

Weider Jr., St. Anne, accom-

panied by the H.N.S. of St. Anna.

THOUGHT

FOR THE DAY

On the "Thought for the Day"

program of WHAM-TV from

Monday through Friday at

9:55 a.m., priests of the dio-

cese are scheduled as follows:

Tuesday, Mar. 17

Rev. John Reddington

Friday, Mar. 30

Rev. Vincent LeFrois

by the Sociality of St. Thomas;

Evans, St. Francis Xavier;

l. Nassar, St. Patrick;

l'enchers Association.

tion WSAY, Rochester.

Francese, St. Lucy:

joice and give glory to Him."

WHY NO BISHOP SHEEN in spectacular rite. Rochester? The absence of Bish The following week, in the op Sheen's program from the lo "letters to the editor" was one cal TV schedule has been of which did not approve of all this some concern, and here are the pomp and circumstance. The facts as we learned them. complaint was put rather tritely.

During the first week of Sept. in a statement which ran some

1952, WHAM TV was informed thing like this—"what would the by the DuMont Network that poor Carpenter of Nazareth have Bishop Sheen would return to said?" the air and that films of his pro-gram were available at a certain before. When the Catholic Church was "cleaned up" at the

WHAM immediately contacted so-called Reformation, part of the Network and placed an order the attack was aimed at the cerfor the entire series. Several emony and accoutrements of litweeks later DuMont was success- urgical rites. ful in securing a sponsor for Bishop Sheen.

This new development placed obstacles in the way of the origination thousand years ago. A King was inal plan of presenting the pro. sent to us and we treated Him gram on Saturdays at 4 p.m., a rather shabbily. period that had been held open for many weeks by WHAM, for the new spensors insisted on a circlet of thorns, rather than later hour.

WHAM'S 1852-58 schedule was instead of an ermine collar. completely filled by this time and We showered Him with blows ound by honor and law.

The Program Director at were in order and for a throne bound by honor and law.

WHAM contacted DuMont and offered Him the savage brutality offered to rent the films and of a gibbet. place the program on a sustain. A mistake was made—a mis-ing basis with the understanding, take that would have been fireof course, that commercials be deemable, except that He was the deleted. This suggestion was Redeemer. That was not to hapturned down. rned down.

The sponsor is in business. The King sent and continues to

Naturally, Bishop Sheen can send us His Viceroys, His Princes only be looked on as a top en and Chamberlains — His Royal tertainer by them and they are Household who are His immediout for top billing. Likewise, ate representatives, And there-WHAM-TV has binding contracts are no more mistakes. that cannot be broken.

EVERYONE is upset over the in on St. Peter's, He would, I'm deal and none more than the sure, be well pleased. We learned which continues to negotiate manners. with the sponsor in hopes of We know how to care for a uled for Mar. 16, 17, 18, 19 and 20 gram to Rochester audiences. It's a tight knot Let's hope it to none. From His highest representative, the Supreme Positiff, gets straightened out soon.

In a recent issue of LIFE mag- nize their unity in kingly priestaxine, a very beautiful full-page hood. This is their common picture of the consecration of the ground, this is their royalty. new cardinals at St. Peter's in We glory in the Pope's gold Rome was reprinted in all the and white, in the scarlet of our glowing colors evoked by that Cardinals, purples and magentas

Presents . . .

19 Exciting 400-Presidential Inauguration of

General Dwight D. Eisenhower 710—Fire Fighters in Action 715-Down on the Firm 16 OTHERS ALSO: AVAILABLE



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FRESH UP, GRANDPA, SIS AND STU! FRESH-UP TIME INCLUDES ONE OTHER VES, SEVEN-UP FOR BABY TOO!



The Robe Opens Week's Kun



IF THE CARPENTER looked School children of Holy Family School have gone "over the top" in the sale of tickets for "The Robe", religous spec-Programs Department at WHAM our lesson, we learned some tacle being produced by Holy Family Theatre.

PERFORMANCES are schedgiven a royal treatment second torium.

Seats are available by calling GEnesce 5782 or at Tucker's, Inc., to the lowliest pastor, we recog. 300 E. Main St. Judging from ad-

> Drivers of cars bringing Sistems to the Matineo for nuns on Sesturday, Mar. 14 at 2:30 p.m. will be most welcome to this special perform-Ance.

Colorful and authentic costum-WE ARE THE HAPPY PEO- ery and settings have been com-PLE. Drabness and gloom are pleted, according to Rev. E. ticed how the Church is so and tor.

what good comes from the short Clementine Andreano, Shirley films." Gloria of Holy Saturday Mass, Sarah Valenza.

the altar with baskets of flowers, at St. Andrew's Church, will play called art form." vestments of mourning are background and incidental music thrown off and replaced with on the new Hammond Organ for son and judgment - inspired white and gold, darkness becomes the performances.

the liturgy and the colorful beauty of its antiquity. That travesty Sound Method of Calvary, that mock corona-

tion and enthronement will never LEST WE TIRE and become and WHFM, Rochester, will veary of this short but hum- broadcast the McCurdy "Roch has proved to be - a practicable Fred Niblo, Jr. drum life, the Church visibly ester Civic Orchestra" program and sensible application of the rick's historic encounter with helps and reminds us of that using "Stereophonic" or bi-naural Ten Commandments to the sub- King Laera, the pagan High King promised city "of pure gold, sound transmission.

For those wishing to attend, a The Code, accepted on a voltransparent as glass, that has no What would the humble Car. above time.

penter say? "Alleluia! for the of depth, spatial presence and films. realism to reception which cannot be obtained by monaural lis-

> One channel will be heard on Station WHAM, 1180 KC, and the second on Station WHFM, 98.9 Plans Dance

identical, although they should be shamrocks. in the same room and spaced apnish Irish music and Bill Swain proximately 6.8 feet apart with will call for square sets. the FM receiver preferably plac- The organizations of Holy ed on the right.

Britton, St. Thomas, accompanied Breaklast Arranged By Good Counsel Men Annual Fathers and Sons Com-

Ennis, Mely Resary, accompanied munion Breakfast of Our Lady ments will be served. of Good Counsel Church will be

gram is planned.

Jack Kelly is chairman. Admission will be by ticket only. Reservations may be made by calling: Gerard Lambert, GEnesee 4599R; Wait Byrne, GEnesce 3630W; Jack Kelly, GEnesce Mississippi Gambler B 0263J; Ray Leary, GEnesee 6943

Tickets will also be on sale after

Advice to parents and children n the matter of vocations will be given by His Excellency Bish-

WHAM Lists

Bishop Kearmey

op Kearney in an interview on the Catholic Courier Journal program over WHAM, Sunday, of the Ancient Order of Hibern-March 15 at 12:10 p.m. His Excellency will be interviewed by the Rev. Richard Tormey, chaplain of Our Lady of Marcy High School and commentator on the radio program. The Bishop will discuss in the radio broadcast, the true signs of a vocation. He will give a general treatment of the educational training which the Church provides for the Priesthood and Sisterhood, touching on school subjects, the routine of life in the convent and seminary and the spiritual formation. He will give frank, official view

on the current need of the Rochester diocese for new priests and sisters.

The Bishop will close with an answer to questions of parents whose children desire to go to a convent or a seminary.

Catholic Theatre **Meeting Listed** The Catholic Theatre of

Rochester will hold a general-meeting on Wednesday, Mar. 18, in the auditorium of 54. Mary's Nurses' Home, Gomesee St., at 8:30 p.m. All members, their frie

and prospective members are invited to attend, according & Miss Agnes Coon, secretary. William Weider, president of The Catholic Theater, Wil

bringing the Bishop Sheen program to Rochester audiences. King now and His entourage is at 8:15 p.m. in the school audiPublisher Refutes Charges torium. Against Legion of Decency

vance sales, a record attendance New York — (NC) — The charge that Catholic influence is expected for all performances through the Legion of Decency discourages the making of better motion pictures has been branded as "a libel" by a publisher of motion pictures per-

> In an address before the St. Paul Guild of New York, Martin Quigley, publisher of the Motion Picture Daily and the Motion Picture Herald, said that the Legion of Decemey has sometimes been called "a blind and somewhat stupid pressure group." He held that such institutions

not for us. Have you ever no Charles Bauer, Managing Directas the Legion of Decency and the Motion Picture Production Code xious to celebrate, to exult, to be USHERETTES appointed for are responsible for "the moral happy? Although she knows the week of the run include: wholesomeness of the American

tated by Lent, she cannot wait From m, Jacqueline Haubner, tion picture presents a special On the day before, when the Kathleen Kreuzer, Nancy Mar moral problem because it "enjoys thousand bells ring out the tella, Marcella Reisinger, and a greater popularity and a wider circulation among persons of all she throws of the black pall, the Frank Pilecki, music teacher at ages and social groups than hithorgan rings out, acolytes rush to St. Mary's Hospital and organist erto has been enjoyed by any so-

"In face of this condition, reaand guided, by the supreme dic- Day, and as a tribute to the great tates of the moral law - logically apostle of Ireland, Fr. Patrick Yes, we are the happy people. WHAM Lists New and inevitably impose obligations Peyton's Family Rosary Crusade we love the drama and glory of the land responsibilities which the and Family Theater will present medium does not fully share with a half-hour dramatic film on an any other art form

> "The Code was intended - and ject of public enterainment."

use for the sun" in the rubrics demonstration will be given at untary basis by producers, guides in Rochester and surrounding the Radio City Auditorium at the the making of motion pictures so as to avoid any immorality. This method of transmission The National Legion of Decency, Lord, our God almighty, now provides two separate, but identi- which guides film goers in their trayed by Leif Erickson, the cal channels from microphone to choice of entertainment, forms Queen is played by Jeanne Cagloud speaker and gives the result moral judgments on completed ney, and Richard Hale enacts the

Coldwater Group St. Patrick's Day will be cele-

For those listening at home, brated in Coldwater with a big three of Fr. Peyton's past films, two separate receivers will be dance. The newly renovated hall was director. An original musical necessary if the bi-naural listen- with its light green walls and score was written by Harry Ziming effect is to be obtained. How- bright red drapes will be ap- merman. ever, the receivers need not be propriately decorated with green

Ghost Parish are sponsoring the dance for the benefit of the school building fund,

The dance will be held in the Aljo Club, 220 Coldwater Road. For the fourth consecutive year Irishmen and All ye who Tickets are \$.75 each. Home want to be Irish on March 17" made cakes and other refresh. will gather in St. Joseph's Hall

General chairman is the Rev. held Sunday, March 22 after the Albert J. Geiger, pastor, assisted Paddy Ryan at the accordion will 8 a.m. Mass in the school hall. by men of the Holy Name So-entertain with Irish dances at A short talk will be given by ciety. The Youth Club will handle 8:15 p.m. This will be followed the Rev. Leo V. Smith, pastor. decorations and tickets and the An interesting entertainment pro- Sacred Heart Society will have O'Hara's orchestra. Souvenirs charge of refreshments.

Movie Guide

Rochester PARAMOUNT LOEW'S or Joe Allen, GEnesee 5766R. Last of the Comanches A-1 PALACE each Mass, Sunday, March 15. Against All Flags A-2

iodicals. 'Trial At Tara' Listed On TV



RICHARD HALL as St. Patrick

In observance of St. Patrick's. episode in the life of St. Patrick. Entitled "Trial at Tara," the On Tuesday evening, Mar. 17th. Code was based on the Ten Comfrom 7:00 to 7:30 p.m., WHAM mandments, Mr. Quigley said. Theater by one of Hollywood's most talented screenwriters.

"Trial at Tara" dramatizes Patof Ireland, and his court.

"Trial at Tara" will be viewed areas ever WMAM-TV at 11.45 p.m. on Mar. 17

Laera, the High King is porrole of St. Patrick. The villianous Archdruid is

Rhys Williams, "Trial at Tara" was produced by Family Theater. and filmed by Roland Reed Productions at Hal Roach Studios, Hollywood.

Arthur Pierson, who directed

The film will be seen throughout the United States between

AOH To Assist Deaf Club At Irish Party

on Franklin Street and pay tribute to St. Patrick.

A group of Hibernians with with open dancing for young and old to the music of Timothy will be given to all.

Refreshments consisting of ham sandwiches, cake, pop, coffee, will be given free. Proceeds will assist St. Fran-

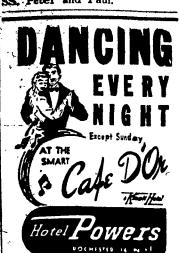
cis De Sales Deaf Club, Frank Crimmens and Theophane Merrill are general chairmen. They will be assisted by a group of coworkers whose purpose will be to make the evening enjoyable for all. The general public is invited, Donation 75c.

Rosary Leaders Set On Auburn's WMBO

Saturday, Mar. 14 - Michae Alfieri, St. Aloysius; Sunday, Mar. 15 -Greens, St. Alphonsus;

Monday, Mar. 16-Conrad Baran, St. Hyacinth: Tuesday, Mar. 17 - Patrick

Wednesday, Mar. 18 - Thomas Socci, St. Mary; Thursday, Mar. 19 - Anthony Gallaro, St. Francis of Assisi; Friday, Mar. 20-Allen Miskell SS. Peter and Paul.



HEW YORK EXCURSION

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and control better to the party
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Write Mex I, Sta. 1, Buffale 22, N.Y., for applications OR phone one or beth of us, if wish, ROBERT K. DORAN

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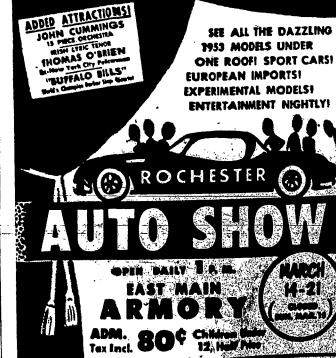
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4 Outstanding Soloists! IRENE JORDAN, Soprano; LISE SORRELL, Contralto WALTER FREDERICKS, Tenor; MACK HARRELL, Baritone

THE RUTGERS UNIVERSITY CHOIR with the ROCHESTER PHILHARMONIC ORCHESTRA

> **ERICH LEINSDORF, Conductor** THURS. EVE., MARCH 19

(IMPORTANT: Concert begins 8:30 sharp-Late-comers will not be seated until 9 o'clock) Seats from \$1.50 to \$3.25 EASTMAN THEATRE



+ FRESH UP," DAD, AND YOU, TOO, MOTHER