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602 Teams Await Opening Of HN Bowling Tournament

Establishing a new record, 602 five-man teams have signed for the 18th Annual Holy Name Bowling Tournament which will open Saturday, April 11, at 7 p.m. on the Rochester Bowling Center alleys, 424 Lyell Ave.

Officers of the Catholic Men's Bowling Association sponsoring the tournament hope to have the Rt. Rev. Magr. F. William Stauder, former diocesan director of Holy Name Union on hand for the opener. Ray Michel, president, will present the guests.

Teams from various parts of the Diocese are scheduled in the rolling on Saturday.

THE 7 P.M. SQUADS are: Immaculate Conception, Rochester; Geroulds, Elmira; Selected Fuels; Swazy, Hawk Eye; Concrete Trans Mix; Kowaki Sport Shop; Flowmeters, Taylor; Bacon, Arpeko; Onufryk; Office, Mona Lisa; 5 MM. Kodak Park; 16 MM. Kodak Park; Agitators, Kodak Park; Testing, Kodak Park.

THE 9 P.M. SQUADS are: Island Cottage Hotel; Seneca Ho-

tel; Webster Hardware; Charlotte Hall; Atlantic Recreation, Fri.; Tigers, Atlantic; George Lill's Tavern; Pap's Liquor Store; Rad-del Dairy, Holy Family; John's Food Mkt.; Ace Volo's Auto Supply; Maint. Rochester Prod.; La-duca; Pabst Blue Ribbon, Gen-eral.

A TOTAL OF 56 teams will try their skill on Sunday, April 12 starting at 2 p.m. St. John the Evangelist Holy Name team will bowl at 7 p.m. on that date. The Rev. Paul Murphy will be in the Georgetown team lineup. Joe Geraghty is director from St. John's in the tournament.

The tournament will resume April 18th and bowling will be daily until May 3. The Rev. John P. Haffey and his St. Aloysius Holy Name bowlers and Andy Von Hendy's St. Mary's boys from Elmira will bowl on April 26.

13th Birthday Cake At Youth Dance



THIRTEEN YEARS of successful, well supervised youth dances at Immaculate Conception school-ortorium called for a big cake on Easter Monday to celebrate the birthday. (Caption the cake above are: (from left) Paul Schmidt, Aquilino, Jan. Keating, Namroth, the Rev. George S. Wood, assistant pastor in charge of the Parties; Thomas Deana of the committee and Gloria Hamon, Nazareth Academy.

Sale, First Breakfast Set By K. of C. Auxiliary Staff

Members of Ladies Auxiliary, Rochester Council, Knights of Columbus will meet Thursday, April 16, at 8:15 p.m. in Columbus Civic Center and will hold a white elephant sale.

Each member is asked to bring an article for the sale in charge of Mrs. John Nolan, assisted by Mrs. S. J. McCallister. After the sale, an Easter party will be held. Mrs. Edward Eruggee, chairman is being assisted by Mesdames Charles Carroll, Carl Holley and William Kanaley.

THE AUXILIARY will hold the first Communion breakfast for mothers and daughters, Sunday, April 26 after Mass at 7:30 a.m. in St. Joseph's Church.

Breakfast at 9 a.m. will be served in the Knights of Columbus Clubrooms. Guest speaker will be the Rev. Matthew Tobin, C.S.S.R. of St. Joseph's Church.

Mrs. Richard A. Seaton is honorary chairman; Mrs. Frank Melville, general chairman; Mrs. Raymond L. Nary is in charge of decorations; Mrs. Lawrence Driscoll, decorations assisted by Mrs. Charles Bally.

Mrs. Joseph F. Rita is handling publicity.

Papal Legate
Rome - (RNS) - Pope Pius XII has named Norman Cardinal Gilroy, Archbishop of Sydney, as Papal Legate to the Australian National Eucharistic Congress which will be held from April 12-19.

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Cooperative Advertising. Book By Local Author, Out

Widely known in the advertising field and a Rochester resident

for 34 years, Mosher Story Hutchins, brought out his new book, "Cooperative Advertising - The Way To Make It Pay," today. It is published by The Ronald Press Company, New York book publishers and is on sale at foremost Rochester bookstores.

The author, now a cooperative advertising consultant was formerly president and chairman of the board of Hutchins Advertising Company, Inc., an advertising agency that originated in Rochester and now has branches in New York, Philadelphia and Toronto.

Primary purpose of the book, Hutchins states in the preface is to show how the manufacturer and dealer can make more profit from cooperative advertising.

THE BOOK CANVASSES the various phases of manufacturer-dealer cooperative advertising in different media, including newspaper, radio, television, film, direct mail, point of purchase, magazine, specialty, classified telephone directory, Western Union Operator 25, transportation, outdoor, exhibits and demonstrations.

Eleven of the 73 illustrated examples in Hutchins' book are from materials supplied by Rochester and vicinity manufacturers, including Aeolian American Corporation, The R. T. French Company, General Motors Corporation (Delco Appliance Division), Eldeco-Frasaco Company, Hickok Manufacturing Company, Inc., E. P. Reed and Company, The Rittenhouse Company, Inc., Stromberg-Carlson Company, and Taylor Instruments Co.

The author is considered especially well qualified to prepare it because of his wide advertising experience. He draws on his specialized background in manufacturer-dealer cooperative advertising in his offering of standards for choosing media, building campaigns, timing and coordinating promotions, and

Family Guidance Group To Hear of Christopher Move

The Family Guidance Group of the Immaculate Conception Parish will hear Patrick V. Crean explain the practice of the Christopher Movement, "and its amazing growth."

"The Christopher Movement spreads more by word of mouth and example than by any other method—it is a way of living that is open to all for the asking," the announcement said.

"Literature is available—practices are so simple as soon to be effortless—and the benefits to be derived center chiefly in the peace of mind that strengthens the body and soul to conquer the problems of living."

Crean will present this information to the members of the Family Guidance Group, and their friends, in the Immaculate Conception School Hall at 8:15 p.m., Thursday, April 16.

Grade Mothers, a group of mothers of the Immaculate school children, will serve refreshments. Leo T. Minton is chairman of the Executive Committee. The public is invited.

Dessert Luncheon Set At St. Sacramento

Members of the Rosary Society of Blessed Sacrament Church are planning a Dessert Luncheon at one o'clock, April 15, in the Church Hall, Games of Bridge, Pinochle and Canasta will be played, with a prize for each table.

For Reservations, call Mrs. J. Hall, McInroe 3897-M.

planning the dealer's follow-through.

In his long advertising career, which was interrupted temporarily by service in both world wars, Hutchins has handled scores of cooperative advertising programs in all media for leading manufacturers, wholesalers and dealers.

THIRD ORDER of Mt. CARMEL

Third Order Secular of Our Lady of Mount Carmel will meet Sunday, April 12, at 3 p.m. at St. Francis of Assisi Church, Orange and Whitney Streets.

Rev. Joseph A. Cirincione, Spiritual Director, will conduct the meeting.

Anyone interested in the Third Order is invited.

PROFESSION of novices will take place Sunday and those who are to be professed are asked to meet at the Boys' Center on Whitney Street at 2:30 p.m.

"By profession a member makes the promise of pleasing God better under the Carmelite banner and is thus incorporated among those whose very life is devoted to the pleasing of God and doing His will," the announcement said.

"Being an actual member of the Order, the Tertiary can justly claim a share in the glory of the Carmelites killed on Mount Carmel by the Mohammedans in the Middle Ages; they have a right to participate in the many prayers offered through the centuries."

"As Carmelites go about on the mission fields or in domestic apostolic work, a participation is enjoyed by the Tertiary businessmen of the Tertiary housewife. The cloistered Carmelite nun at nocturnal vigil brings the blessing of God not only to herself but also to every other Carmelite throughout the world."

"At Fatima our Blessed Mother pleaded for, petition and prayer, and how better can that be done than as a Tertiary. Speculation is needless for we can be sure our lives will win a high glance from Mary, toward heaven on the other blessings that come to the member of Carmel's lay regiment."

Pillow Case Party Set At Holy Family

The annual Pillow Case Party for school wards, sponsored by Holy Family Rosary Society, will take place Thursday, April 16, it will be held in the auditorium on Jay St., Rochester, starting at 8 p.m.

Mrs. James Noble is honorary chairman. Mrs. Norman Shannon is chairman with Mrs. Edward Weber as co-chairman, assisted by the following committee: Mesdames Edward Dennstedt, William Evans, George Kirchner, Earl Lenhard, George Mathis, Joseph Miller, Edward Schubert, Joseph Smarsh, Rudolph, Toth, John Wagner, William Wilhelm, Albert Young, Michael Syplan, and the misses Edna Friday, Ruth Friday, Louise Mensing, Mary Reber, Loretta Schur, Marie Singer and Wilma Spahn.

St. James Society Slates Card Party

The Rosary and Altar Society at St. James Church are having the last card party of the season on Monday evening, April 20, at 8 p.m. in the Church Hall.

Chairman is Mrs. Leon Ward Co-chairman, Mrs. Robert Eberhardt. In charge of tickets Mrs. George Meyer. Prizes, Mrs. William Benwitz. Refreshments, Mrs. Harold Yahn and Mrs. Raymond Mooney.

Good Counsel Altar Unit Slates Cards

Annual Spring Card Party of Our Lady of Good Counsel Altar Society will be held in the School Hall, Ernestine St. on Friday, April 17 at 8:30 p.m.

Mrs. Andrew Eumann, general chairman, is being assisted by Mrs. Thomas Costello, (tickets); Mrs. William Lancer, cards; Mrs. John Brinkman, hostesses; Mrs. George Shultes, door and Mrs. David Gottschalk, table prizes.

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