

AMONG WOMEN

Other Media

By Mary Lannon Snyder

Centennial Supplement  
Erie, Pa., (NC)—The entire history of the Diocese of Erie was outlined in a 68-page supplement put out by the Lake Shore Visitor-Register, diocesan weekly, for the See's Centennial Celebration.

CHRISTMAS SHOPPERS



Why Worry Along ON ACHING ARCHES?

If the warty lines in your face show what your feet are thinking... It's time to call a bell. If your arches ache after their daily beating, cradle your feet in "EASY-CHAIR" COMFORT IN FOOT-SO-PHOT SHOES IF YOU CARE FOR YOUR FEET. These famous shoes are better made, and they're best of all in the inside—where your feet will feel an angel.

If You Care For Your Feet TRY THEM—BUY THEM  
**TORRI SHOES**  
The Family Shoe Store  
HJ SCHWARTZ, DR.  
1624 CLIFFORD AVE.  
Near Goodman Open Eves.

Many people considering a public relations program for an organization think only in terms of newspaper publicity. While this is surely a very important medium for reaching many people in a community, today's news may also be told in other ways.

The firms which advertise in these papers bear all the costs because their purpose is to reach the greatest number of potential customers. Many large cities by the merchants of a particular shopping district.

which they will make announcements concerning club projects. Since most of these stations serve a large area, I think a public relations chairman would be wise to investigate the opportunities offered by the stations serving her particular listening area.

My experience has been that all of these mass information media—newspapers, journals, and broadcasting stations—are most cooperative and ready to serve the community in which they operate.

Last week I wrote of the public relations institute held recently in Syracuse. The advice given there was particularly interesting because all the speakers were professional public relations workers—editors, program directors of TV and radio stations and journalism teachers.

**CHRISTMAS DAINTIES**  
ANISE DROPS ..... 75¢ LB.  
SPRINGERELE ..... 75¢ LB.  
PFEFFERNUESSE ..... 69¢ LB.  
DARK FRUIT CAKE ..... 89¢ LB.  
LIGHT FRUIT CAKE ..... 89¢ LB.  
GINGERBREAD MEN ..... 10¢ EA.  
FORM BOKKIES (HGD) ..... 8¢ EA.  
**BELL'S BAKERY**  
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**DEER SKINS**  
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AND WHEREAS, particularly in this year wholeheartedly devoted to Mary, could we look for that inward fire other than through the hands of the Mother of God?

W should ask her, as individuals and as members of organizations, to let us share in a small humble way her magnificent work that we never lose sight of the fact that the purpose of all our organization work is to render ourselves more pleasing to God and to help others along the path to Heaven.

British Prelate  
London (NC)—Archbishop Joseph Masterson of Birmingham has died unexpectedly (Nov. 30) in the Queen Elizabeth hospital at Birmingham at the age of 54.

Library Service Provided Hospital



CATHOLIC NURSES in the Auburn unit of the National Council with cooperation of St. Alphonsus School Library instituted a Library Service at Mercy Hospital in Auburn. Part of proceeds from a recent dance purchased cart, above, on which to wheel books into rooms for patients to make selections. In photo (from left) are Miss Helen Drancak, dance committee co-chairman; Miss Marion Corrigan, publicity chairman; Mrs. Wayne Carr, council president; Mrs. William Burns, decorations chairman and Miss Stefania Mrygot dance chairman.

WHAT'S DOING AT THE DALYS'

A Woman's Calendar

By Mary Tinsley Daly

"Let's see, Wilkie was running in — was it the '36 campaign?" The Head of the House interrupted his own story as he and Mr. Curran of Chicago were talking during dinner at our house.

"1940," I corrected, serving the vegetables. (How could he forget listening to those campaign speeches while we were packing to go to South America?)

Later, the talk went on to building and repairs. "This concrete spray on the outside of the house has been mighty satisfactory," the Head of the House said. "Had it on four, maybe five years."

"Seven," I stuck in my two cents worth. "November 1946, remember?" (That long argument we'd had on Thanksgiving eve...)

"What a remarkable memory for figures you have, Mrs. Daly," Mr. Curran commented.

"Uh-huh!" the Head of the House played it straight, knowing so well that when mathematical talents were being distributed I was among the absent.

Then, like a child who gets a little attention, I rattled on about the concrete spray:

"IT HAS BEEN satisfactory, never cracked and well worth the \$5000 it cost."

"Five thousand!" Mr. Curran laid down his fork and stared.

"Or was it five hundred?" I meekly appealed to the Head of the House.

"Five hundred," the Head of the House smiled tolerantly. (It had seemed like \$5000... getting Pat ready for college, and with those high school bills of Johnny's. It had seemed too much, anyway, to put on the outside of a house.)

Mission Board Reports On Medical Aid

New York (NC)—Almost 4,000 cases of medical supplies were sent to mission communities during the past year by the Catholic Medical Mission Board, it was announced here.

Totaling 111,964 pounds, the 3,615 cases of supplies went to 107 communities in 64 countries.

Board President Father Edward F. Garesche, S.J., reported at an annual meeting attended by doctors, priests and prelates, including Auxiliary Bishop Fulton J. Sheen of New York.

REPORTED AS outstanding features of the year's work were shipments of three million tablets of D.D.S. as a remedy for leprosy and 213,000 tablets of Daraprim for malaria.

Medical materials distributed by the board during the past year represent a value approach half a million dollars, Father Garesche stated.

Over twenty-two million gauze compresses were made for the missions through the board by members of Blue Cross Circles throughout the country.

Washington (NC)—Two priests, both distinguished members of the Jesuit order, were laid to rest together here in Georgetown University cemetery.

They were Father Francis X. Talbot, 84, former editor-in-chief of America and internationally known author; and Father Joseph J. McLaughlin, 85, who celebrated the golden jubilee of his ordination less than a month ago.

Both men seemed to think this a very amusing way of marking significant events.

FRANCONVILLE, I think it's the only natural way — and I think too that Mrs. Curran is smart. That way she remembers two facts at a time.

And I'll bet that Mr. Curran couldn't tell what day Jimmy got the medals!

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**Dried MIXED NUTS** EXTRA SPECIAL 2 Pkg. 25¢.  
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**NEW THOMPSON SEEDLESS RAISINS** 2 LB. Family Size 38¢.  
**NEW CURRANTS** 11 Oz. Pkg. 17¢.  
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Early Seminary Broadcast Draws 12-State Audience

Cincinnati (NC)—When the students at Mt. St. Mary's Seminary repeat their morning prayers, they aren't alone. People in at least a dozen States join with them.

Back in the middle of September, station WLW started broadcasting morning prayers from the seminary at 6:10 a.m. daily, and since that time letters of appreciation have come from persons in 12 States—as far away as Georgia and Oklahoma.

ACCORDING TO Magr. Joseph J. Schneider, Mt. St. Mary's rector, many of the letters are from nurses and patients in hospitals, some of whom have said that the broadcasts are a good preparation for Holy Communion. Others have written that they are saying morning prayers for the first time as a result of the program.

The broadcast—produced by third-year students—opens with a hymn to Our Lady appropriate to the season; thus the Pentecostal Salve Regina recently gave way to the Alma Redemptoris Mater of Advent. It includes the recitation of the morning offering, acts of faith, hope, love, contrition, the saying of the Angelus at the sounding of the tower bell, and finally the singing of the Introit of the Mass of the day and the reading of its English translation.

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