

Sodality Slates Living Rosary

A Living Rosary will be held by the Sodality of St. Basil and Paul Parish, Rochester, on Saturday, May 7 at 1:30 p.m. The event is an annual one on the first Saturday of May and members will meet at 1 p.m. in the parish hall to form the Rosary and obtain their candles. Following the Living Rosary the regular First Saturday Fatima devotion will be held.

GOD LOVE YOU!

By MOST REV. FULTON J. SHEEN

WHEN Our Lord was hanging on the Cross, His enemies challenged: "Come down and we will believe." Our Lord refused to show His power by saving His life; it was human to come down, it was divine to hang there and redeem.

Ever since, God has rarely shown His power against His enemies. Athletes have taken out a watch during lectures, and given God one minute to strike them dead—if there is a God. But God has mercy, even on fools.

There are, however, some moments when God's power is challenged so blithely that He must show Himself. A few years ago an atheist at a banquet blasphemed the Holy Ghost and fell dead going so: "There was a light in Boston in the last century who stole a glass from a tavern, brought it to a saloon, dropped it into a hat of beer and drank a blasphemous toast. Then, like Judas, his bowels burst asunder."

The latest indication comes from an incident that recently occurred in Viet-Nam. A Communist soldier forced his way into the Chapel of the Carmelite sisters at Bul Chou. The Sister Superior reminded him that it was God's house and he must be respectful. "Where is your God?" asked the soldier.

"There," said the nun, pointing to the tabernacle. The soldier pointed his gun directly at the tabernacle and fired. The bullet went through the door, broke the pyx, and scattered Sacred Hosts. The man stood there as motionless as stone, his eyes fixed on the tabernacle. A sudden paralysis had struck him, and as the nun touched him, he fell dead, face downwards, before the altar.

As God has not always shown His power that way, neither has He always shown His love. We therefore willingly make a sacrifice, although we often have to wait for the general Resurrection before we feel the warmth of His Divine embrace. The point of this article is not to remind you of God's power against the wicked, but to remind you that He is more anxious to spare and to show mercy than to strike—provided you make a sacrifice out of love for Him. Your sacrifices will build a tabernacle in Viet-Nam. A luxury you give up means Our Lord will be better housed in a chapel in Ceylon or in Africa. Your love and your willingness to give up Christ's victory over Satan. Your sacrifices can counteract the blasphemy of Communism and Atheism.

GOD LOVE YOU! is a \$10.00 money received from the donation of blood to my hospital blood bank. . . to M. M. M. "Instead of going to Europe I am spending this \$1000 to you to help people who are starving. . . to K. For \$20. "In thanksgiving for many favors granted me—some of which was a promotion and a raise. . . to E. J. A. "I received \$6 at a farwell party given for me. Instead of keeping it, I am adding \$5 and sending this \$11 to you for the missions. Tomorrow I leave for the army, so please pray for me. . . to the Rosary Group at H. E. for \$53.40. "This group of hotel maids saved the enclosed money from their hard earned wages. They also sacrifice part of their half hour lunch time to pray the rosary."

You will soon see the last edition of this year's series, "Life Is Worth Living." But the statue of Our Lady of Television which you see each week on the program can be in your home throughout this year. For a \$3 offering and your request, we will send you a 10 inch exact reproduction of this statue.

Get out this column, in your sacrifice to it and send it to the Most Rev. Fulton J. Sheen, National Director of the Society for the Propagation of the Faith, 366 Fifth Avenue, New York 17, N. Y. or your Diocesan Director, Very Rev. Magr. John S. Marshall, 40 Chestnut Street, Rochester 4, N. Y.

T. F. Lemm Heads

Publicity For Mission Project

Theodore F. Lemm, Vice President and General Manager of E. W. Edwards & Son, will head the Publicity Committee for the Mission Scenerama scheduled for the Rochester War Memorial, Oct. 16 to 23.

Lemm, a native of Memphis, Tenn., was affiliated with E. W. Edwards for 12 years in Syracuse as treasurer of the Edwards chain operating stores in Buffalo, Rochester and Syracuse.

In 1945 Lemm was appointed General Manager of the Rochester Store. He is a member of the Oak Hill Country Club, The Rochester Club, Executive Committee of the Retail Merchants Council of the Rochester Chamber of Commerce, Rochester Convention Bureau, Rochester Community Chest and a Director of the Central Trust Co. He resides at 141 San Gabriel Drive.

Chairman Lemm has named the following Publicity Committee for the Mission Scenerama: E. G. Bauer, Jack Coleman, Frank Ferick, Jerry Flynn, Neil Gallagher, William Gregory, Joseph Lusardy, Edward Meath, Martin Moll, William McLaughlin, Arthur Kelly, Frank M. Hutchins and Margaret Berry Nugent.

Palmyra Society Plans Communion

Palmyra-St. Anne's Society, Palmyra, met in the church hall on April 11. At that time, plans for the seventh annual Communion breakfast were made, the date being set for Sunday, June 26.

Plans for a bake sale to be held on Friday, May 13, were made and Miss Ella Sanders was chosen as chairman. Mrs. John Tronko and her committee were hostesses for the evening and a lunch was served. The next meeting will be held Monday, May 2 and Mrs. Kermit Jones and her committee will be hostesses for the refreshments and entertainment.

Chairman

State Central Verein Sets Executive Meeting Here

State Branches of the Central Verein and National Catholic Women's Union, and Youth Section of both organizations, will hold their spring executive committee meeting on Sunday, April 24, at 2 p.m. in the Seneca Hotel. After a joint opening session, rooms will be available for separate meetings of each group.

The executive session will come to a close with Benediction of the Blessed Sacrament in St. Joseph Church. Following this, the local committee will serve lunch in the church hall.

PRINCIPALLY, the meeting has been called to discuss plans for the coming centennial convention of the Central Verein, which will be held in Rochester Aug. 13 to 17. Because of the importance of this meeting, Rev. Victor T. Sutten, director of the Central Bureau in St. Louis, Mo., will be present, as well as officers and representatives from New York City, Brooklyn, Poughkeepsie, Albany, Troy, Schenectady, Amsterdam, Utica, Syracuse and Buffalo.

The Rochester members who desire, are asked to be at the hotel by 12:30 p.m. for dinner with the out-of-town guests.

St. Elizabeth Guild Slates Luncheon

Annual Membership Luncheon of St. Elizabeth Guild will be held at 12:15 p.m. Monday, April 25 at Seneca Hotel.

Mrs. George A. Thorne is luncheon chairman. She has asked the following committees to serve with her: Decorations, Mrs. R. Leary and Mrs. Joseph Schmitt; reservations, Mrs. Howard J. Baird and Mrs. Fred Kunz; hostesses, Mrs. Charles Howe, Mrs. Raymond Neary and Mrs. Roy Bush; cards and tables, Mrs. Ralph Wels.

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L.C.B.A. Marks Anniversary, Slates Meeting

This month marks the 65th anniversary of the founding of the Ladies Catholic Benevolent Association, the first insurance society for women, throughout the nation.

The Advisory Senate of the Rochester area will meet in the Columbus Civic Center on Monday, April 25 at 8 p.m. All members are invited. Refreshments will be served.

The L.C.B.A. offers insurance protection for Catholic women and children through parish branches and has a high rating among the country's insurance companies, a spokesman said.

Annunciation Rosary Guild Lists Speaker

Annunciation Rosary Guild will hear Dr. Rose Pucci, pediatrician, speak on "Children's Diseases" at 8:15 p.m. Monday, April 25 in the church auditorium following a business meeting.

Mrs. Joseph Gugliandro is hostess. All women of the parish are invited.

Boys-Young Men Wanted

To Follow Christ—To Save Souls—To Assist Themselves By Becoming Priests in the Capuchin Franciscan Order.

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.

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HIGH SCHOOL STUDENTS APPLY TO: Very Rev. Director of Vocations Immaculate Heart Seminary, Geneva, N. Y. HIGH SCHOOL GRADUATES or COLLEGE STUDENTS Apply to: Very Reverend Thomas Burgell, O.F.M. Cap. Mount Carmel Church, Orange, New Jersey.

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Some things you and your family might like to know about Kodak business

At Kodak, 1954 was one of our best years. It was a year of high sales, larger earnings, and good limits of production and employment—that's the story summed up in our 1954 Annual Report just published.

Last year the company invested about \$50 million in facilities, such as new and improved buildings, tools, and equipment. Another \$50 million will be invested in plant improvements this year . . . and about \$30 million of this will be spent in Rochester.

This continuing capital investment program has been a large factor in Kodak's 75 years of progress from a tiny, two-man business to a major industry with jobs for 72,000 people world wide . . . including about 35,000 men and women here in the Rochester plants and offices, nearly three times as many as there were 25 years ago.

With new and improved products being added to Kodak's varied line, company officials look for a good year of business in 1955.



For a copy of the complete 1954 Annual Report, please address Eastman Kodak Company, Public Relations Department, 348 State Street, Rochester 4, New York.

*More highlights from the Reports

- Our business in general was at a very good level in 1954. Sales of \$633.5 million were almost exactly even with those of 1953—(\$633.7), a record year for Kodak.
- Sales gains made. These were some of the highlights in the sales picture for the year:
 - Photographic products in general sold at a good level—with color products continuing to show better than average gains. (Photo products are made in Rochester at the Kodak Park Works, Hawley Works, and Camera Works.)
 - Tennessee Eastman Company's business in total was somewhat above 1953. (TEC products include cellulose acetate yarns, Tenite plastics, and industrial chemicals.)
 - Government and defense sales of both photographic products and special military items were lower.
 - Sales to our customers abroad were up sharply over the previous year.
 - Products of the Distillation Products Industries division and the Recordak Corporation sold well.
- Earnings were up. Net earnings were the company's highest to date. At \$69 million, they showed a 39 percent rise over the \$50.2 million reported in 1953. For the year, these earnings were equal to \$3.99 per common share against \$2.86 in 1953.
- Although the excess profits tax expired at the end of 1953, Kodak's direct taxes were 12 percent higher against 14 percent the year before. They exceeded the company's net earnings and amounted, in 1954, to \$1.56 per common share—more than twice the common cash dividend declared.
- Dividends increased. During the year cash dividends declared on the common stock were \$2.05, compared with \$1.85 in 1953. Kodak has paid a cash dividend on the common shares for 53 consecutive years.
- The directors declared a stock dividend of one share for each twenty shares held (5 percent), which was paid March 21, 1955. The regular 6 percent dividend on the preferred shares was also declared.
- In 1954, Kodak's capital investment program brought new plant facilities, improved methods and equipment, and better products. Through the years, this program has helped provide steady employment with good wages for more and more people. Another result has been to help keep selling prices down in a period of generally rising costs.
- Employment at good level. The company's total U. S. employment at the end of 1954 was 61,400—about 6 percent lower than the previous year (4 percent in Rochester). The decline in employment was almost entirely due to cancellations and changing of special military contracts at Holston Defense Corporation, Kingsport, Tennessee, which is operated for the government by Kodak, and at our apparatus plants. Total employment in other company plants and offices increased. Company payrolls were higher in 1954.
- Last year, as in the past, Kodak progress was due in a large measure to the strong interest and spirit of loyalty and co-operation that exist in our fine industrial team.
- Outlook good. Barring sudden, broad economic changes that might restrict business severely, the company expects to do a somewhat larger volume of business in 1955. Earnings should be at a good level and compare favorably with those for 1954.

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75th Anniversary Year
Eastman Kodak Company
Visitors are welcome at Kodak. Conducted tours of Kodak Park start at 9:30 a.m. and 1:30 p.m. and at Camera Works at 10 a.m. and 2 p.m.