

At Our House

Happy New Year

By MARY TITLEY DALY

They are still at it! They are the merchants of Christmas. "It" is the Christmas racket.

Having whipped up a prolonged hysteria, beginning in October and continuing through November and December with ever-mounting frenzy, they hope now to wring the final penny out of every pocketbook with "After Christmas Sales."

Glaring ads in newspapers, blaring ads over radio and television tell us "how to spend that Christmas check," warn us to "be smart and buy your next Christmas cards NOW at half price!" give forth with advice on returning gifts and taking advantage of "low, low prices!"

One of the most revealing pictures of the modern, commercialized version of celebrating the birth of Christ came via the television a month ago. It showed a top-level conference among the merchant princes on December 28 last year. There was how department stores could make even more money this year, analyzing ways of putting on pressure during the holiday season that would make up for the spring and summer slump.

That TV picture did it as far as we were concerned at our house, the Head of the House, and I agreeing not to exchange adult presents this year.

The resolution, begun upon viewing the TV picture, was further strengthened by reading the forthright statement by Lutheran minister, The Rev. Dr. Edgar S. Brown, Jr., director of worship of the United Lutheran Church in America, proposed that the denomination's churches "cancel all plans for Christmas services this year" as protest over what he termed "the orgy of commercialism" that has swallowed the religious significance of Christmas.

This, in the public press, was a shock, a reaction the Rev. Dr. Brown no doubt anticipated. Reading further came a "amen" from our house. Declaring that Christmas has been all but taken over by salesmen, the Rev. Dr. Brown continued:

"The Babe of Bethlehem, now more zealously watched over than a TV movie by its doctored mother, represents an investment to be protected." Christmas, which he called "the annual pious salute in the direction of religion" has become "the property of the business world" and a "greedy, selfish celebration."

Our own Catholic Church took much the same stand. From L'Osservatore Romano, a Vatican weekly, came the voice of the Church, the comment concerning the commercialization of Christmas as "an insult to the poor" and warned that this un-Christian activity was turning the "birth of Christ into a pagan bacchanal."

The groundswell of protest against a "buy-buy" aspect which makes almost a sacrifice of one of the Church's most significant religious feasts has been felt by you at your house, by us at ours. Familiar carols, played in the streets starting in October become trite by Christmas Eve. The glitter, the

trumped-up excitement become wearying.

AT OUR HOUSE, we breathed a sigh of relief that we did not have to follow the slavish command of the merchant princes: "A present for everybody by Christmas Day!"

Toys for the grandchildren, of course, and gifts for certain people for whom a gift would be a real expression of well-wishing. As for the others, the grown folks at our house—well, there is a long year stretching ahead filled with birthdays, feast days, all sorts of gift-giving occasions.

Once you decide that the "whole of giving" need not be centered on December 25, there is a glorious feeling of relaxation all 'round.

If the Spirit of Christmas could be broadened, results might be:

Relatives and friends would receive gifts at very appropriate times.

PEOPLE in old folk's homes would have frequent visitations, spaced throughout a whole lonely year, rather than the tring mobs arriving on December 23, 24 and 25.

Orphans and children in hospitals would have their dignities and their dispositions helped by evened-out visitors bearing candy and toys, instead of frenzied plethoras at one frenzied season. And—the merchant princes might find that there would be no spring-and-summer slump! Happy New Year!

Family Rosary Radio Program

Friday, Dec. 29 — Raymond Doran, SS, Peter and Paul.

Saturday, Dec. 30 — Robert Long, St. John the Evangelist accompanied by employees of Building 23, Machine Shop, Kodak Park.

Sunday, Dec. 31 — Louis Kretschmer, St. John the Evangelist, Greece.

Monday, Jan. 1 — Ronald Magin, St. Andrew's accompanied by St. Thomas More Club.

Tuesday, Jan. 2 — A representative of the Catholic War Veterans.

Wednesday, Jan. 3 — Arthur Lechleiter, St. Helen's.

Thursday, Jan. 4 — Clarence Young, Holy Ghost, Coldwater accompanied by Nocturnal Adoration Society of that parish.

Legion Of Decency

Following are the Legion of Decency listings released this week. Complete listings appeared in the Dec. 22 issue. Clip both and save.

Class A, Section 1 Whistle Down the Wind

Class A, Section 2 Broken Lane Flight of the Lost Balloon Twist Around the Clock

Neighborhood DRUG STORES

St. Andrew's Parish Prescriptions Mandell's Pharmacy 70-0797 7-0785

St. Margaret Mary Parish Smalline's Clinton-Ridge Pharmacy N. Clinton and Ridge Road East

St. Charles Borromeo Dewey Ave. Pharmacy Prescription Specialists

Blessed Sacrament Blauw's Pharmacy Established 1893 50 Goodman at Clinton

Our Lady of Lourdes Ghilson Pharmacy 1704 Monroe Ave. GR 3-6402

Good Counsel Parish Wolff Pharmacy Professional Pharmacist Lowest Prices

Corpus Christi Milliman's Pharmacy No. Goodman at Main Baker 5-2050

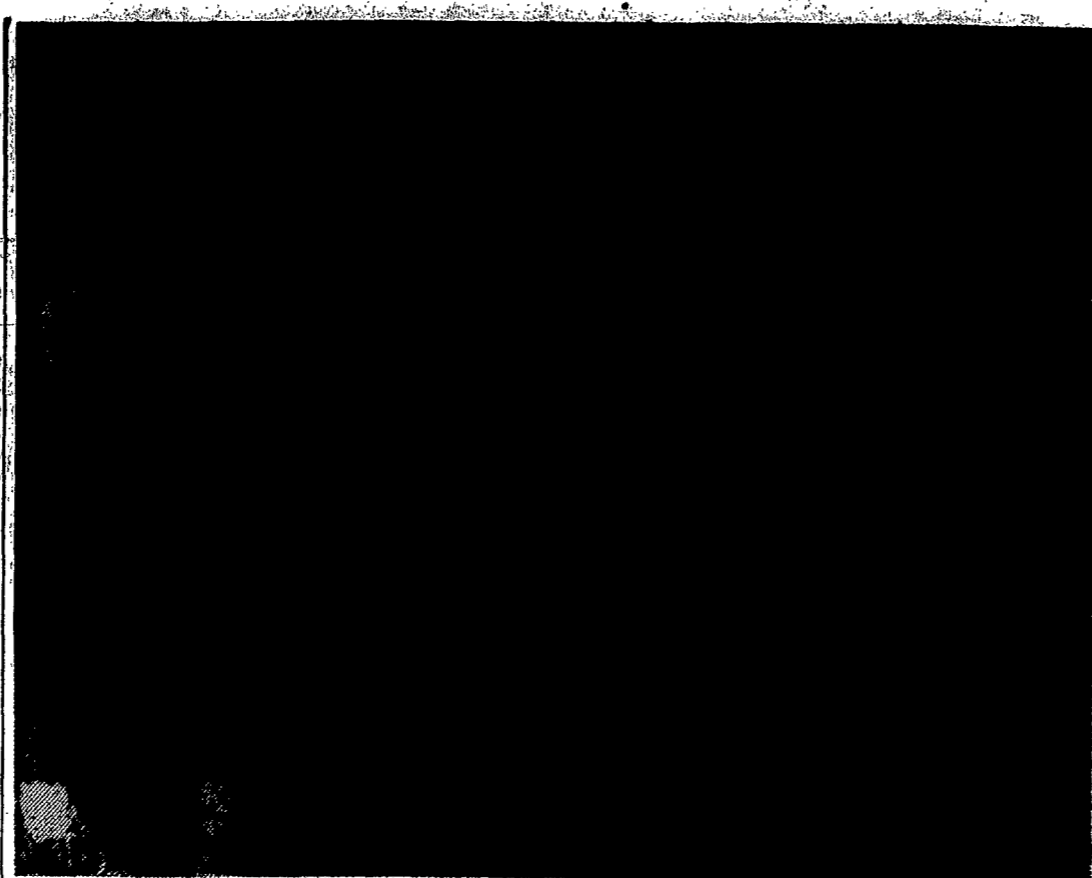
Our Lady of Lourdes La May Drug Co. 1800 East Ave. Browning 1-2896

Oxford Pharmacy Prescription Experts 644 Monroe Ave. Oxford

St. Anne's Parish Ark Drug Stores Inc. 877 South Ave. BR 3-1147

For Your Drug Needs Patronize Courier Advertisers

Thrift Drugs 68 Chestnut St. TALK 5-1920



'Catholic Daughter of the Year'

Mrs. Beatrice M. Cleveland, second from right, Grand Regent of Court St. Rose of Lima, Catholic Daughters of America, Owego, gives Mrs. Mary Mead, an orchid, when she was chosen the Catholic Daughter of the Year, Thursday, Dec. 14. Others in the picture are (from left), Mrs. Eleanor Cornett, who served as toastmistress, and extreme right, Mrs. Marion Davis, co-chairman. Mrs. Mead was also presented with a crystal rosary from the Court. (Tubb Photo)

Hefferon Couple's Silver Jubilee Marked In Geneva

Geneva — Mr. and Mrs. Eugene E. Hefferon, 186 Nursery Ave., were honored by members of their family at a dinner at Belhurst Castle on Sunday in celebration of their 25th wedding anniversary.

The family also arranged a surprise reception and open house for Mr. and Mrs. Hefferon at 4 p.m. in their home. There were 80 guests.

The Hefferons were married Nov. 26, 1936, in St. Francis de Sales Church. The ceremony was performed by the Rev. William J. O'Brien. Mrs. Harold Martin of Springville, N.Y., the former Grace Queer of Geneva, was maid of honor and William Hickey of Geneva was best man.

THE COUPLE and members of the family attended an anniversary Mass on Sunday at 12:10 p.m. in St. Stephen's Church.

Mr. and Mrs. Hefferon have two daughters, Mrs. Beverly Barnes and Miss Mary Helen Hefferon; three sons, Pvt. Eugene Paul Hefferon, U.S. Army, stationed in Monterey, Calif., and Michael Henry Hefferon, a student at Cobleskill College, Cobleskill, N.Y.; and Patrick Stephen Hefferon; and a granddaughter, Mary Catherine Barnes.

Mr. Hefferon is manager of the Seneca Lake Country Club. He is a member of the Elks, Geneva Council, Knights of Columbus, and of the Rod and Gun Club.

Engagement

The engagement of Miss Jo Anne Piro, daughter of Mrs. Frank R. Piro of Hazelwood Ter. and the late Mr. Piro, to Roger Streb, son of Mr. and Mrs. Gerard Streb of Grafton St., has been announced. Miss Piro is a graduate of Nazareth College and Streb is a graduate of St. John Fisher College.

SPiritual EXERCISES AT THE CENACLE

Spiritual Exercises will be held at the Cenacle Retreat House 693 East Avenue, Rochester 7, during the month of January as follows:

- RETREATS: Jan. 5-7 Diocesan Sodality Union—Rev. Raymond J. Balduf, S.J. Jan. 10-18 Cenacle Religious in Retreat Jan. 19-21 High School Students—Rev. Raymond J. Balduf, S.J. Jan. 24-26 and Jan. 29-31 Nazareth College Seniors—Rev. Raymond Schouten, S.J. I.F.C.A. First Saturday Mass—Jan. 6—8:30 a.m.—Most Reverend James E. Kearney, D.D. NEXT ADULT RETREAT—Feb. 16-18—General—Rev. John A. Hughes, S.J.

Christmas Fete

Ithaca — Immaculate Conception Fraternity Third Order of St. Francis combined its community exercise and Christmas party Thursday, Dec. 14, in Immaculate Conception Church and parish hall.

After church service, John Butler, minister prefect talked in the parish hall on "Our Guardian Angel."

Father Neil Goodman, director, led singing of Christmas Hymns. He described singing of "Silent Night" by some blind children with whom he had worked a few years ago.

A Christmas tree was surrounded by gifts, which were exchanged after talks by Father Goodman, Butler and tertiaris. Refreshments were served by Rose Gaultiere and committee, Mrs. Kerman Glaser, Miss Alice Maynard and Miss Jane Reed.

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Talk It Over Getting Even

By ANNE CULKIN



Dear Judy: No, I won't do you the favor of printing your letter even though I hope that some day you will do me the favor of thanking me for not having obliged you. I'm not interested in your wishing certain people reading this column ill because you feel it would prove a means of telling them that you "hate" them and are going to "get even" with them.

I'm interested only in your reading a basic truth that is most appropriate during this particular season of the year. It is a truth that you should have known and practiced from the age when you first stopped believing in Santa Claus and it is simply this: Christ chose to be born and later to die to fulfill the law of LOVE.

During HIS short, public life, HE stressed "love" and over again that our philosophy of life was not to be "an eye for an eye." It was the same Christ who is justice itself who also told us that the privilege of getting even with others was not to be ours, but that HE, not you — not I, was the one

to punish those who cheat us, who lie about us, who take our reputation.

In brief, those who do anything HE told us not to do will be punished by Him. How true it is, Judy, that we are often tempted, as you are now, to take over for Him — to "even the score." The commandment to love thy neighbor was not meant to be easy to follow, but the reward of obeying it literally is very great indeed.

I know, you must be pretty busy this week trying to finish up your Christmas shopping, but if you really want to get the true spirit of Christmas, get away from those mobs of people in those beautifully decorated stores — and go to a place which you unfortunately won't find crowded... please go to Church!

Once inside, kneel before the Blessed Sacrament and ask God to help you better understand that which I, perhaps awkwardly, have attempted to explain. Don't rush your visit.

The stores will be open until nine, and do remember that even in the biggest store you can't buy at the best price the gift which is waiting to be given to you free — the gift of Love — and love, Judy, is Christmas. May yours be a truly happy one!

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IT'S UP TO YOU IN '62 MONDAY IS NEW YEAR'S DAY... WILL YOUR '62 BUDGET ALLOW YOU TO EDUCATE A PRIEST? YOU TO "ADOPT" AN ORPHAN? YOU TO "ADOPT" A NATIVE SISTER? YOU TO "ADOPT" A NATIVE SISTER? YOU TO "ADOPT" A NATIVE SISTER?

At Christ... Santa in the McCarth... Silver... Heat... BR 1-9... M... You PE... IT'S "CAR FREE... WEID 495 S... AU... LIQU... OCKI... AN... T... DA... DA... 31 E Wall... Dberfi... FU... ASSUM... Fair... 76 So... 828 J... SMIT... FUNER... FU... W... I...