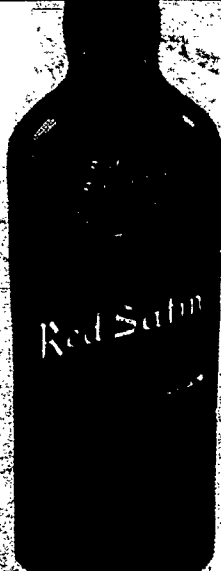


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simply to
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man?"



"A man and his closest friends.
You'll enjoy Red Satin at first
meeting. It's an adventure in
taste. And every meeting is as
rewarding as the first. So make a
date to meet Red Satin. Tonight!"

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Seton, a Title of Service

SETON. What is it?

"Seton Groups in Action," reads a weekly Courier-Journal column, listing a series of meetings of Seton members. What are they doing?

For a group that has 1,000 active members, Seton is still a mystery to many people, for whom the title just doesn't ring a bell.

In fact, Seton is a local woman's organization associated with St. Mary's Hospital. Its general aim is "to help St. Mary's Hospital," which it does in several ways.

Seton is named after Blessed Elizabeth Ann Seton, foundress of the Daughters of Charity, who founded St. Mary's Hospital, in Rochester, and still operate it.

The Seton organization is 60 years old this year. Back in 1905, twelve "Circles of Seton Workers" were formed, for the special purpose of assisting the poor in the hospital.

The women of Seton were reorganized into "Seton Branches" in 1933, when all the auxiliary activities of St. Mary's

Hospital were coordinated under the newly established Women's Board. At that point, there were just 5 "Seton Branches" but they've had a rapid growth and now number 80 in all parts of Rochester and its environs.

FUND-RAISING is a primary object of all the Seton branches today, proceeds of which go to purchasing needed equipment for the hospital. The women of Seton are effective too—this year, the Women's Board was able to present a check for \$50,000 to St. Mary's Hospital. The money represented the accumulated proceeds of the first three Seton Balls, the rest came from a Memorial Fund which is established at the hospital.

Big events of the year for the women of Seton are the Seton Sale (on Wednesday, Nov. 3 this year) and the Seton Charity Ball (planned for Saturday, Nov. 27).

The Seton Sale is a sort of bazaar-type day, to which all the branches contribute, either in terms of sale items made or work done on the Sale.

The Seton Ball, which has rapidly established itself as one of Rochester's big "In" events, annually attracts a large, handsomely attired gathering, and has become the No. 1 fund-raising item on the Seton calendar.

No small contribution to St. Mary's Hospital is made yearly by the Seton Shop on 37 Ardmore St., just behind the hospital. Run on a "thrift shop" basis, and open four days a week, the little shop was able to hand over \$3,000 to the hospital last year. It's open from 10 to 4

Wednesdays through Fridays, then Friday evening from 7 to 9 and on Saturday mornings from 10 to noon. While clothing is its mainstay, it also has an attractive selection of gifts.

Seton members are also expected to be "good will envoys for the hospital." They are encouraged to familiarize themselves with the hospital's services and programs, and to support them in every way possible.

In addition, a large percentage of the Seton women do take on active volunteer work in the hospital, although this is not a requisite for membership.

Individual branches are made up of from 10 to 20 members. Most meet monthly, to plan and carry out their fund-raising activities.

The members are also encouraged to "strengthen themselves in the spirit of Seton," as their membership leaflet reminds them. This means to give "friendship, aid, love and service" after the example of Mother Seton.

"Do all with an open hand, warm heart and friendly smile," Mother Seton used to say. Her spiritual descendants in the Seton branches try to carry out this motto in their lives.

Overall chairman of the Seton Branches this year is Mrs. William H. Webb. Her co-chairman is Mrs. Benedict J. Messner. Under their coordinating efforts, the 80 Seton units are making a vital contribution to St. Mary's Hospital.

So this is Seton.

—Faber Robert Kanka

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Family Rosary Radio Leaders

The Family Rosary for Peace is broadcast nightly at 7 p.m. by Rochester's radio station WSAJ, A suburb's WMOB-FM and through the facilities of the TV cable companies in the following cities: Elmira (Channel 8), Borealis (Channel 5) and Corning at 88.75 M.C.

Friday, Oct. 15 — Representative of 3rd Order, Our Lady of Mt. Carmel.

Saturday, Oct. 16 (Mass will be celebrated) — Edward Miller, St. John the Evangelist (Humboldt St.)

Sunday, Oct. 17 — Louis Nau, Holy Family.

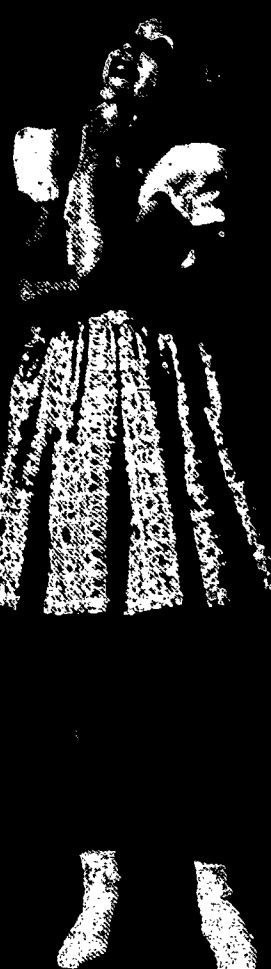
Monday, Oct. 18 — Father George Weinmann, St. John the Evangelist, accompanied by the manders, No. 272, Knights of St. John.

Tuesday, Oct. 19 — Representative of Holy Cross College Alumni.

Wednesday, Oct. 20 — Oscar Trabold, Sacred Heart.

Thursday, Oct. 21 — Leo Reger, St. Charles Borromeo, accompanied by Laymen's Retreat League of that parish.

How many slices
of bread can you
toast for a nickel?



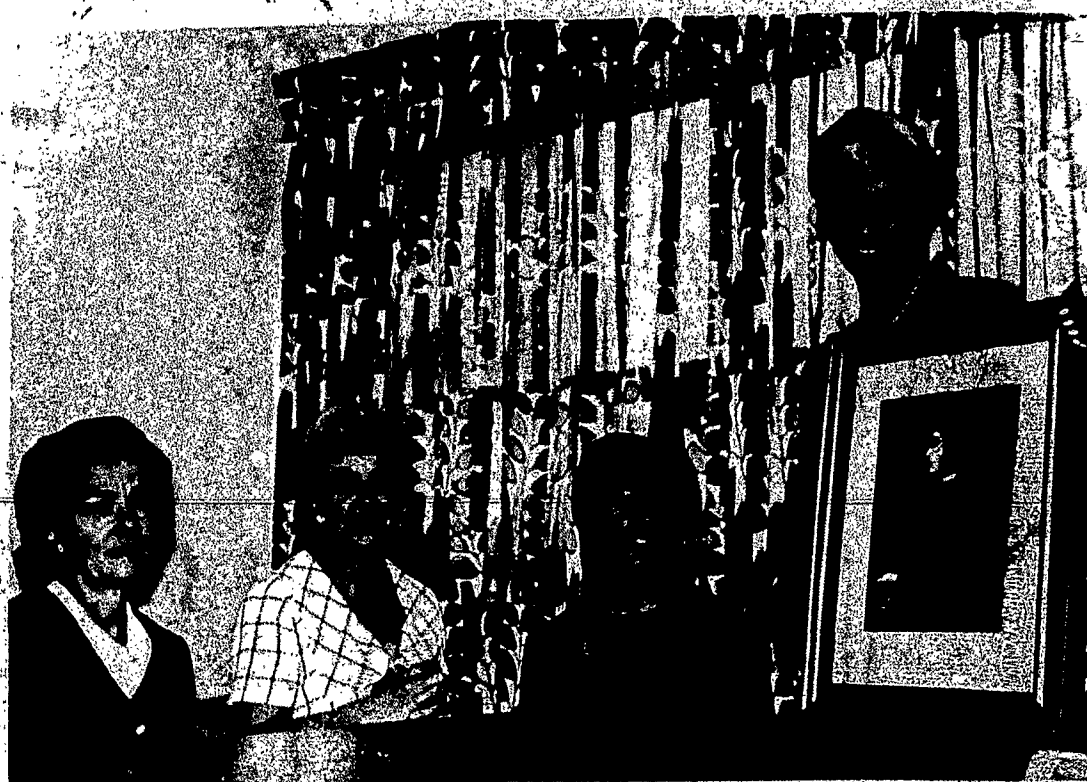
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about 190 slices

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KEY LEADERS of the Seton Women this year are, from left: Mrs. Francis H. McConville, chairman of the Seton Shop; Mrs. Henry J. Kearse, chairman of the Seton Sale; Mrs. E. Garrett Cleary, chairman of the Seton Ball and Mrs. William H. Webb, chairman of all Seton Branches. Mrs. Webb displays a picture of Blessed Elizabeth Seton, patroness of their organization, and foundress of the Daughters of Charity.



SETON SHOP VOLUNTEERS shown displaying some good bargains are Mrs. Marvin Schuth (left) and Mrs. Charles J. O'Brien. The thrift shop is starting its 4th year of service.



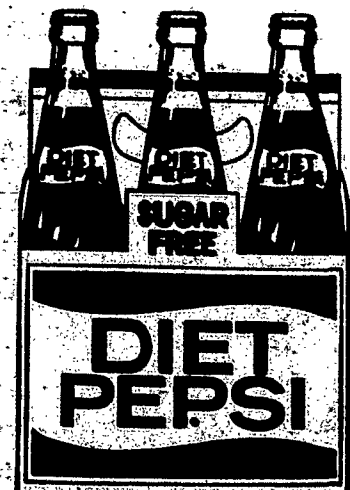
BEHIND THE SETON SALE, which comes on Nov. 3 this year, is a mountain of work done by many of the Branches. Shown here making bulletin boards for their booth are, from left, Mrs. Walter Maker, Mrs. William R. Brunson and Mrs. James Segerson.

now you can enjoy Pepsi either way...



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its sparkling light
taste drenches your
thirst... refreshes
like no other!

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taste. Less than one
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Ring Ceremony

The Nazareth College Class of 1966 received their senior rings during a formal ceremony in Alma Mater Chapel yesterday (Thursday, Oct. 14).

Sister Helen Daniel, president, presented the rings. The Rev. William Shannon, chaplain, discussed the significance of the rings.



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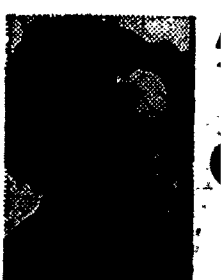
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McAuley Lectures

Three sessions
Oct. 16 and one on Sat.
17. With inaugural
McAuley Lectures
by Catherine McAuley
and extending from
to December 19. A
begin at 8 p.m.

The three Friday
lectures include literature
and music appreciation.
Mary Petrus, R.S.M.



"I want to enter
become a nun."

It was as simple as
our Ginny announced
many months ago, I
doubt been in her
mind for a long
Catholic parent who
felt this calling had
same reaction as we
too deep for words.

Coincidentally, G.
also announced to
very same evening
wanted to be married.

Then, we had copy-
fords, many times, a
little earlier to give
case.

Ginny's Ch...

Back to Ginny. "We
we asked.

"Two I'm think
haven't quite decided
be neither of them
me."

"Not have you?"
Head of the House
"They'd be lucky to."

Ginny wasn't so
I'm no prize for a
side of this family;
udiced, but this is
feel I ought to do."

Usually, our house
tranquil, but that
two of us were like
punch-drunk prize-fi-
gy from the double

Wedding went
schedule, with Gin-
of honor. Still pre-
her vocation, with
decided upon, "sup-
cepted and Ginny
long and intricate
"entering."

No pressure was
bear—quite the opp-
a voluntary offering
as a possible candi-

Parents Reas...

Whether this is
religious orders, I
know. But one of
assuring, refreshing
came about as resul-

"Dear Mr. and M...

"Within a few
daughter will take
to become a mem-
ligious family. W
that for many rea-
ticipate the day
feelings. Perhaps y
separation; or you
reasons for wanting
life are nebulous;
the life itself as lo-
of mystery. All th
to a growing uneas-

