



Happy Birthday!

AUGUST NEWSLETTER

St. Elizabeth Ann Seton Council #14754

Please join us for our next Council meeting, Monday, August 8th in the St. Stephen Room. Social Hour will begin at 6:00pm and the General Meeting will follow at 7:00pm. Please join us for good food, fellowship and to see how you participate in upcoming Council activities and programs.

- 08/01 James Dutton
- 08/02 Jonathan Sales
- 08/03 Gregory Gerow
- 08/03 Michael Molatore
- 08/07 Edward Gonzales
- 08/08 Daniel Goetz
- 08/10 Randy De Bondt
- 08/10 Samuel Duran
- 08/15 Noel Delos Reyes
- 08/20 Richard Ramos
- 08/22 John Rozo
- 08/24 Ikenna Clement
- 08/27 Aaron Phabmyxay
- 08/27 Dennis Shaw
- 08/28 Ron Black

Our Council's efforts to cook and serve breakfast at the St Vincent DePaul Center on July 23 went well. Brothers Darren Williams and Bill Jeffries assisted in purchasing food and coordinating the efforts of 10 Knights and 5 family members to prep, cook and serve over 90 community members. The menu consisted of French toast, scrambled eggs, sausage, coffee, juice and a granola bar. Many thanks to all who participated in this important and vital ministry.

Our Council has been asked by Megan Pruitt, the director of the high school confirmation program, to help to serve lunch and dinner to the kids at their off-site retreats. More details will be forthcoming. We have traditionally provided much needed support to the various youth ministry programs at SEAS and look forward to continuing that effort.

The Knights of Columbus is assisting members of the Ladies Ministry Fellowship on the planning of a parish dinner to be held on Saturday evening, October 8. Proceeds from "Setonfest" will be donated to the SEAS Building Fund. The planning is in the early stages and will eventually include many other parish ministries. The dinner will be catered and there will be live music, dancing and many opportunities to raise additional funds for the new church. Please be on the lookout for more information and for opportunity to purchase tickets to what will be a fun evening.

Our Council will be out on the "Streets of Bakersfield" (at least Northwest Bakersfield) starting at 8:00 am on Saturday, September 17 for Roadside Cleanup. Council 14754 sponsors approximately 2 1/2 miles of Allen Road (from Rosedale Highway to Hageman Road) and Sante Fe Way from Hageman to Reina Road. Mark your calendar and look for reminders in future the next newsletter and in the mass bulletin.

Brothers, please make a note that future General Meetings, starting in September will be held in the new St. Therese modular building. A reminder will be included in the Flocknote notice preceding the meeting.



Dear Brother Knights:

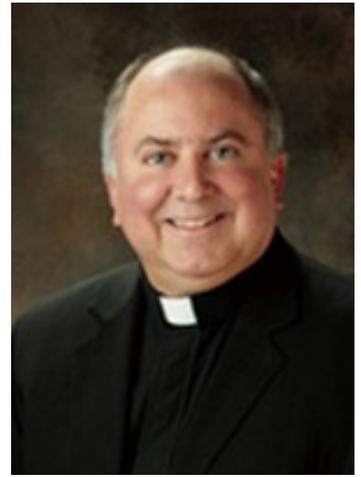
Hard to believe that we are in August! Many families will be taking last minute vacations; school will begin for many young people; and our ministries will soon start again. I anticipate a busy year for our parish.

On the weekend of October 1 and 2, we will unveil an updated design for our new church. I worked alongside our architect during COVID and have had a good number of fruitful meetings with our Building Committee. The end result is a beautiful church, separate day chapel and some exciting outdoor features. I think our parishioners will respond favorably to the work that has been done and that they will get on board with making pledges towards our goal. I would ask each of you to lead by example and do the same.

As you know, the bulk of our funds come from individual pledges. We may have a few fundraising events here and there but we can only reach our goal by increasing the number of pledges from our parishioners. Thus far, we have been able to save close to \$5 million just from ongoing pledges over the past few years. While I don't have a set cost for our new church, I think we can double our savings over the next few years and come close to achieving our goal.

I am dedicating myself to seeing this project through and I trust that I can call upon you as is necessary.

As always, I am grateful for your good work in so many ways.



Msgr Perry Kavookjian



WGK Michael Dhanens
Grand Knight Report

Brother Knights. This month I want to call your attention to two important issues within our church and our society that I find compelling. First, the United States Conference of Catholic Bishops has declared a National Eucharist Revival beginning from Corpus Christi, 2022 to Pentecost, 2025. This movement was begun to revitalize our devotion to and strengthen our understanding of the mystery of this most holy sacrament. Perhaps many faithful Catholics have lost touch with the deep reverence our Church has traditionally held for the Eucharist. Perhaps many of us “go through the motions” in receiving the Body and Blood of Christ during Sunday Mass. Our nation and the world needs help and healing now that we face an ever-increasing number of issues that bring harm to our faith, our families and sanctity of life and our humanness. We, as faithful Catholics, need to recommit to the Real Presence of Christ in the Eucharist. Perhaps this is the first step in putting us in a unique position to bring healing back to our communities. There are ways in which the Knights of Columbus can help and I hope we can explore ways to bring about and foster this Eucharist Revival locally.

The second critical issue is: Where does our country, state and community go in the post Dobbs era? What happens now that the Supreme Court has returned the decision on whether or not a woman is guaranteed the right to an abortion, to the states? You would be wrong if you think the fight to preserve the dignity of life in the unborn is over. Many states have moved to enact laws restricting the instances where abortions can be performed. Many states are moving to make access to abortion easier and allowing for these procedures to occur later and later in a pregnancy. The current focus of discussion, rightly so, now seems to be centered around how expectant and new mothers can be aided and supported during and after pregnancy. The effort is putting these mothers and their children first, with programs to foster pregnancy centers and maternity homes. Again, the Knights of Columbus, both nationally and locally, can be of great help. We will explore ways in which our Council can be a vital part in making sure these facilities and programs help the most women and children. Vivat Jesus!

ON SEARS CATELOGS

By Jim Patten, PGK, Charter Member, and web site manager, Council 14754

(Note to council members. I'm sure many of you have life stories of interest that you could share in our newsletter. Here is an example. Please contact me or brother Sam Duran. Either of us would be happy to word smith anything you would like to submit. Sam has done 100 Story Worth articles of his own, and I have prepared several dozen "ON LIFE" articles like this one.)

Sears Roebuck & Company (now just Sears) was the Amazon.com of its day in the 1930'S until its declining days around 1990. Even today people avidly collect their vintage catalogs. Sears, a Chicago based company, had its catalogs printed by R.R. Donnelley & Sons, a huge Chicago based printing firm. Donnelley also printed all the Chicago phone directories and was really the only printing firm large enough to produce the Sears "Big Book" catalogs. Sears began printing catalogs in 1887 and had expanded over the years until 1928 when they turned over the printing of their catalogs to Donnelley. The last Sears "Big Book" catalog was printed in 1993.

What is not generally known is who produced all the print layouts and artwork for the Sears catalogs needed to produce the printing plates. This work was done by various commercial art studios in Chicago. Although Donnelley was large enough to print all the Sears catalogs, there was not one commercial art studio large enough to handle all the necessary artwork required to produce the catalogs. One Chicago commercial art firm, Vogue-Wright Studios, handled about two thirds of the Sears catalogs, with a handful of smaller Chicago commercial art studios doing the balance of the work.

My father, Al Patten, started his 37-year career working for Vogue-Wright Studios (a.k.a. The Studio) in 1930 when he was 19 years old. He met my mother at The Studio where she was the executive secretary for Al Dungan, The Studio CEO. They were married in 1935, and I came along in 1943. When Al started with The Studio, he was one of the commercial artists who worked at one of the many art stations at The Studio that they referred to as "the board" which was basically a drafting table designed to accommodate air brush artists. By the time I was born Al was the art director in charge of managing some 40 board artists. By the time he retired in 1967 he was a Studio vice president and personnel manager. My mother said she knew dad was a rising star at The Studio which was one of the reasons she "snatched him up".

The reason I titled this piece On Sears Catalogs (plural vs. singular) is that there were many Sears Catalogs. There was, Spring & Summer, Fall & Winter, Home & Garden, a Tool Catalog, a Farm Catalog, and my favorite, the Christmas Catalog. There were printing deadlines associated with all the catalogs, but the one that had the tightest deadline was the Christmas Catalog. The Studio had lots of overtime, but the Christmas Catalog created the most overtime. The reason for the tight schedule was that Sears wanted to be on top of the hottest consumer items for the Christmas Catalog. Every year these items would be presented at a huge consumer product show held at the Merchandise Mart in Chicago in about February each year. At this event all the new "hot" products for the Christmas season would be showcased, and buyers would make their decisions about which ones to push for the following Christmas. Donnelley needed Christmas Catalog copy by late August and the buyer's decisions were usually in by the end of March. This left a time window of about four months for Sears to get their chosen items to The Studio that did most of the Christmas Catalog.

One of the floors of the four-story building that The Studio rented was basically a warehouse where all the merchandise that had to be photographed for the catalogs would be stored, and for the Christmas Catalog this included toys. Lots and lots of toys. Starting in 1948 or so dad would bring me to The Studio every year on many Saturdays when he had to work overtime for the Christmas Catalog crunch, and these were some of the best days in my life as a kid. Wow, in June to see all the latest toys that most kids would not see until the Fall was fantastic. Since the merchandise had to be unpackaged to be photographed Sears did not want most of the items returned to them so Studio employees got to do early Christmas shopping. Sort of like Black Friday, but in June. I had the latest Lincoln Logs and Fort Apache, a J. C. Higgins bike, you name it! The Studio warehouse was somewhat like an Amazon warehouse today, and I got to roam it all on my own. I knew how to operate a palette truck by the time I was six years old. They were like giant skate boards, before there were skate boards. When I got into my teens, I got to know my way around the photography department and got to see giant versions of color slide film and how they were processed. I became familiar with airbrush artwork and photo retouching. The Studio was located at 469 East Ohio Street in Chicago which runs into Navy Pier. It was a Monday, July 6, 1959, when Queen Elizabeth and Prince Phillip visited Chicago and their motorcade went to Navy Pier, so they had to travel on Ohio Street. My dad and I along with many other Studio employees went to the roof of the Studio building and were able to take photos of the royal couple in their convertible style limo not unlike Kennedy's limo that he died in in 1963. Looking back today that was the end of an era in many ways.

Today, digital photography has changed the way commercial artists work. They no longer labor over a "board" with an airbrush to retouch photos, rather they hover over a computer keyboard to manage pixels. The Sears, Spiegel, J.C. Penny, and Montgomery Ward catalogs are now history. (The Studio did work for all those catalogs.) My dad passed in 1980 before the digital age took over so I often wonder what he would have thought about the technology of his art today. Here is a listing of what they did at The Studio taken from dad's Studio business card where their phone number was MOhawk 4-5600.

ART: creative design, layouts, comprehensives, lettering, type styling, illustration, mechanical art, fashions, retouching, negative or positive, detail and textures, color toning.

PHOTOGRAPHY: "Hollywood" production facilities for custom built interiors, carpenters, props, interior decorators, fashion stylists, fitters, pressers, transparencies, dye transfer prints, direct separation, color montages, photo copies and photo prints.