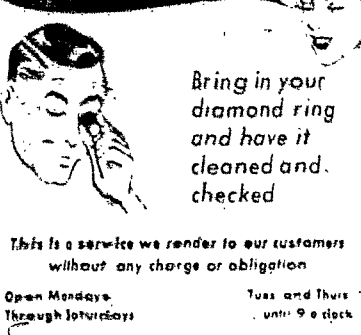


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Art Mooney At Memorial

Letter Carriers' Benevolent Association will sponsor a dance and show at the Rochester War Memorial on Feb. 17. The dance begins at 9 p.m. and the show at 9:45 p.m. Art Mooney and his orchestra and Len Hawley and his orchestra will play for dancing. The stage show will feature Marge Cameron, the Two Chords and The Tapateers.

Proceeds of this dance will be used for the welfare of disabled letter carriers and their families.

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DOINGS AT THE DALY'S

By Mary Thelcy Daly
Whenever our son Johnny has to travel for his company and that is quite often, there is a regular ritual at his little house on Valley Road. If at all possible, his wife, Lu, and the four children go to the airport to see Daddy off.

Like a line of waiters at the gates, the five who are left behind stand pressed against the fence that separates passengers from non-passengers, watching the red head ascend the steps, and enter the plane. They watch while the engines warm up, stare, as passengers disembark, and finally, zips along the runway.

At an airport as large as ours, it's almost impossible to distinguish which taking off plane has the precious passenger aboard. Lu lives that by pointing to one — and every body waves.

Returning from the airport recently, the gang stopped at a house.

"MY DADDY!" a young boy of three years old ran up to Lu. "He's gone!" he said. "Just like the birds do."

"Daddy had to go to work," Lu Anne explained. "He's going to make a special trip to it at us last night. He's going to do it in Miami, Mommy said."

Sean and Billy Maura looked all interested in the whole thing, turning their attention from the bird in the stars, then jumping down.

CAME THE DAYS of Lu's absence.

Lu Anne and the children such times to enter the house, her so-called "babysitters" making a job of it, and finally, to bundle the four children to the car for a visit to their friends.

"Don't want to be a baby," "It's crazy by the way," "I get how to talk to a baby," "Baby talk!"

Truly, there were times when Johnny to Lu, and the cards to the kids and the from Miami. We try and the baby travel.

Lu Anne and the children that, as dinner time approached, they would last week. Also home from the office. The old Sean, however, with a small exception of a few days, he would be home at dusk, as usual, "I'm coming," he said.

"No Sean" his sister Lu Anne.

Where'd He Go...?

By Mary Thelcy Daly
"Daddy in your ammie?"
"No!" Lu Anne raised her voice, "He's in Miami! Mommy said so!"
"In Miami!" Deirdre chimed in softly.
"In Deirdre's ammie?" Sean shook his head in puzzlement.
Lu picked the little fellow up in her arms. "Daddy'll be home soon," she soothed. "Let's just pretend he went to New Orleans — like the last time. Remember how he brought you all those wild west shirts?"
Sean dashed to his own room, opened the bottom drawer, brought out the wild west shirt.
"Daddy bring new shirt?"
"He'll bring you something," Lu assured. "It'll be a surprise. Something from Miami this time."

Notes On Publicity

By Mary Lennon Snyder
Catholic Press Month seems an appropriate time for us to review an attitude toward publicity information media with particular reference to newspaper news papers. When ever I have been assigned to do public relations, I have found newspaper editors most cooperative. However, in order to operate in this field, one must have a certain amount of knowledge and skill. The thing to remember is that the editor did not change your copy because in his opinion it is not well written, there are many factors that enter into editorial work. These are the editor's guide words to be seen in the headline for a story and altered at occasion.

Because the tools of the news paper man are the language arts, common to all of us, we sometimes make the mistake of concluding that we know as much about editorial work as the editor does, because we have mastered the tools of language expression.

This is brought home to me quite regularly in my handling of news copy for this paper. I should like to give an example and doing so I wish to stress that no responsibility to any person is intended. Rather, my public relations is a composite of a lot of Mrs. Horrible Example.

EVERY SO OFTEN some one calls and after perusing an article is ready to give me an article for the Courier-Journal. Frequently the date of the article or the article itself if it is mailed to me is started with the remark, "Please put a good headline on this." Sometimes the actual wording of the headline is suggested. Actually the headline writing lies in the province of the editor.

When I send a story to the Courier-Journal I do not know where it will appear or with what sort of headline. The headline, size, and placing, are



Mothers Map Valentine Dance

MOTHERS CLUB of Auburn's Sacred Heart Parish will conduct a Valentine Frolic in the school auditorium, tonight, Friday, Feb. 7. Committee members completing plans are: (from left) Mrs. David S. Eisenberg, chairman; Mesdames Thomas E. Crawford, William P. Byrne and Joseph G. Nagle.

Notes On Publicity

By Mary Lennon Snyder
determined by the editor who has an overall plan for each page.

College Freshmen Elect Officers

Nazareth College freshmen elected Paula Smith Pittsford as president last week. Also elected were Nancy Sheld, New York City area president. Also small group of students, including up his job, and the group at dusk, as usual, "I'm coming," he said.

"No Sean" his sister Lu Anne.

College Alumnae Schedule Retreat

Nazareth College Alumnae Association will hold its Annual Lenten Retreat during the weekend of March 21-23 at the Convent of the Sacred Heart, 693 East Avenue, Rev. Lewis M. Cox, S.J., from Loyola College will be Retreat Master.

Chairman of the alumnae retreat is Bernadette McGee, assisted by Margaret McGrath, each a nun. Reservations should be made by February 11 with either chairman by calling HOplink 7-9789 or Glenwood 3-0885-W. Since accommodations are limited, early reservations will receive first priority. The weekend retreat fee is \$15.00.

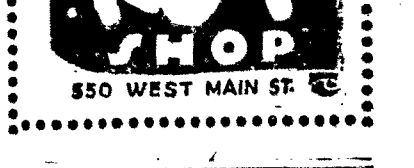
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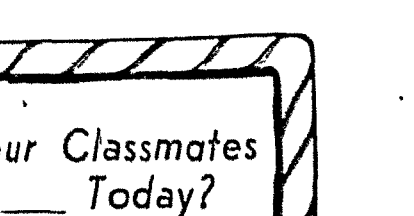


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