

Plan Meeting

Members of the Third Order of St. Francis from Corning, Ithaca, Elmira and Montour Falls will attend a Franciscan Tertiary convention in Boston Oct. 7 through 9. Mrs. Philip Sutton of St. John's unit of the Third Order in Elmira will be one of the convention speakers. Seminarians from St. John's Seminary, Montour Falls, will serve as panelists.

Convention theme is "The Franciscan Commitment to Obedience Today in the Light of Vatican Council II."

# One-Time Gum Salesman Now Stuck on Retreats

Boston — In 1906, a young salesman named William H. Maichle helped win the West for Beech Nut chewing gum. He retired 10 years ago as vice president of the company, but although he is now selling retreats instead of refreshments.


Like any traveling salesman, Mr. Maichle—who lives in East Orange, N.J.—often packs his bag and sets out for new territory or a district meeting to help move his product; week-end closed retreats for men.

Wright of Pittsburgh, who is the retreat conference's episcopal advisor.

## Singers WANTED

FOR ST. MONICA'S CHURCH CHOIR  
MALE and FEMALE VOICES

CALL HUGH DODGE  
Director  
ID 6-5311



**GIVE MISSION SUNDAY**

"I guess it's because she only gets this chance once a year."

This lady knows that if you can't go to the missions, you can still give to the missions. The Society for the Propagation of the Faith is the only missionary society which equalizes aid to the needy, because the Holy Father himself supervises the distribution. Through his ministry, he knows better than any individual the prevailing conditions of poverty and suffering in the world. Your Mission Sunday, October 23rd, enables the Holy Father to assist all the needy of the entire world. Give in your parish church on Sunday, October 23rd, or send your contribution to the Holy Father's Diocesan Director, Monsignor John F. Duffy, 50 Chestnut St., Rochester, N.Y. 14606.



## GOD LOVE YOU

Most Reverend  
**Fulton J. Sheen**

It is interesting to note how the spirit of poverty affects some people, for example, the affluent. Once the rich become poor in spirit, more of their checks will be made out, not to those who are already rich, but to those who are poor. A porter on a train was once asked about tips. He said the rich tipped poorly and the relatively poor tipped generously. He explained it this way: the rich are known to be rich, therefore they need not give a good tip but the poor give good tips to give an impression of being rich. But this does not touch the more basic problem, namely, why is it that an institution that already has 20 million dollars can raise 5 million easily, while for 10 million lepers in the world it is hard to raise a hundred thousand. It is because those who possess give to those who already possess. It is generally those who have little who give to those who have nothing.

The spirit of poverty is not primarily economic. It is a receptivity, an availability, a vulnerability to the needs of others. Just as sometimes a glass can be broken by a violin when struck by a sympathetic chord, so too, he who is poor in spirit is capable of being wounded into service by the misery which he sees. He makes himself available to those who fall among robbers and throws out his arms to those who are sick. The spirit of poverty, once it touches the rich, will give them the greatest enjoyment of life—that of making others happy rather than themselves. It is generally thought that the rich are very fortunate because money will buy pleasures, in fact, it will buy everything except poverty. But greater happiness is open to them, namely the thrill of becoming one with the hungry, the sick and the needy. A man's true wealth is not to be found in the ledger but in the good that he does to others. As it has been said, "riches are not from an abundance of worldly goods but from a contented mind."

A contented mind cannot co-exist with a clinging to riches. There are two ways to have one and avoid the other. The first is to make out a will, leaving everything to the Holy Father who through his Society for the Propagation of the Faith will give it within the year of your death to the poor institutions of the world. The other way is to take out an Annuity, receive an income while you live, reduce your taxes, and let the remainder go to the Holy Father to be distributed that year. This is the great advantage of giving to The Society for the Propagation of the Faith, the "middle man" for the Holy Father, who gives it to the poor. For more information write to me at 365 Fifth Avenue, New York, N.Y. 10001. God Love You

GOD LOVE YOU to M.M. for \$3,000. "I have advanced cancer and know that this will be my last gift for your great work." ... to C.W., a catechism pupil, who gave her whole allowance of \$1 for the poor.

Cut out this column, pin your sacrifice to it and mail it to Most Rev. Fulton J. Sheen, National Director of The Society for the Propagation of the Faith, 365 Fifth Avenue, New York, New York 10001, or to your Diocesan Director, Rt. Rev. Msgr. John F. Duffy, 50 Chestnut Street, Rochester, New York 14606.

"I used to sell merchandise," the octogenarian said. "Now I sell religion."

One of the few people who can literally be called a born salesman (he was born in his father's grocery store), Mr. Maichle did not turn to retreats as a cure for retirement-boredom, since he had been sold on them as early as 1927, when he made his first retreat.

The following year he was one of the founders of a new retreat house in Morristown, N.J., and has made a retreat there every September.

Maichle said he learned on his first retreat the value of this weekend spiritual exercise to the busy businessman. "Here is the ideal time and place to refresh yourself with faith," he writes in his promotion letters.

And before anyone can slam a door in his face after a few words like "out-dated" or "Second Vatican Council," Mr. Maichle is ready with an endorsement from no less a conciliar type than Bishop John J.

## Catholic Turns Lutheran To Marry a Princess

Copenhagen—(NC)—Although Count Henry de Monpezat, the intended husband of the heiress to the Danish throne, Princess Margrethe, is now known as a practicing Catholic, his intention to join the Lutheran Church has caused widespread discussion here.

Information of the engagement of the princess and the French diplomat has been kept secret by the Danish court, but an influential Copenhagen daily, Ekstrabladet, published the news.

The French family of de Monpezat is known as a Catholic one and the Danish public thought that Count Henry also was practicing his Catholicism.

Only a few people, however, voiced alarm over the possibility of a Catholic prince consort for this Protestant nation. About 97 per cent of the Danes belong to the Lutheran State Church, but only 3 per cent are practicing.

Ekstrabladet — former anticlerical and still critical of the state church, but at present very friendly to the Catholic Church—then commented that it looked forward to the moment when the Danish constitution would be changed so that the head of state—a king or a queen—is not forced to belong to the Lutheran State Church.

According to the Danish constitution, the monarch is the only person in Denmark who does not have religious freedom.

The journal of the Lutheran Church, Kristeligt Dagblad, which ordinarily has a rather ecumenical view, said in an editorial that it would be "unthinkable" that "a high member of the royal family did not be-

## Semifinalists At Nazareth

Sister M. Annunciata, principal of Nazareth Academy, has announced that two Nazareth seniors have been named Semifinalists in the 1966-67 Merit Scholarship competition.

Students cited for this honor are Pamela Ferron and Mary Ellen Houle. They are among the highest scoring students in the state of New York on the national Merit Scholarship Qualifying Tests, administered last spring.

To improve the opportunities of financial assistance for those needing aid, NMSC sends the names of semifinalists to all regionally accredited colleges and universities and to scholarship-granting agencies and to other sources of financial aid.

## Madonna, Child On Xmas Stamp

Washington — (NC) — For the first time in the history of the U.S. Post Office Department, a postage stamp will depict the Madonna and Child.

In announcing the design of the 1966 Christmas postage stamp, Postmaster General Lawrence F. O'Brien said the five-cent vertical stamp will feature a five-color reproduction of the central part of Hans Memling's 15th century Flemish painting "Madonna and Child with Angels," now part of the Mellon collection in the National Gallery of Art here.

## Jesuit, Negroes Added to Staff

Chicago — (RNS) — The Christian Century, influential ecumenical weekly published here, has announced the addition to its 12-member corps of editors-at-large a Jesuit educator-journalist and two Protestant laymen, both Negroes.

Named to the weekly publication's staff are Father Edward Duffy, S.J., associate professor of political science at the College of the Holy Cross, Worcester, Mass.; William S. Ellis, a partner in the New York City law firm of Ellis, Stringfellow and Patton and a member of the Lutheran Church in America; and Dr. Vincent Harding, head of the department of history and social sciences at Spelman College, Atlanta, Ga., a lay minister of the Mennonite Church.



Holy Angels Guild supper dance at Hospitality House, Sunday, Oct. 9, to benefit building program at Holy Angels Home. Arrangements by Mrs. William Foley, Mrs. Francis Martin and Mrs. Edward Dickes.

## The Date Book

- More Club**  
St. Thomas More Club clam bake at Powder Mill Park, Sunday, Oct. 2. Arrangements by David Peaget. Broadcast of the Family Rosary for Peace at St. Francis of Assisi parish center, Monday, Oct. 3, at 7 p.m.
- Holy Angels**  
Holy Angels Guild buffet supper dance at Hospitality House, Penfield, Sunday, Oct. 9, beginning at 5:30 p.m. Reservations with Mrs. Edward Dickes, Mrs. William C. Foley, Mrs. Frank J. Martin. Proceeds will aid financing of two new buildings at Holy Angels Home.
- Cadet Parents**  
Nazareth Hall Cadet School parents Club honored Sister Mary Alma, former principal of the school recently transferred to St. Mary's school, Canandaigua, at a reception Sunday, Sept. 11.
- Mooney Men**  
Cardinal Mooney High School Men's Guild meeting Tuesday, Oct. 4, 8 p.m. Brother Daniel Redmond, principal, will speak.
- Seminary Parents**  
St. Andrew's Seminary Association for parents of students meeting Monday, Oct. 3, 8 p.m. Rev. Bernard Gross, speaker.
- 4th Degree**  
Fourth Degree Knights of Columbus of Rochester recently installed officers: Thomas Shea, Thomas Grossdonia, Andrew Knauf, George Hayslip, Paul Rombaui, Peter Pellittieri, James Stein and Francis Attinasi. Rev. John Steger is chaplain. Host for the installation rite was Pope Pius XII Council of Irondequoit.
- Newman Tea**  
Father L. John Hedges, Catholic chaplain of the University of Rochester, announces the annual Benefit Tea to be held at the Newman Oratory, 561 Mount Hope Ave. from 4 to 7 p.m. on Sunday, Oct. 2. All friends of the Newman Club are invited. Miss Sara Malone is chairman. The Newman Guild is sponsoring this Tea.
- Mission Dance**  
A dance, proceeds to go to the missions, Saturday, Oct. 8 from 9 to 12 at Nazareth College. George Manning and his orchestra. \$2.50 per couple. Theme is "Somewhere."
- Adult Club**  
The Rochester Catholic Adult Club (formerly Capri Club) membership "open house" at Mother of Sorrows parish hall Sunday, Oct. 2, 3 p.m. Barbecue chicken dinner at 6 p.m. and dancing. Rev. George S. Wood, club moderator.

## 88 Hours a Week on Radio For Religion in Japan

Kyoto, Japan — Religious broadcasting is big business for Japan's 45 commercial radio networks, according to the Maryknoll news service.

A recent survey showed that the various churches here in the land of the Rising Sun are utilizing 88 hours of radio network time each week.

Most prominent of the users is the Roman Catholic Church whose American missionary society—the Maryknoll Fathers—alone accounts for 25 per cent, or 22 hours, of the total time.

Directly behind the Catholics are the Lutherans who broadcast a total of 20 hours each week. The Buddhists are the third largest users with 12 hours weekly.

The survey, conducted by the Nishinoshia Advertising Agency here, reported that most of the religious program time was purchased by the churches since public service programming was not readily available to religious groups.

## Working Deacons

Waukesha, Wis. — Bishop Joseph Hoeffner of Munster will begin sending seminarians who have been ordained deacons out to work in parishes in a combined work-study program.

## Clergy Make Plea for Jews

New York — (RNS) — More than 100 leaders in religion, government, education, labor and professionals signed "An Appeal of Conscience Manifesto" to the Soviet Union urging it to restore religious and cultural freedoms to some three million Jewish people in that Communist nation.

The new plea was made on eve of Rosh Hashanah, the Jewish New Year, in an advertisement; nearly a full page, appearing in The New York Times.


SINCE 1852  
"YOUR INDEPENDENT AGENT"  
EGBERT F. Ashley Insurance Co.  
300 FIRST FED. BLDG. Phone 546-2620

## AT TRANT'S

RENOWNED AUTHORS  
RAHNER—HARING—  
DECHARDIN—MCKENZIE  
KNOX—SCHILLERBECKX  
HARRINGTON—EVELY  
GUARDINI—ROBINSONN  
COX—HARRINGTON  
BOYLAN—DAVIS—SHEED

SIGNIFICANT BOOKS  
SECULAR CITY  
CHRISTIAN MORALS TODAY  
THAT MAN IS YOU  
GOD & THE HUMAN  
CONDITION  
CHRISTIAN IN MARKET  
PLACE  
MEANING OF CHRISTIAN  
BROTHERHOOD  
GENIUS OF THE  
APOSTOLATE  
SISTERS FOR THE WORLD  
AUTHORITY IN THE CHURCH  
GROWTH IN THE HOLY  
SPIRIT  
THEOLOGICAL  
INVESTIGATIONS  
THE INSPIRED WORD  
CATECHESIS OF REVELATION  
GOD IN EDUCATION  
WORKS OF PEACE  
THEOLOGY FOR RENEWAL  
MODERNITY AND SITUATION  
ETHICS

**TRANT'S**  
96 CLINTON AVE. N.  
115 FRANKLIN ST.  
PHONE: 454-1818  
OPEN DAILY 9 TO 5:30  
THURS. EVE TO 9 P.M.



## INDIA: FATHER JACOB JOHN

THE HOLY FATHER'S MISSION AID TO THE ORIENTAL CHURCH

HELPING OTHERS WORSHIP GOD  
From Vayalathala, south India, Father Jacob John asks help, not pity: "My people are penniless, yes, and some of them are hungry because we had no rain. But all of us will work. Just give us the tools and see the job we will do!" ... The tools are nails, lumber, cement, to give God a decent church... "When we stand outdoors for Sunday Mass, non-believers taunt us," this zealous priest reports. "We must have a new church, to worship properly; and who knows how many converts it will bring?" ... The total cost is very low (\$3,100, for materials), for the dollar in India goes at least three times as far. Besides, there will be no charge for labor—Father Jacob and his people will do all the work themselves! ... "For the person (or family) that gives all the materials, we will erect a plaque at the entrance asking prayers forever," Father Jacob promises. "Besides, I'll remember every donor in every Mass." ... Is this the church you want to build now (\$3,100) as your life-time mission gift? Even partial gifts (\$100, \$75, \$50, \$25, \$15, \$10, \$5, \$2) will help make you happy. You'll know you're helping others worship God. Mail something now.

SOLVE THE PRIEST SHORTAGE?  
Let's assume that one priest can take care of 1,250 Catholics. To meet that figure, 30,715 priests would have to be ordained immediately. You can train a priest overseas (we'll send you his name, and he will write to you) for only \$850 a month, \$100 a year. \$600 for the entire six-year course. We'll send you full details on receipt of your first gift.

MASS FOR YOUR INTENTION  
Priests studying Scripture in Jerusalem can offer promptly the Masses you request. (November, remember, is the month of the Holy Souls.) Simply send us your intentions.

SPEAKING ABOUT YOUR WILL  
Was your will drawn by a lawyer correctly? Is it still up-to-date? Have you provided for your parish, your Diocese, and the Holy Father's poor? Tell your lawyer our legal title is CATHOLIC NEAR EAST WELFARE ASSOCIATION.

Dear Monsignor Nolan:  
ENCLOSED PLEASE FIND \$ \_\_\_\_\_ FOR \_\_\_\_\_  
NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

THE CATHOLIC NEAR EAST WELFARE ASSOCIATION  
**NEAR EAST MISSIONS**  
FRANCIS CARDINAL SPELLMAN, President  
MSGR. JOHN G. NOLAN, National Secretary  
Write: CATHOLIC NEAR EAST WELFARE ASSOC., 330 Madison Avenue, New York, N.Y. 10017  
Telephone: 212/YUkon 6-5840

## FOR MY INVESTMENT

From now on... an Annuity called...

### MISSION CONTRACT

because

1. It pays me high interest every month as long as I live.
2. Interest continues to my wife or a relative after my death.
3. Many spiritual benefits now and later.
4. My money educates boys to the Priesthood.
5. Gives me peace of mind and no stock worries.

Rev. Father Ralph, Nat'l. Dir.  
S.N.D. Catholic Universities, 316 N. Michigan, Chicago, Illinois 60601

Send me details about your Annuity. My age is \_\_\_\_\_ Amount: \$ \_\_\_\_\_

NAME (please print) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

FOR DETAILS WRITE TODAY