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G.H. & J.T. Kelly, Inc.
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Little St. Joseph's Gives 'Time' A Shove

Rensselaer, Ind. — A small, little-known Catholic college — it is its first try at big-time promotion — daringly bought an expensive full-page ad in Time magazine several weeks ago, and quickly got an unexpected demonstration in the power of advertising.

The ad, placed by St. Joseph's College after "a hell of a battle getting the money," has influenced the publisher of Time to give free space each week to colleges and universities to appeal for funds, recruit students and teachers, or express whatever is "on their minds."

Announcement of the plan was made by Time publisher Bernhard M. Auer in a wire to the Rev. Charles H. Banet, C.P.P.S., president of the college, which has an enrollment of 1,350 men and is operated by the Society of the Precious Blood.

The ad, which was an appeal for funds, ran in the Nov. 11 issue of Time's "east central edition," which means that the ad appeared only in copies of the magazine going to Indiana, Ohio, Michigan, Illinois, Kentucky, Wisconsin, Minnesota, St. Paul and St. Louis, Mo. When publisher Auer saw the ad — which was costing St. Joseph's more than \$6,000 for the \$750,000 circulation — he informed Fr. Banet of Time's long-standing plan to give free space for "messages of educational significance to our readers."

Confessing that Time had "poked along" with the idea, allowing it to get bogged down in details, Mr. Auer told Fr. Banet:

"So with all haste may I ask you consider St. Joseph's College to have been a retroactive first in our campaign to let colleges use free space in Time. You've done us a real service. The appearance of your ad forces us to get off the dime and on with the program."

In Mr. Auer's wire was a notice, of course, that St. Joseph's would not be billed for the advertisement.

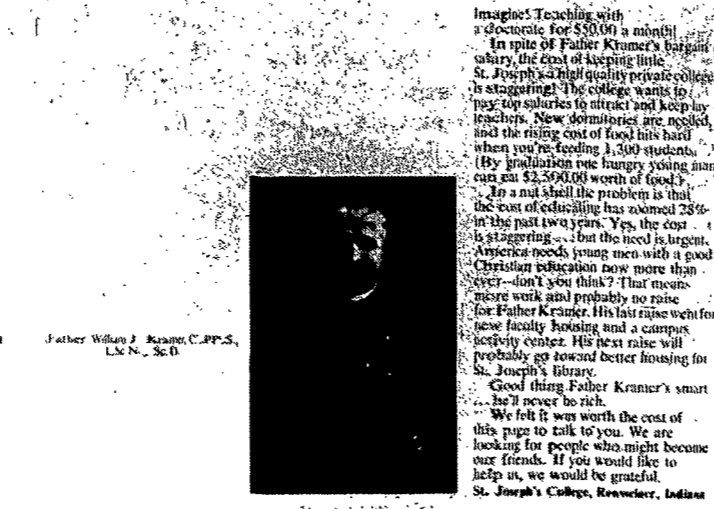
The ad, which was in the books section of the magazine, shows a picture of the Rev. William J. Kramer, a chemistry professor at St. Joseph's, with a listing of his degrees: L.S.S.N. (licentiate of natural science — equivalent of a master's) and Sc.D. (doctor of science) along with the letters representing his religious order and the education represented there.

A big punchline headline reads: "If he's so smart, how come he's not rich?"

The accompanying reads in part:

"Imagine! Teaching with a doctorate for \$50.00 a month! In spite of Father Kramer's bargain salary, the cost of keeping little St. Joseph's a high quality private college is staggering! The college wants to pay top salaries to attract and keep lay teachers. New dormitories are needed."

"In a nutshell the problem is that the cost of educating has soared 28% in the past two years. Yes, the cost is stagger-



If he's so smart, how come he's not rich?

ing... but the need is urgent. America needs young men with a good Christian education now more than ever — don't you think?

"That means more work and probably no raise for Father Kramer. His last raise went for new faculty housing and a campus activity center. His next raise will probably go toward better housing for St. Joseph's library. Good thing Father Kramer's smart... he'll never get rich."

"We felt it was worth the cost of this page to talk to you. We are looking for people who might become our friends. If you would like to help us, we would be grateful."

St. Joseph's decision to use a consumer magazine was an attempt to reach potential contributors other than alumni, explained Fr. Banet.

"If private schools are to survive, a source of revenue has to be there that isn't there now," he said. "We have support from foundations and alumni, but there's never been an effort to attract the people in between. We don't expect this ad to attract the corporations. They know about us."

Cardinal Mooney Five Opens With 52-34 Win

Cardinal Mooney High School opened the 1966-67 basketball season with an easy 52-34 win over Fairport Central High School at the Matden Lane gymnasium last Saturday night.

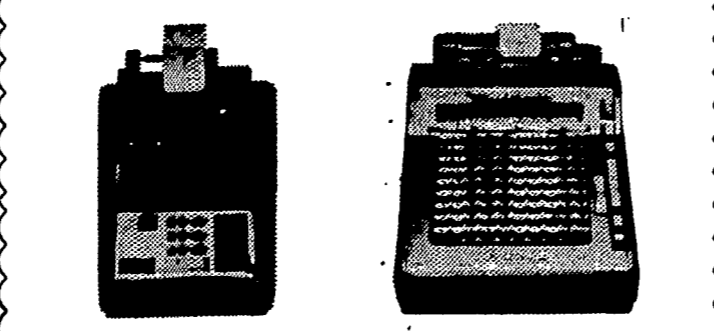
The next opponent for Ed Nietopski's well-trained group is Edison Tech. The game will be played on Saturday, December 3, starting at 7 o'clock on the Edison court.

In the Fairport game, the Cardinal's accuracy from the floor, as opposed to Fairport's inaccuracy, made the difference

Nellie's Liquor Store
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RE 3-6271

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We carry BOTH Ten-Key and Full Keyboard NCR Adding Machines. They're designed to speed and simplify your figurework.

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Dial RE 2-3944 211 State St. Elmira

Breaks Scoring Record Koller Stars in McQuaid Victory

By MIKE SOPER
McQuaid Jesuit High, behind John Koller's record-setting 39 points, dumped Irondequoit, 72-60, last Friday at the War Memorial. The Knights, with their record now 2-0, will face Madison this Saturday night at home.

Koller, a 6-4 senior, broke the previous school record of 33 points held by Tony Leonardo and also tied Leonardo's record of 15 field goals. He hit on 15 of 15 shots from a 15-20 foot jump, and added 9 to 14 from the foul line. Koller had competition all the way from Irondequoit's Bill DeMars, who ended up with 31 points. The McQuaid ace also finished with 15 rebounds, one more than teammate Nick Combs.

The first quarter ended with the teams tied, 14-14, and Koller and DeMars at 7 and 12 respectively. But McQuaid started

\$2,425 Grants At Notre Dame

Sister M. Decian, principal of Notre Dame High School, Elmira, recently announced the awarding of \$2,425 in scholarship grants for upperclassmen for the current scholastic year. These grants are in addition to \$3,000 awarded in the spring to incoming freshmen.

Renewal of scholarships valued at \$185 each for the year are seniors Ingrid Swanson, Terrence Kirkpatrick and Marcia McCarthy and juniors August Moretti and Katherine Cicconi. Renewal of grants valued at \$200 for the year are sophomores Carol Hee, Kathleen O'Leary, Christopher Ungate and Mary K. O'Herron. Scholarships for \$100 were renewed for sophomores Linda Cirulli and Jean Marchinock, in memory of Leo Considine.

Special grants totalling \$500 were awarded to fourteen students for outstanding scholarship during the year.

They are as follows: \$50 each to seniors Laurene Lagonegro, Constance Schaffer, Daniel Skizim, Dolores Forgersi, Thomas Burke and Robert Jurusik; \$25 each to juniors Eileen Crescenzi, Thomas Pellinger, William Norton, Patricia Leonard, Timothy McGilly, and sophomore Karen Peschky. Theresa Raniewicz, Jennifer Lucas.

CYO Parish Basketball

ELEMENTARY SCHOOL DIVISIONS
White Division
Blessed Sacrament 57, Sacred Heart 71, St. Thomas Apostle, St. Charles 18, Mother of Sorrows 30, Holy Rosary 31, St. Augustine 24, Holy Family 2, St. John (Greene) 12, St. X 15, St. Ambrose 21.
Green Division
St. Joseph (Penfield) 21, St. Helen 32, St. Jerome 17, St. Monica 20.
Scarlet Division
Mt. Carmel 24, Precious Blood 24, OLP 54, St. Saviour 36, Lady of Lourdes 23, Holy (most) 23, St. Thomas More 18, Holy Name 14.

HIGH SCHOOL DIVISIONS
Northern Division
Mother of Sorrow 50, St. Thomas Apostle 40, St. Margaret Mary 34, St. Cecilia 46, St. Salome 24, Holy Name 30.
Southern Division
Blessed Sacrament 81, St. Joseph (Penfield) 45, St. Thomas 41, St. Boniface 3, Lady of Lourdes 35, St. John (Roch) 39, St. Louis 26, Good Shepherd 47.
Western Division
Sacred Heart 56, St. Monica 71, Holy Apostle 40, St. Helen 57, St. Augustine 46-4, Precious Blood 43, St. Salome 24, Holy Family 37.
Eastern Division
St. Andrew 38, St. Michael 47, St. Ambrose 42, Holy Spirit 34, Holy Trinity 16, Mt. Carmel 36.

Member of Sorrows Mixed
Men: D. Finn 195, 194, 213, 602; G. Paul 194; A. DeLong 196.
Women: D. Zimmer 187; L. Korndorf 184; H. Homzie 171; J. Postle 171.
Our Lady of Mercy Mixed
Women: Mini Donahue 258, Barbara Overt 174, Grace Belline 176, Carol Dietter 174, Helen O'Neil 165, Mary Muldoon 160.
Men: George Cowart 217.
Green Catholic
A. Lindemeyer 224, C. Loveland 217, 205, M. Kolb 204, J. Vella 204, N. Norris 204, R. Neary 216, W. Rice 202.

Pickets Protest
Washington — (NC) — Some 200 students, several carrying placards, picketed the Catholic bishops' meeting hall on the campus of the Catholic University of America to demonstrate student dissatisfaction with the university's administration.

RUGS - CARPET

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GENERAL INSURANCE
315-317 ROBINSON BLDG. RE 4-6151 or 2-1198

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Fine Furniture By JAMESTOWN LOUNGE
CONANT BALL BIGELOW
DREXEL RUGS and BROADLOOM
HALLAGAN KARASTAN RUGS
J.P. Sullivan
DISTINCTIVE FURNITURE • RUGS • DRAPERIES • APPLIANCES
ELMIRA, 115 E. WATER ST.

TODAY, as any economist will tell you, the greatest factor in the rising cost of living is the "cost of service." Americans have become more demanding and fulfillment of their needs has given birth to whole new industries. But at our funeral home a tradition of excellence in service has always existed. This has prevented any steep increase in our "cost of service."
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Daniel Green
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PINK — RED
BLACK — BLUE
\$6.50
Elmira Store Open Every Evening
'Til 9 Except Saturday
Bootery
• CORNING... 22 E. Market Street
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