

# Seeing to it That God Gets Equal Time

Los Angeles.— In a TV commercial, a beautiful and well-dressed White woman is seen going up the steps of a church on a bright Sunday morning. She pauses to eye suspiciously a few Mexicans, a Negro couple, a poorly dressed White family, a Chinese student. She turns her head haughtily and continues on her way into the church.

"If you don't see Christ here," a voice is heard as the camera pans over the mixed group, then focuses on the entrance to the church, "it's not likely you will find Him in here."

In another TV commercial, a floating bottle is washed up on a seashore. Inside is a note which reads: "Keep in circulation the rumor that God is alive."

— built around a "God is alive" theme — and 250 stations have carried the Franciscan commercials — called "TeleSPOTS" — gratis and often in prime evening time: from 7:30 to 11.

"I've heard from people who saw one of our TeleSPOTS right after 'Batman,'" said Father Tang. "If we can get that kind of audience for just one minute, it's a million times better than being in the Sunday morning schedule with a half-hour program."

Working on the obvious idea that it's much easier to convince a TV station manager to run a 60-second religious "program" in prime time than it is to get him to run a half-hour program during these valuable hours, the Franciscans have turned out special religious

theme spots for Mother's Day, Father's Day, Thanksgiving on the subject of race relations, patriotism and even on vacations, with the stress on the moral responsibility for summer time safety.

Prepared by such professionals as Cal Bernstein — "the subject of all the Marlboro TV ads" — the TeleSPOTS have drawn enthusiastic reception from station managers. "Consider these spots to be among the best we receive," wrote a manager in Muncie, Indiana, referring to such other "public service" spots as those from the Red Cross, the Tuberculosis Society, various educational foundations and even from "Smoky the Bear."

The Presbyterian TV spots — which have now been adapted

for use on radio as well — consist of a set of six, three of which feature the message, "Keep in circulation the rumor that God is alive"; the note in the bottle; the nine words pasted together after having been torn out from various magazines, as in a ransom note; and one showing six women of various nationalities and races working on a quilt into which they have sewn the message.

Despite station acceptance of the spots from both the Franciscans and the Presbyterians, there has been some questioning of the commercials' effectiveness. As "New York Times" TV columnist Jack Gould put it, "Catching the passing attention of millions with a novelty spot announcement that is certain to wear thin through repetition is of far less conse-

quence than getting through to a handful and exerting some tangible and lasting influence."

But the purpose of the spots, say their producers, is to catch the attention of the unchurched and those churchgoers who give very little serious thought to their religion. As to whether a 30-second or a 60-second commercial can deliver much food for thought, a thought-provoking answer is offered by Dr. Richard Gilbert, radio-TV director of the United Presbyterian Church, who helped create the "rumor" spots and who is spearheading the Protestant effort to promote the Franciscan TeleSPOTS.

"Most-of-Jesus' parables were about 30 seconds long," he said.

— Catholic Press Features

# Global Population Control on UN Agenda

United Nations—(NC)—The United Nations is taking steps toward what may become a full-scale program of world population control.

The 30-nation executive board of the United Nations Children's Fund, now in session here, has authorized that agency to give direct assistance to family planning in countries that include such planning in their maternal and child-health services.

This is but one of several steps taken by United Nations bodies and specialized agencies to act in the population field since the General Assembly authorized help—last year—for training, research, information and advisory services.

Of the \$120 million budget for the United Nations in 1966, \$18 million was for population work. The figure for this year is not expected to exceed \$5 million.

Despite repeated statements by world leaders, including UN secretary general, U Thant, regarding massive problems posed by the likelihood that the world's population of 3.3 billion will double by the end of this century, observers say that family planning has not yet been given priority for allocation of funds by UN member nations.

(The current issue of Medical World News reports that Dr. Marcolino G. Candau of Brazil, head of the World Health Organization, says that not one

government has asked the organization for advice on family planning since the agency was authorized by the General Assembly to provide such advice on request.)

In Washington, meanwhile, it was reported that the U.S. foreign aid program will start shipping oral contraceptives within months to nations that want to lower their birth rates.

# Parish Holds Classes in Barn

Church of the Holy Spirit, Penfield recently held morning catechetical sessions for first through third graders in a barn owned by James Sauman, Five Mile Line Rd. Penfield.

The school, whose classes met July 17-28, was conducted by lay adults and teenagers of Holy Spirit Parish. Mass was celebrated each Tuesday and Thursday on the farm lawns with teachers and pupils participating.

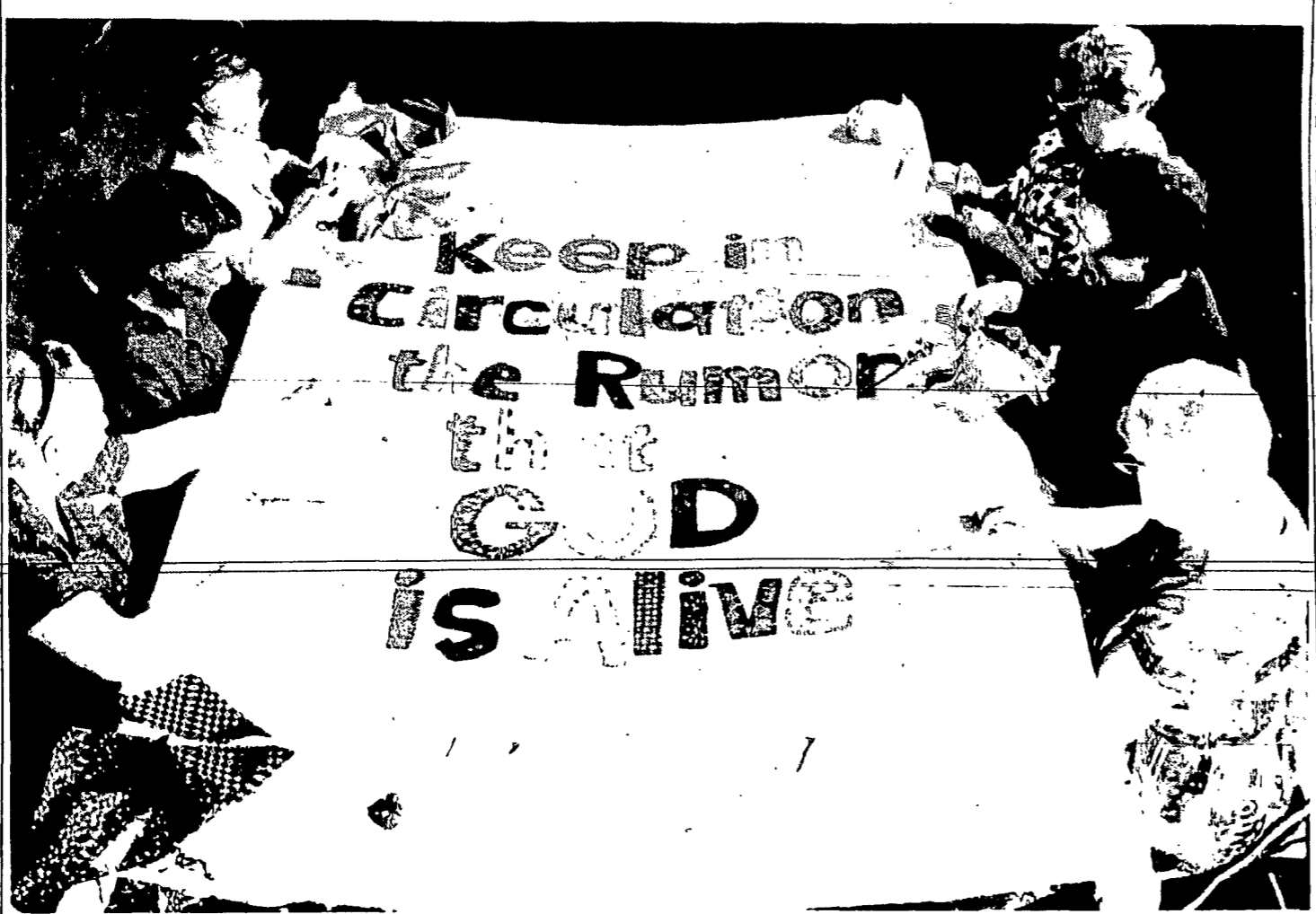
# Literature Group Moves

Los Angeles — (NC) — Citizens for Decent Literature, Inc., has moved its national offices from Cincinnati to Los Angeles and named Ray Gauer to be executive secretary.

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Scene from new TV "religion commercial."

These are two examples of religious "spot" commercials—the first produced by the Catholic "Hour of St. Francis Productions," the second by the United Presbyterian Church—offered to individual TV stations for use at "station break" time, in between other commercials or on unsponsored programs.

The commercials have opened up a new area of ecumenical cooperation, with many Catholic dioceses having co-sponsored the Presbyterian-made spots and, as has just been announced, Protestant Councils of Churches are beginning to co-sponsor the Franciscan-made spots.

But more importantly, according to the Rev. Emery Tang, O.F.M., associate producer of the Franciscan ads, this new form of conveying spiritual messages to mass audiences "will revolutionize religious broadcasting."

Almost simultaneously — but by sheer coincidence — both the Franciscans and the Presbyterians began producing 20-second, 30-second and 60-second TV commercials over a year ago as one way to get religious programming out of the "Sunday morning ghetto." Since then more than 325 TV stations have carried the Presbyterian spots

# Retreat House Officers



Bishop Sheen and newly elected officers of Notre Dame Retreat House in Canandaigua at recent dedication. (1st row) Tom Wurzer, Charles Garagoza, Bill Kramer, President, Bishop Sheen, Art Kieffer, Joe Janesko, Father Moran (2nd row) Fr. Whelan, Joe Mercier, Bob Hayes, Walter Kirk (3rd row) Bob Kennedy, Bill O'Neill and (Top row) Bob Casey, Victor Gessner, Anthony DeStaffan. (Varden Photo)

# Camp Benefit Horse Show

The 4th annual Horse Show sponsored by the 11 Monroe County Rotary Clubs for the benefit of Camp Hacamo for handicapped children will be held Sunday, August 13, at Finger Lake Race Track, 10 a.m. to 5 p.m. Proceeds from the Horse Show are for the support of the Rotary Club's Camp Hacamo for handicapped children.

Horse show events include contests for jumpers, walkers and hunters. Girls' barrel racing and a clocked race through an intricate obstacle course are also scheduled. More than \$1,800 in prizes will be awarded.

Peter "Pete" Deuel, the handsome young star of the ABC-TV series "Love on a Roof Top" recently signed by Universal Pictures will be present at the show. Peter is the son of Dr. and Mrs. Ellsworth Deuel of Penfield.

# Would You Believe -- How to be Holy on Skis

Sherburne, Vt. —(NC)— An exploratory, ecumenically-based "ministry in leisure" is about to be launched in this ski resort—summer retreat section of Central Vermont.

The Killington-Pico Area Ecumenical Project, an organization made up of several Protestant and Catholic parishes mostly from nearby Rutland is already shopping around for a director (lay or clerical, Catholic or Protestant) for the project.

Spearheaded by Rev. Mardale C. Leysath, a Congregational minister whose tri-valley parish offers the only out-of-church Christian activities in Sherburne, the ecumenical group hopes to write a new chapter in ways and means of ministering to communities for whom leisure is a way of life.

Mrs. Leysath, whose speech still retains the tones of her native South Carolina, said the

# London Ends Imprimatur

London—(RNS)—The Roman Catholic Archdiocese of Westminster has announced the abolition of the term "Imprimatur," except for liturgical, textual and similar works, to describe the permission which must be granted to Catholic books before publication.

"He—or maybe she—also will be doing research, getting information on the needs of people in an area like this, people whose lives are dominated by leisure, either through being here for leisure, or by living here to serve those who come for leisure."

The project has a budget of \$15,000 a year, which will include a salary and an office for the director of the ministry. Donations have come from the churches in Rutland and other sources. The diocese of Burlington has pledged \$7,500 over a three-year period.

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