

# College Goes 'Big Time' to Raise Money

## Hey! Getcha stainless here.



## Jim Ross 4:30 P.M.

Played bad golf. Goes to club house. Orders Seagram's 7 Crown and soda. Sips. Smiles. Says The Sore One makes everything better. Especially drinks. Say Seagram's and be Sure.



Seagram Distillers Co., N.Y.C. Blended Whiskey, 86 Proof, 65% Grain Neutral Spirit.

Catholic Press Features  
Rensselaer, Ind. — St. Joseph's, the little Catholic college whose daring approach to advertising prompted "Time" a year-and-a-half ago to give free advertising space to more than 200 colleges and universities to date, has gone on to bigger things—"Life" magazine.  
The college, which has an enrollment of 1,350 and is operated by the Society of the Precious Blood, bought a full-page ad recently in some of "Life's" Midwest editions, and if that didn't make news, the ad's headline did: "Would St. Joseph send his son to St. Joseph's?"  
"Life" is where the prestige advertisers go and we wanted to present St. Joseph's as a big-time, modern-thinking, prestige school," explained Thomas DeMint Jr., a 31-year-old St. Joseph's alum-

## Would St. Joseph send his Son to St. Joseph's?

and Chicago advertising executive who sold his alma mater on using big-circulation consumer magazines to reach potential students and new financial supporters — first with "Time" in late 1966, and now "Life."

The "Life" ad — printed in 700,000 copies at a cost of \$6,200, which the college expects to pay even though "Time" never billed them — consisted of just the eye-catching headline. ("When you're in competition with big national ads, you've got to get yourself noticed," explained DeMint) and several paragraphs about the kind of students St. Joseph's College is trying to turn out.

"The way we figure it, St. Joseph had a lot to do with the way Jesus turned out," the copy begins. "And, as we all know, Jesus fought corruption, hypocrisy, and the decadent power structure. He shook people up and you know what He got for that!"

"Down here we try to shake people up, too. It seems it's time for people to take fresh views on things.

"For instance, we have a course on aggression and what drives men to violence. Maybe one of these students will someday be a great peacemaker."

The ad copy closes with an appeal for financial support ("Our creditors keep telling us the college that stays together") and an invitation to visit the campus ("We're one mile south of Rensselaer and about 25 years ahead of most thinking."

DeMint, who was once a seminarian at St. Joseph's College, said about 10 letters had been written to the school "saying we were absolute apostates for insinuating St. Joseph had a son" but he added that a priest "well-versed in theology" had approved the ad before it ran.

Several industrialists have already expressed interest in this college as a result of the "Life" ad, DeMint commented, and if this ad proves as successful as did St. Joseph's College's first attempt at big-time advertising, the next time we hear from them may be as a sponsor of a network television show.

In November of 1966, St. Joseph's College purchased, for \$6,000, a full-page ad in a regional edition of "Time." It featured a photo of a priest-professor of chemistry, with a long list of impressive degrees after his name, and the punchline headline: "If he's so smart, how come he's not rich?" The ad copy went on to tell of the high cost of quality education and bluntly appealed for money.  
In less than a year, more than \$80,000 in contributions were made to St. Joseph's as a direct result of the ad; the ad won three major prizes, including one from the "Saturday Review" for distinguished advertising in the public interest; and, with an assist from the publisher of "Time," the St. Joseph's ad started a minor revolution in college advertising.

When the publisher of

"Time" saw St. Joseph's ad in his magazine, he informed the college they would not be billed and that, furthermore, "Time" would henceforth make free advertising space available to colleges and universities who had something important to say and whose ads were attractive and interesting.

Since then, some of the most unusual advertising to appear in "Time" has been for educational institutions, Catholic and secular, large and small: Vanderbilt, Notre Dame (a large picture of a football and beneath it the headline: "If that's all you know about Notre Dame, you have a lot to learn"); Eisenhower College in Seneca Falls, a small Jesuit college in West Virginia which chose to use the advertising space to boast of its program of Jewish studies, under the intriguing headline, "From the Jesuits of Wheeling College: Shalom!"

At the end of the first year of the free ads in "Time," the publisher reported, benefiting schools reported more than \$500,000 in donations to them as a result of the ads.

## AN INCOME YOU CAN'T OUTLIVE



Annuities are investments for people who want a guaranteed fixed income for life. We give you that — plus the assurance that, after death, the principal of your investment will continue to further Christ's work in mission lands.

### You Will Enjoy Substantial Tax Reductions

- A charitable-contribution deduction on your income tax return.
- A savings on capital gains if securities are used in exchange for an annuity.
- A savings on estate and inheritance taxes.

Write to me today at The Society for the Propagation of the Faith for full information.

Write, including the date of your birth

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ State \_\_\_\_\_

**RIGHT REVEREND EDWARD T. O'MEARA**  
366 FIFTH AVENUE, NEW YORK, N. Y. 10001

In Rochester your director is  
**RIGHT REV. JOHN F. DUFFY**  
50 Chestnut St. (14604) Tel. 454-2926

### SIDEWALKS

- OLD REPAIRED
- NEW CEMENT PATIOS
- REASONABLE PRICES
- A. J. ARIENO 235-4371

**SHOP WITH CONFIDENCE**

### Your BUYERS' Guide

**FRIENDLY SERVICE**

a handy reference to quality

### GENERAL BUSINESS

Visit our show rooms—Select a real bargain—Complete line Reg. Furniture, Appliances etc.

**Charlotte Appliance**  
TONY AGOSTINELLI  
Lake Theatre—3218 Lake Ave. (12-5411)

Before You Buy Carpet  
**Chili Carpet Center**  
3187 Chili Avenue  
Rochester, N.Y. 14614  
Phone 681-9100

m-m-m so good!  
**BONNYBROOK MILK**  
for home delivery  
CALL 544-3495

**THE HOFFMAN MUSIC SHOP**  
467 N. Goodman  
Phone 454-5645  
OPEN EVENINGS

**Ehmann's Market**  
Choice Meats  
Call to order  
FREE PARKING SPACE  
North Clinton at Avenue A

**WATCHES - DIAMONDS**  
Budget Terms  
**WM. S. THORNE JEWELERS**  
318 EAST MAIN ST.  
Official R.R. Watch Inspector

**DUPONT PAINTS**  
**HUNT'S HARDWARE**  
436-9270 390 THURSTON RD.

**GULF MOTOR CLINIC**  
Dynamometer Tune-Up  
Wheel Alignment  
• Wheel Balance  
• Carburetor • Starter  
• Generators  
264-E-412 Midland Shopper  
1365 St. Paul Street

**CARNIVAL**  
Fair Products, Inc.  
LIC. BINGO SUPPLIERS  
• PLUSH TOYS  
• CARNIVALS • BAZAARS  
• FAIR CONCESSIONS  
546-5398 or 271-0718  
289 Exchange St. Roch., N.Y.

You OWE it To Yourself To Use OUR MILK  
We have been serving the Rochester Area for nearly Forty Years With The Finest in Dairy Products.  
**WEGMAN DAIRY INC.**  
465 CHIEF AVE. 436-8100

Phone 454-7493 Open Evenings: 'Til 9  
**CLINTON BOOK STORE**  
NEW and USED BOOKS  
Marie Midland - Diners Club  
24 COURT ST., near CLINTON AVE. S. ROCHESTER, N. Y.

### PACKAGE STORES

**O'NEILL'S LIQUOR STORE**  
FRANK O'NEILL, Prop.  
1316 Dewey Ave.  
458-1940

YOUR AD COULD BE HERE  
Call 454-7050

**Alex J. Moore inc.**  
Wines & Liquors  
508 STONE ROAD  
663-5897 at Dewey

**WARNER'S LIQUOR STORE**  
HINCHAY ROAD  
AT CHILLI AVE.

**NORTHGATE LIQUOR INC.**  
PHONE 663-4100  
Man. - Thurs. Incl. 9:30 a.m. - 9 p.m.  
Term of Greece Fri., Sat. 9 a.m. - 9 p.m.

**DISCOUNTS LIQUOR GIFT BASKETS**  
CUSTOM MADE Specializing in Party Planning • Weddings • Engagements  
Quantity DISCOUNTS to Commercial Accounts  
**LIQUOR BASKET**  
327-2773  
552 Joseph Ave. Delivery

**GUNTNER'S LIQUOR STORE**  
Open 10 A.M. - 9 P.M.  
We Deliver  
4892 ST. PAUL BLVD.  
CALL 544-3980

**NEW YORK STATES LARGEST FIRE & SPIRITS CENTER**  
is  
**HENNER'S LIQUOR STORE & INTERNATIONAL WINE**  
544-55-4 Chili 235-7674  
"WE GLADLY DELIVER"

### DRUG STORES

**BLESSED SACRAMENT BLAUW'S PHARMACY**  
Established 1851  
So. Goodman at Clinton  
271-4199

**OUR LADY OF LOURDES CHILSON PHARMACY**  
1704 Monroe Ave.  
473-4402  
Prescription DELIVERY SERVICE

**HEATH DOWNTOWN DRUGS**  
Open 10 A.M. to 1 A.M. Sundays & Holidays Included  
Specialty X-ray Services  
141 CLINTON AVE. S. 232-2197

**ST. CHARLES BORROMEO DEWEY AVE. PHARMACY**  
Prescription Specialists  
COSMETICS • TOILETRIES  
PHOTO FINISHING  
3911 Dewey Avenue 665-4210

**ST. ANDREW'S PARISH PRESCRIPTION'S Carefully Compounded**  
**MANDELL'S PHARMACY**  
By Mandell  
467-0971 266-9554  
DRUGS • COSMETICS • SUNDRIES  
Portland Ave. at Norton

**OUR LADY OF LOURDES LA MAY DRUG CO.**  
1800 EAST AVE.  
271-2896

**EVERY BRAND EVERY SIZE**

FREE STAMPS  
\* Except wines per law.

**PARISIAN LIQUOR STORE**  
1517 LAKE AVE. near Ridge Rd.

## MARINE MIDLAND TRUST COMPANY OF SOUTHERN NEW YORK

### Statement of Condition

June 30, 1968

#### Assets

Cash and due from banks	\$ 23,855,705
U. S. Government securities	36,168,468
State and municipal obligations	39,395,908
Other bonds and securities	335,503
Loans	118,172,267
Mortgages	23,809,718
Total loans and mortgages	141,981,985
Less: Res. for possible loan losses	3,132,228
	138,849,757
Bank premises and equipment	937,756
Interest receivable	1,244,073
Other assets	1,659,360
	\$242,446,530

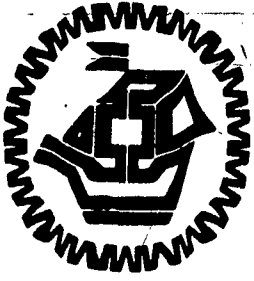
#### Liabilities

Deposits:	
Demand	\$ 99,443,444
Time	115,942,903
Total deposits	215,386,367
Taxes and other liabilities	1,702,776
Unearned discount	6,783,440
Capital funds:	
Capital stock	3,300,000
Surplus	6,700,000
Undivided profits	8,573,947
Total capital funds	18,573,947
	\$242,446,530

- BOARD OF DIRECTORS**
- Porter K. Bennett
  - Robert M. Best
  - Leslie D. Clute
  - C. A. Cleveland, Jr.
  - Edgar Denton
  - John H. Fassett
  - Charles F. Kennedy
  - J. Lawrence Kolb
  - William A. Lyons
  - Marcellus J. Winfield
  - Heartwell P. Morse, Jr.
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  - Charles W. Perry
  - Geo. G. Raymond, Jr.
  - S. Roberts Rose
  - Joseph Stein
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  - Thomas A. Wilton
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  - J. R. Shoemaker
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  - Arthur S. Wallaver
  - Don J. Wickham
  - Charles A. Winding

19 Banking Offices Serving the Southern Tier



## MARINE MIDLAND TRUST COMPANY OF SOUTHERN NEW YORK

Member Federal Deposit Insurance Corporation

## ATLANTIC MILLWORK

COMPLETE BUILDING MATERIALS

2715 West Henrietta Rd. • 1512 Ridge Rd. W. In Stone Ridge Plaza • 1800 Empire Blvd.



### Magazin

New York—(CP)—Pe who get mad at the very tion of the "Flying N should get "Mad" this mo for the popular satirical i zine features a deavasta parody of the TV series t "The Flying Nut" (Abov a portion of the start of Mad cartoon).

### Museum

The Rochester Museum Arts and Sciences has been named the Rochester Mu and Science Center and w responsible for the operati the Strassenburgh Planeta The planetarium is nov der construction in East nur and is scheduled to Sept. 22.

The museum will reman tact under the new setup basic goals will be the : Emphasis will be on ph

Cassock Protects Madrid—(NC)—The ing practise of Spanish pi in p instead of cassocks is beln versed—by violence.

The wearing of black sui priests as a sign of renewa aroused resentment of ultraconservative elem There have been severa stances of priests so dr being physically assaulte being "too progressive."

As a result, many p are returning the wearin the cassock as "a sa measure.

### FALSE TEET That Loosen

**Need Not Embarr Don't live in fear of looosing wobbling or drooping at the wrong time. For more see and more comfort. Just sprin Little PASTEETH on your ni PASTEETH holds false teeth fir "Makes eating easier. No noisy g dentures that fit are to anti health. See your dentist and get PASTEETH at a drug store.**

### ASSET

First Mort

This inc homes ley are ments rower debt-free

Property l

Loans Modern all rep less.

Other loa

Made their f for an their st

Student l

Loans dents penses New Y cation

Shares it Bank Home York.

As meziations use the numerc

Office Bu

Cash on

Prepaid h

Governm

Our Tota