



Toss Up!

Sister Charlene Feltman really isn't praying for points, but throwing up a toss ball during a practice basketball session at St. Hyacinth's School in Auburn. She and Sister Mary Lynne Chapman coach basketball Tuesday and Thursday afternoons as part of St. Hyacinth's sports program.

Our Parish COUNCIL

by Bernard Lyons

A laundry proclaims: "As you rip, so shall we sew."

A body shop sign: "What's the use of having fenders if you don't use them?"

Someone pinned a sign to a cigarette machine: "All profits from the sale of these cigarettes go to the American Cancer Society."

The American sense of humor thrives on these signs.

The Chicago Tribune runs photos of such signs regularly, and the Reader's Digest often picks up the clever sayings for their filler sections.

Churches get into the act, too! One parish put up the following letters: "Ch - ch. What's missing?" (Of course, the answer is u-r.)

A mission on Times Square in New York advertised itself: "We have a long-praying record." After President Nixon announced the price and wage freeze, several imaginative congregations put up the sign: "The wages of sin are not frozen." Some wiser heads answered: "Redemption is free!"

A parish publicity committee (it could just as well be called "mission committee") can do a great job for their community and have a lot of fun doing it by making use of the popularity of the short, humorous sayings.

E. Joseph Cossman wrote a book on "How I Made A Million in Mailorder," and included a chapter on the value of using a sign with changing sayings, in front of a business establishment.

There are dozens of good reasons for placing a large sign board in front of your parish church and maintaining it faithfully.

● Since Vatican Council II, Catholicism has re-stressed the importance of the "sacrament" of the Word. A sign board giv-

ing the homily topic would emphasize this even more. (Another bonus: "The priest would have to prepare his sermon further in advance to allow the committee to put it on the board.)

● A sign board with a constantly changing message would attract greater attention to the church and give passers-by an "instant meditation."

● The sign board could be used for community and public service announcements, too, and strengthen the commitment of the parish family to involvement in the community's life.

● The sign board has real publicity impact, because it gets talked about. Word-of-mouth is the most valued advertising there is. Movie distributors know that word-of-mouth ("I saw a good movie the other night...") is more valuable than space on the newspaper theater page.

● The sign board builds a positive, warm impression of the church. Thoughtful, insightful and humorous sayings help to build the image of the congregation as receptive to other persons and ideas.

High School Boys Invited to Becket

High school boys of the area are invited to Becket Hall for a weekend seminar on Christian leadership, March 3-5. The theme is service.

More than 30 have accepted the invitation. Others who plan to attend should notify Father Gerald Connor, 586-4470. Registration is scheduled for 7:30-8:30 Friday night.

'One Parish'

Really 'Lend' a Hand

(Catholic Press Features)

In one parish, more than \$6,400 has been loaned by parishioners over the last several months to the parish school board under a new fund-raising plan whereby the school board banks the money and gets the interest, with the lender free to get back his loan at any time.

The program, announced in a letter to parishioners, was designed to raise additional funds "for science lab equipment, to hire teachers on an after-school basis to teach foreign languages in a club atmosphere, teachers for dancing, twirling, music and the arts and whatever other needs the school principal may have."

Under the lending program — which parishes could adapt for uses besides raising school funds—parishioners are asked to lend the school board a sum of money to be deposited in a bank. In return, the lender is given a promissory note by the school board, enabling him to go to the bank at any time to withdraw his money. However, whatever interest has accrued goes to the school board.

"The longer the money stays in the bank the more interest there will be for the fund," the school board explained. "As you can see, we are trying to raise money without cost to our parishioners and make it as easy as possible to get your money back when and if you need it."

The \$6,400 that has been loaned to the parish school board has to date earned for the board more than \$350 in interest. The loan arrangement also means that the board will earn money every year from the one loan by the parishioner.

Less than 70 families lent

Dance to Benefit Irish In Ulster

The Rochester Chapter of the Irish Northern Aid Committee is sponsoring a benefit dance at Our Mother of Sorrows Church hall, 5000 Mt. Read Blvd. on Saturday, March 11 from 9 p.m. till 1 a.m.

The Irish Northern Aid Committee is chartered and registered with the United States government and is active in every town and village in Ireland. Its function is to raise money to buy food, clothing, medical supplies and to help those that are oppressed and suffering in Northern Ireland.

A cabaret and dance with special entertainment has been arranged. The Rising Folk Singers, Fenrose Irish Dancers, a group from St. Bernard's Seminary and many Irish musicians will perform. A representative from the New York headquarters of the committee will speak. The donation will be \$5 per person. Refreshments will be served at reasonable prices.

Tickets may be obtained at the door or through members of the committee.

For further information, contact James McDonnell, chapter president, 505 English Road, 663-7912.

MRS. NEWLAND SPEAKER

Palmyra — The time of Mrs. Mary Reed Newland's talk at St. Ann's here is 8 p.m., Saturday, March 4. The wrong time was listed in last week's Courier-Journal. Mrs. Newland is a widely known religious educator, lecturer and author.

the \$6,400 — the school board has tried to encourage a minimum of \$100 and some families have loaned the board several hundred dollars.

"We're looking for 100% involvement by the parishioners," the board vice-president stated. "If our 2,500 families each loaned us \$100, we'd be earning interest each year on \$250,000." This would earn the board well over \$12,500 a year.

The idea was initially suggested to the parish school board by its treasurer, who happens to be a corporation lawyer, after he learned about such a plan while drawing up wills for two elderly women.

"They had loaned money to a Lutheran Church synod (the equivalent of a Catholic diocese) and in their will they wanted to give back to the synod the promissory notes they held from the synod," he explained.

"They had lent a considerable amount of money and those promissory notes meant

they could get back their money when they wished. In their wills, they were giving back those promissory notes to the synod, in effect saying: keep the money."

In the promissory note drawn up by the parish school board, the lender is informed that the board promises to pay to the lender "on demand, without interest," whatever sum the parishioner has lent the board.

To reclaim his money, the parishioner need merely take his promissory note to the bank where the school board has its account.

"That's all he has to do to get his money back," the school board treasurer said. "If someone lends us money and later has a financial hardship or wants his money back for any reason whatsoever — he doesn't have to explain why — he gets it from the bank just as if he was withdrawing it from his own savings account."



Figuratively Speaking

elephants are fashion, (have nothing whatsoever to do with your political persuasions), here in an easy, undulating dress of acetate jersey. Navy elephants on ivory white with soft ballooning sleeves and swishing skirt - adding clear red contrast for the bodice and shiny patent belt. Misses' sizes, \$55 - easily the most winning, winsome young dress on the scene now - in McCurdy's First Impressions, Second Floor, Midtown.

McCurdy's