

I would believe anything of the man who had the courage to hire and merchandise and stick with Howard Cosell. That man of course is Roone Arledge, the head of ABC Sports. He is strictly dynamic in a field of fiercely competitive executives battling over TV rights to major sports

It was Arledge who suddenly brought the Kentucky Derby to ABC this year.

It was Arledge who sweated out host executives for the Munich Olympids, over a year before the event, in high-level negotiations. When a German official who had most of the clout in making the decision told Arledge he was not interested in his offer, and was leaving for his weekend mountain retreat, Arledge made a move.

Without even bicking up a telephone to get an OK from his home office, Arledge boosted the ABC offer by TEN MILLION DOLLARS. And of course ABC won the rights to the newsiest, if most tragic, Olympic Games of

Now suddenly we read that Arledge has brought Monday Night Baseball to ABC. If he gets his way, he'll have a major league sports show 52 Monday nights of

that brought ABC to baseball, or

What ABC got was alternate rights through four years to Monday nights, playoffs, All Star game, and World Series.

And all this time everyone thought NBC had it locked up for lifetime. Especially NBC.

NBC's own intelligence system broke down as this deal unfolded. There were long, secret negotiations between ABC and Organized Baseball. NBC never suspected another network might butt into the baseball business.

The way Arledge explains it, NBC never worried about the other network, CBS, because CBS has a powerful prime-time schedule on Monday nights. NBC huddled with some former ABC execs, who indicated ABC never would jump into the baseball

On the basis of this thinking, NBC tried to drive a tough bargain with Organized Baseball NBC attempted to reduce both the schedule and the price.

Which prompted the meetings between ABC and baseball. Suddenly, next year, ABC has the Monday nights sports, from springtime until the last week of the National Football League

An NBC executive has revealed that baseball and the network were \$10 million apart when ABC got into the act. Arledge committed \$50 million network dollars just for a piece of the total baseball action pool of over \$92 million. Now think about the revenue to the 24 club owners. Then consider that TV and radio rights in their own areas provide additional revenue. That's before they collect your parking money and sell you a ticket and then begin hustling the programs and hot dogs and beer and popcorn and souvenir baseballs.

Carbon copies, Please, to both the TV and Business pages.

School Children Asked To Help Vietnamese

Catholic schools in the Rochester diocese; have been asked by the national Holy Childhood Association to take part in a special Vietnam Orphans Emergency Appeal from April 24 to May

"This is the first time in our history that we have approached our schools with an emergency appeal," said Father Francis W. director association.

He said he has been besieged with requests to aid in the airlift and to supply food for homeless children. The association already has appropriated \$192,000 for

Retreats Set In Hornell

Hornell - Father Robert Hammond and a team of young people will conduct a retreat for young people at St. Ann's on May 4, 5 and 6. Ninth and 10th grade retreat is scheduled Sunday, May 4, 4 to 9 p.m. It resumes Monday, May 5 at 9 a.m. and concludes at

Eleventh and 12th grade retreat will be Monday, May 5, 4 to 9 p.m. It resumes on Tuesday, May 6 at 9 a.m. and concludes at 3

Since each student will be sharing in two meals, the fee will be \$2 per person. Because the retreat days are school days, students are required to present a written excuse, signed by the parents, to the school authorities prior to the scheduled date. Students may register by contacting Gail Mularz, Josephine Ciancaglini, Mrs. James Gentile, Mrs. John Arnault, Mrs. James Fahl or Mrs. Leonard Caruso.

child relief in Southeast Asia.

association, headquarters in Pittsburgh, Pa., is asking each pupil to contribute 50 cents to the emergency ap-

To aid the campaign, small posters have been sent to each school.

In a separate announcement, Bishop Edward T. O'Meara, national director of the Society for the Propagation of the Faith, cited the need for increased Catholic support in aiding CANISTEO CONFIRMATION Vietnam and other Asian

"The Catholic Church is caring for 80 per cent of the country's orphans and 90 per cent of its lepers, a fact I've never seen or heard mentioned in the media; we have 300 other charitable institutions and 1,500 schools. The Church is the one thing that works in Vietnam," Bishop O'Meara said

CYO Day Camp Taking Names

Catholic Youth Organization is now accepting camper applications for its 31st Day Camp season:

Day Camp 1975 will begin on Monday, June 23 and continue through Friday, Aug. 15. Boys and girls 6 through 13 years old may attend for one week or more at any one of five regional CYO camps in the county.

The camp is an accredited member of the American Camping Association. Each of the five regional CYO camps have bus pick-up and return.



Photo by Bruce Gen. **BWM** Retreat

Mack McNeil talks with members of his discussion group at the Better World Movement retreat held at the Church of the Nativity of the Blessed Virgin Mary in Brockport. Those attending the retreat the weekend of April 11 divided into discussion groups.

Youth Center to Open

By PEG PEASE. [607-324-3353]

Hornell — A hew youth center under the auspices of "Concern" will be formally opened by the end of April, said Janet Ross, director. The name given to the new facility at 151 Main St. is 'Hand In Hand''

"Peggy Dunlap, my assistant, and I have been up there getting started for about two months with the help of volunteers," she said. "We've painted, assembled furniture and are waiting for more donations of furniture such as book asses and chairs. We have a rug on the floor and the place is beginning to take shape. We aren't officially open yet but some of the young people come of the young people come. in from time to time, sit around and have started the 'string art' which will be a project regularly offered to them when we open.

Miss Ross said the center's purpose is to appeal to the junior high to 20-year-old people.

Hornell Area News

ALUMNI GROUP

loseph Aini is Hornell heading the steering committee to form the St. Ann's School Alumni Assodiation. The committee of six is compiling a list of graduates of the school

Auxiliary Bishop Canisteo Canisteo — Auxiliary Diploy Dennis Hickey officiated at. Confirmation exercises at St. Joachim's April 20 and at St. Mary's, Rexville. A reception for all followed the Confirmations.

BIBLE SCHOOL

This year the 'Naples .. Ecumenical Bible School will be held from Monday, June 23 to Wednesday, July 2. Father Robert Smith, pastor of St. Januarius, says six adults and two young people from St. Januarius are needed to teach and to help. A meeting for volunteers was held April 14 in the Presyberian Church Anyone interested in helping out may inquire by calling the rectory 374-2414.

EGG WINNERS

Bath - Winners in the recent Easter Egg Hunt sponsored by St. Mary's Home School Association are: 6-to-10 year-old group, 1st prize, Susan Finnerty, 2nd prize, William Crowe, 3rd prize, Jeffrey Hunter, 3-to-5-year-old group, 1st-prize, Andrew DeSorbo, 2nd prize, Daniel Stewart, 3rd prize, Christina Stewart.

"Right now, volunteers over 21 years of age. interested and capable of helping the youths as they show a particular interest in some phase of the projects offered to them, she said.

The Urban Renewal building was donated and if city funding comes forth, it will be matched by the State Division of Youth: The Board of Directors consists of high school principal, Michael Durso; the Rev. Ralph Wagner,

Baptist Church: Father William Spilly, associate, St. Ann's; Mary Wolfanger, Social Services; Don Bell, director, Hornell YMCA; Peggy Crandall; Larry Jacobson, proprietor, Card's Drug Store.

Programs to be offered are arts and crafts, and movie making classes. Magazines and an extensive library will be available also ping-pong, TV, soft drinks and candy. Field trips to various points of interest also are in the planning stage.

ST. CHARLES BORROMEO DEWEY AVE PHARMACY **Prescription Specialists**

COSMETICS - TOILETRIES 865-2218 Home Heating Inc.

271-4650

271-7414

FUNERAL DIRECTORS

- QUALITY STANDARDS
- **DIGNITY IN SERVICE** INTEGRITY IN BUSINESS



F. H. McELWEE

Funeral Home, Inc.

394-2220 Leo M. Bean

200 Buffalo St., Canandaigua, N.Y. 90 E. Main St., Victor, N.Y.

HARLOFF Tuneral Home

ST. JEROME'S **PARISH**

586-5948

E. ROCHESTER

BURNS - HANNA FUNERAL HOME 1795 Ridge Rd. E. 467-5745



Paul W. Harris FUNERAL HOME INC. 570 Kings Highway South (corner Titus)

Private casket selection room.

AIR CONDITIONED