

St. Helen's — Tickets on sale after Masses this weekend and next for annual Altar-Rosary Society dinner dance April 10 at Party House, Beahan Road. Reservations also with Karen Hecker, 247-4438, or Ann Reding, 247-7536, by April 5.

Good Counsel — Card party 8 p.m. Friday, April 2, school auditorium, 75 Ernestine, sponsored by Rosary-Altar Society.

St. Boniface — Public lecture tonight at 8 by Father Joseph Jankowiak of St. Bernard's: "Whatever Happened to Catholic Morality?" In school auditorium, 15 Whalin.

Mother of Sorrows — Antique show, sale, by 23 dealers, 10 a.m.-6:30 p.m. Saturday, March 27, sponsored by Rosary Society, homemade food.

Holy Ghost — "April in Paris" dance April 3 follows 8 p.m. roast beef dinner, school hall, Coldwater Road. Gates, sponsored by Mens' Club. Reservations: Chuck Palvino, 247-1935; or Bill Morgan, 594-9884.

Catholic Widowed Parents Club — Meeting at 8:30 p.m. Friday, April 2, St. Theodore's, 1168 Spencerport Rd. Speaker, Justine Yates, Monroe Community College sociology department on continuing education for mature adults. Refreshments.

Parents Anonymous — Regular meetings 7:30 p.m. Thursdays. Information: Life Line, 275-5151.

Learning Problems — Session sponsored by Penfield School District 8 p.m. Wednesday, March 31, Penfield High School. Speakers: Geraldine Oftedal and Dr. Sanford Goldstein, specialists in learning disabilities.

Pre-School Registration — Little People's School at St. Salome's, 4280 Culver, 9 a.m.-2 p.m. Wednesday, March 31. Information: 467-7593.

Garage Sale — At Aquinas gym, Saturday, April 3, 9 a.m.-4 p.m.; Sunday, 11-4. Donations accepted days. Bake sale also.

Square Dance — Muscular dystrophy benefit, 8 p.m. Saturday, April 10, Churchville-Chili High School, 5786 Buffalo Rd. Trophies.

Carnival — At Foreman Center, Fairport, 10 a.m.-3 p.m. Saturday, March 27, arranged by PTA as money-raiser for swimming pool fund.

Medaille Mall — Nazareth College Alumnae annual featuring art show, sale of plants, baked goods, books, craft work; Friday, April 2, 10 a.m.-9 p.m.; Saturday, 10-5, Medaille Hall on campus.

Wine and Cheese Party — Sponsored by St. Mary's Hospital Women's Auxiliary, as hospital benefit, 7-10 p.m. Friday, April 2, Airport Holiday Inn.

Books Sandwiched In — Tuesday lunchtime program at Runder Library South Avenue at Broad, 12-12:52 p.m. March 30, Alec Wilder's memoirs reviewed by Thomas M. Hampson; April 6, Golda Meir's autobiography, reviewed by Father Charles J. Lavery, CSB. Free.

Spring Gardening Know-How — St. John Fisher College symposium featuring experts in various horticultural pursuits, all day Saturday, March 27; registration 8:30-9:15 a.m., Kearney Auditorium; \$10 fee, box lunch included.

Public Meeting — On proposed city purchase of street lighting system, 7:30 p.m. Tuesday, March 30, Light of Israel Temple, 206 Norton; sponsored by neighborhood organization 14621. City officials to explain referendum proposal.

Art Show — Works of 50 area artists and craftsmen in Sibley's Ward Gallery, during store hours through March 26; donated for Rochester International Friendship Council auction April 4.

Fashion Show — American Cancer Society benefit, 12:30 p.m. Tuesday, March 30, Jewish Community Center, 1200 Edgewood Ave.

Jazz Concert — Keith Jarrett, composer-pianist, with Eastman Studio Orchestra, 4:30 p.m. Friday, March 26, Eastman Theatre; free. Also, Friday evening concert; tickets at Kilbourn Hall window.

Gallery Concert — Last in bicentennial series of American music performed by John Celantano and Eastman School students, 1 p.m. Sunday, March 28, Memorial Art Gallery. Free.

An Evening with Michelangelo and Boccaccio — Arranged by St. John Fisher modern languages department, Italian Club, 8 p.m. Friday, April 2, Basil Hall 135. Lectures, readings, dramatization; free, public.

Circus Art Forms — Lecture by Richard Flint, 8 p.m. Tuesday, March 30, Memorial Art Gallery. Free.

Noted Bible Scholars To Lecture at Fisher

Two noted American biblical scholars, Father John L. McKenzie and George E. Mendenhall, will be the featured speakers at a biblical symposium on Thursday, March 25 and Friday, March 26 at St. John Fisher College.

"Reconstructing the History of Early Israel" is the theme of the symposium, sponsored by Fisher's Religious Studies Department.

Father McKenzie, professor of Old Testament at the University of DePaul (Illinois), will speak on Thursday, March 25, at 8 p.m. in Fisher's St. Basil Hall, room 135. The topic of his lecture will be "Israel: Who? A People? A Land?"

Dr. Mendenhall, professor of Ancient Near Eastern and Biblical Studies at the University of Michigan, will speak on Friday, March 26, at 8 p.m. in St. Basil Hall, room 135. The topic of the lecture will be "Israel: How and Why? A Kingdom without a Throne."

PENANCE WORKSHOP

Ithaca — Father Robert Kennedy, diocesan director of liturgy, gave a workshop on the new Penance Rite recently at Immaculate Conception School. This workshop was for all those involved in religious instruction including parents of those receiving first penance. The liturgy and education committees from many parish councils in the area attended.

Deadline

Calendar items should be mailed to the Courier-Journal Calendar Desk, 67 Chestnut St., Rochester, N.Y. 14604. Deadline is Wednesday noon, one week ahead of the publication date.

AS I SEE IT



Pat Costa

What is a good commercial? To the sponsor the ultimate criterion must be a message which attracts buyers in droves.

To the home viewer it is something else. It may or may not encourage him to purchase the product but it will always have some element with which he or she may identify, whose rhythm catches his fancy or presentation tickles his funny bone.

Unfortunately for the sponsors, those people who pay the bills and want the added business, many times the TV viewer can recite a 60-second commercial word for word, jingle intact, and then get confused in trying to remember exactly which brand of toothpaste, deodorant, floor wax, etc., is being hawked.

Our family's favorite, current commercial is not likely to have that problem. The advertising firm cleverly saw to it that the brand name is in the jingle and when Broderick Crawford, Jimmy Connor or Larry Csonka croaks, "It's not too sweet, it's not too sweet, Canada Dry is not too sweet," nobody, but nobody is going to forget who makes the stuff.

Another commercial which has been popular around this house for the several years it has been running is the one for Quaker Life cereal. It's the one with the three little freckle-faced boys sitting at the table with a new box of the breakfast food in front of them. The two older ones are arguing.

"I won't try it," says one, "let Mikey try it. He hates everything." Whereupon the youngest tries it and likes it — an unimpeachable

endorsement as far as his brothers are concerned!

The identification in this little work of art is strong for us seeing that my husband is one of four children, the oldest of whom is named Mike. Long before the commercial appeared, our youngsters were regaled with the true story of how their grandmother would put a new dish on the table whereupon "Mikey" would look it over at length, sniff carefully and then make his pronouncement. With his imprimatur, the rest of the crew dug in. "Thumbs down" from the oldest and nobody would touch it, a situation that would send a mother of any generation up the wall.

But if the two aforementioned commercials charm this viewing family there are others whose techniques and content are so repelling that I for one have silently vowed never knowingly to bring another of the company's products into the house.

The chief offender is the Hostess Co. which has the budget-strapped mother lading out expensive after-school treats, i.e. the pastry wrapped around gooey, over-sweet fillings that make up the company's baked goods line. To top it off, the young mother says in explanation to a friend: "You can't skimp when it comes to your kids." I see red watching this commercial — on several counts. In the first place, parents are being made to feel guilty, then food is being used as love. Finally the stuff being proffered these kids is not good for them despite the "enrichment" and it is 10 times the cost of what an apple or peanuts, two nutritious snacks, would cost.

There are a good many others which turn me off but a dog food commercial which just recently came to the screen is particularly offensive in that there are people who live on cheap, starchy foods day in and day out to make ends meet. Watching the commercial in which the pet owner gets up in the middle of the night to fix a half pound beef, cheese and bacon burger for his dog has to be the final straw in a world where some pets eat far better than millions of people.

St. Joseph's Celebrates Patron's Feast

Weedsport — St. Joseph's Church here held its first celebration of the feast of St. Joseph March 19. A special Mass at 5:15 last Friday commemorated the event, according to Father Elmer W. Heindl, pastor.

Following the Mass, a parish sharing supper was sponsored by the Lay Education Group. Although a Lenten meal, Father Heindl added, it was appropriate to celebrate the saint's day.

The Parish also has initiated a Way of the Cross Meditation which has been substituted for entrance procession, hymn, penitential rite and homily during weekday Masses in Lent. Father Heindl said the program aims at providing appropriate Lenten motivation.

Someone hospitalized? Bring them home — to us.

Recuperation at home is often faster and smoother — and less costly. We can help the in-home patient with a highly qualified, nice-to-be-around RN, LPN, Aide or Attendant, insured, bonded, under the direction of our Director of Nursing, Day, night, or around the clock. Quality care is easily arranged.

454-4930
MEDICAL PERSONNEL POOL

MR MIKE'S

LUNCHEONS IN OUR NEW LOUNGE
Tiffany Lamps, Log-Burning Fireplace
JUDY DAILY at the Piano Bar
MON. TUES. WED., THUR. NITES
1485 MT. READ Near Lexington 458-0420

DINNERS IN OUR BEAUTIFUL DINING ROOM
Enjoy the CONTINENTALS
Fri. & Sat. Nites 9:30-1:30

SEWING for FIRST COMMUNION?

We have a fine selection of very special fabrics for this very special day!

Sew Chic Fabrics

10-5 Daily 586-4459

Northfield Common
[50 State Street]
Pittsford, N.Y.

Wallpaper SALE

Save 33 1/3

ON ALL WALLPAPER AND VINYL WALL COVERING

BUY NOW AND SAVE

beuckman's hardware

3795 Dewey Avenue 663-2614
NEW HOURS: 8 AM to 9 PM MON.-FRI.
SATURDAY 8-6; SUN. 9-12