

The Church of the Sacred Heart

981 Castleton Avenue Staten Island, NY 10310

Established 1875

Twenty Fifth Sunday of Ordinary Time - September 18, 2022

Pastor

Fr. Eric Rapaglia

Email - frrapaglia@yahoo.com

Pastoral Associates

Msgr. Nicholas Soares

Msgr. Greg Mustaciuolo

Fr. Soju Varghese

Principal

Ms. Celeste J. Catalano

Coordinator of Religious Education

Mrs. Francine Rizzuto

Director of Music

Mr. Tom Czarnecki

Parish Manager

Mr. James A. Perrone Jr.



Masses

The Lord's Day

Saturday Evening 5:00 PM

Sundays 7:00, 9:00, 11:00AM, 1:00 PM

Daily Mass 9:30 AM Monday-Saturday

Rosary 9 AM (Monday-Saturday)

Confessions

Saturdays - 4:00 to 4:45 PM, Any time upon request

Parish Registration

Please formalize your membership in our parish community by registering at the parish office. We sincerely welcome all new parishioners!

Handicapped Accessible (Bathroom)

Office Hours - Sunday 10 AM - 3PM

Monday-Friday 9 AM - 5 PM

Saturday 10 AM - 5 PM

Church open daily until 5 PM (Sundays until 3 PM)

Novena Devotions: Mon & Wed (after daily Mass)

Pro Life Rosary: Tuesday 9 AM

Holy Hour: Fridays after 9:30 Mass

Sundays 2-3 PM, Schoensatt Shrine (337 Cary Avenue)

Sick Calls

Anytime, please contact one of the priests at (718) 442-0058.

Baptism

Parents & Godparents should attend a meeting at 3 PM on the second Sunday of the month in the Rectory to initiate the Sacrament. For more information please see: www.sacredheartsi.org/worship/sacraments.

Marriages

Couples should contact the rectory at least 6 months before the wedding to arrange the time, banns, and Pre-Cana Conference.

Sponsor Certificate

If you have been asked to be a godparent for a Baptism or Confirmation attend the 9 AM Mass on Sunday and see Sister Barbara immediately after in the church vestibule. Please see the parish website under the Worship/Sacraments link for godparent guidelines.

Websites:

Church Website: - www.sacredheartsi.org

School Website: - www.sacredheartschoolsi.org

Church
718-442-0058

Church Fax
718-816-8006

School
718-442-0347

School Fax
718-442-6978

C.C.D. Office
718-448-1536

SEPTEMBER 18, 2022

**TWENTY-FIFTH SUNDAY OF ORDINARY
TIME**

OPENING HYMN: GATHER THE PEOPLE

**REFRAIN: GATHER THE PEOPLE! ENTER THE
FEAST! ALL ARE INVITED, THE GREATEST
AND THE LEAST. THE BANQUET IS READY,
NOW TO BE SHARED. JOIN IN THE HEAVEN-
LY FEAST THAT GOD HAS PREPARED.**

**AROUND THIS TABLE WE DINE AS KIN, BE-
LOVED FAMILY OF GOD. WE SHARE THE
BODY OF CHRIST, THE LORD. HERE WE BE-
COME WHAT WE EAT.**

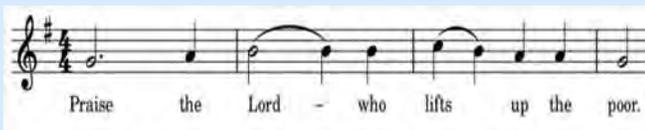
Gloria

**Glory to God in the highest, and on
earth peace to people of good will. We
praise you, we bless you, we adore you, we
glorify you, we give you thanks for your
great glory, Lord God, heavenly King, O
God, Almighty Father. Lord Jesus Christ,
Only Begotten Son, Lord God, Lamb of
God, Son of the Father, you take away the
sins of the world, have mercy on us; you
take away the sins of the world, receive
our prayer; you are seated at the right
hand of the Father, have mercy on us. For
you alone are the Holy One, you alone are
the Lord, you alone are the Most High, Je-
sus Christ, with the Holy Spirit, in the glo-
ry of God the Father. Amen.**

READING 1 AM 8:4-7.

Hear this, you who trample upon the
needy and destroy the poor of the land!
"When will the new moon be over," you ask,
"that we may sell our grain, and the sabbath,
that we may display the wheat? We will diminish
the ephah, add to the shekel, and fix our scales
for cheating! We will buy the lowly for silver,
and the poor for a pair of sandals; even the re-
fuse of the wheat we will sell!" The LORD has
sworn by the pride of Jacob: Never will I forget a
thing they have done!

**RESPONSORIAL PSALM PS 113: 1-2,
4-6, 7-8.**



R. Praise the Lord who lifts up the poor.
Praise, you servants of the LORD, praise the
name of the LORD. Blessed be the name of the
LORD both now and forever.

R. Praise the Lord who lifts up the poor.
High above all nations is the LORD; above the
heavens is his glory. Who is like the LORD, our
God, who is enthroned on high and looks upon
the heavens and the earth below?

R. Praise the Lord who lifts up the poor.
He raises up the lowly from the dust; from the
dunghill he lifts up the poor to seat them with
princes, with the princes of his own people.

R. Praise the Lord who lifts up the poor.

READING 2 1 TM 2:1-8.

Beloved: First of all, I ask that suppli-
cations, prayers, petitions, and thanksgivings
be offered for everyone, for kings and for all
in authority, that we may lead a quiet and
tranquil life in all devotion and dignity. This
is good and pleasing to God our savior, who
wills everyone to be saved and to come to
knowledge of the truth. For there is one God.
There is also one mediator between God and
men, the man Christ Jesus, who gave himself
as ransom for all. This was the testimony at
the proper time. For this I was appointed
preacher and apostle — I am speaking the
truth, I am not lying —, teacher of the Gen-
tiles in faith and truth. It is my wish, then,
that in every place the men should pray lift-
ing up holy hands, without anger or argu-
ment.



ALLELUIA

2 COR 8:9.



Though our Lord Jesus Christ was rich, he became poor, so that by his poverty you might become rich.

GOSPEL

LK 16:1-13.

Jesus said to his disciples, "A rich man had a steward who was reported to him for squandering his property. He summoned him and said, 'What is this I hear about you? Prepare a full account of your stewardship, because you can no longer be my steward.' The steward said to himself, 'What shall I do, now that my master is taking the position of steward away from me? I am not strong enough to dig and I am ashamed to beg. I know what I shall do so that, when I am removed from the stewardship, they may welcome me into their homes.' He called in his master's debtors one by one. To the first he said, 'How much do you owe my master?' He replied, 'One hundred measures of olive oil.' He said to him, 'Here is your promissory note. Sit down and quickly write one for fifty.' Then to another the steward said, 'And you, how much do you owe?' He replied, 'One hundred kors of wheat.' The steward said to him, 'Here is your promissory note; write one for eighty.' And the master commended that dishonest steward for acting prudently. "For the children of this world are more prudent in dealing with their own generation than are the children of light. I tell you, make friends for yourselves with dishonest wealth, so that when it fails, you will be welcomed into eternal dwellings. The person who is trustworthy in very small matters is also trustworthy in great ones; and the person who is dishonest in very small matters is also dishonest in great ones. If, therefore, you are not trustworthy with dishonest wealth, who will trust you with true wealth? If you are not trustworthy with what belongs to another, who will give you what is yours? No servant can serve two masters. He will either hate one and love the other, or be devoted to one and despise the other. You cannot serve both God and mammon."

Profession of Faith

I believe in one God, the Father almighty, maker of heaven and earth, of all things visible and invisible. I believe in one Lord Jesus Christ, the Only Begotten Son of God, born of the Father before all ages. God from God, Light from Light, true God from true God, begotten, not made, consubstantial with the Father; through Him all things were made. For us men and for our salvation He came down from Heaven (BOW) and by the Holy Spirit was incarnate of the Virgin Mary, and became man. For our sake He was crucified under Pontius Pilate, He suffered death and was buried, and rose again on the third day in accordance with the Scriptures. He ascended into Heaven and is seated at the right hand of the Father. He will come again in glory to judge the living and the dead and His kingdom will have no end. I believe in the Holy Spirit, the Lord, the giver of life, who proceeds from the Father and the Son, who with the Father and the Son is adored and glorified, who has spoken through the prophets. I believe in one, holy, catholic and apostolic Church. I confess one Baptism for the forgiveness of sins and I look forward to the resurrection of the dead and the life of the world to come. Amen.

CLOSING HYMN: FOR THE FRUITS OF

CREATION

FOR THE FRUITS OF CREATION, THANKS BE TO GOD; FOR THE GIFTS OF EVERY NATION, THANKS BE TO GOD; FOR THE PLOWING, SOWING, REAPING, SILENT GROWTH WHILE WE ARE SLEEPING, FUTURE NEEDS IN EARTH'S SAFE-KEEPING, THANKS BE TO GOD.

IN THE JUST REWARD OF LABOR, GODS WILL BE DONE; IN THE HELP WE GIVE OUR NEIGHBOR GOD'S WILL BE DONE; IN THE WORLD-WIDE TASK OF CARING FOR THE HUNGRY AND DESPAIRING, IN THE HARVESTS WE ARE SHARING, GODS WILL BE DONE.

FOR THE HARVESTS OF THE SPIRIT, THANKS BE TO GOD; FOR THE GOOD WE ALL INHERIT, THANKS BE TO GOD; FOR THE WONDERS THAT ASTOUND US, FOR THE TRUTHS THAT WILL CONFOUND US, MOST OF ALL, THAT LOVE HAS FOUND US, THANKS BE TO GOD.

A Note from The Pastor

Dear Parishioners,

A hundred years ago next month, St. Maria Bertilla Boscardin died in Italy. Here is her inspiring story, as told by a recent author.

“Born in the province of Vicenza to a family of illiterate peasants, she grew up timid and awkward, partly because of her father’s harsh treatment. She was truly a humiliated creature, but she intuited by the grace of God that in a voluntary and holy way she could become humble. When she was fifteen, she told her confessor about her desire to consecrate herself to God, and she was accepted because of her candor and her willingness to learn. ‘I am not good at anything, but I want to become a saint’, she said, and specified: ‘a saint for heaven, not for the altar’. It was this desire that protected her from all self-absorption and left her willing to carry out any task assigned to her, no matter how humble and unsung.”

“She was sent to the hospital in Treviso, where she worked in the kitchen for a whole year before being made the head of one of the most challenging wards (that of contagious children), when no one else could be found to do it. So, she became a nurse at the age of twenty, showing tireless dedication. During the First World War, she was transferred to a hospital in Lombardy, where she had to face humiliation and disdain from a superior who was biased against her. Finally, they sent her back to Treviso, where everyone fought over her, even though by this time she, too, was sick with a tumor. She died of it at the age of thirty-four, consumed by charity.”

“She was attended and observed, on her deathbed, by the chief physician (a freethinker and Freemason), who has left us an account of his own conversion, which took place in the presence of that ‘humble and enamored death’ of a little nun who had given all of herself without demanding anything in return. This physician said:

“I can affirm that the dawn of my spiritual transformation dates from watching Sister Bertilla as she was about to die. For her, in fact, whose hand I kissed shortly before she expired, dying was a joy plain for all to see. She died like no one I had ever seen die before, like someone who is already in a better state of life. . . . Oppressed by an extremely painful illness, bled dry, certain she was to die, in that state in which the patient ordinarily grabs on to the doctor and pleads ‘save me’, to hear her say with a smile I cannot describe, ‘Be happy, Sisters, I am going to my God, was some-

thing that made me take a critical look at myself and that I now regard as the first miracle of Sister Bertilla. I said, in fact, to myself: This creature is as one beyond us, although she is alive. There is in her a material part that is still with us, giving thanks, comforting those around her; but there is also a spiritual part that is beyond, above us, much more evident and dominant: the spiritual part that already enjoys that happiness which was her breath of life.”

“What comes through in these reflections is the rationalist doctor confronted with evidence of the supernatural: one who has always denied the existence of the soul and is now almost forced to look at it as God takes it back to Himself, and it jumps for joy to leave the body . . . So the humble sister pulled along with her, in her faith, that intellectual proud of his science and of his free thinking, she who died with her dog-eared catechism in the pocket of her habit and who used to say: ‘I am a poor simpleton, but I believe all that the Church believes.’ In a little notebook, she had delineated (with a few spelling mistakes that Jesus certainly did not mind at all) her program of life: I and God alone, inward and outward recollection, continual prayer, this is the air that I breathe; continual work, assiduous, but with calm and in good order. I am God’s being, God has created me and preserves me, reason dictates that I should be all His. I seek happiness, but true happiness is found only in God. . . . I must do the will of Jesus without seeking anything, without wanting anything, with gladness, with good cheer. . . . Supplicating Jesus that He help me to overcome myself, to understand what is good and what is evil, that He help me and inspire me to do at all costs His holy will, without seeking anything else.” (Antonio Maria Sicari, *How Saints Die: 100 Stories of Hope*, 2021).

God bless you!

Father Eric

Mass Intentions  for the week

Lector Schedule**Saturday, September 24:**

5:00 PM: Bill Jones

Sunday, September 25:

7:00 AM : Joan Prenty

9:00 AM: Sister Barbara

11:00 AM: Vincent O'Grady

1:00 PM: Don Maj

Saturday, September 17:

9:30 Donald Regan

5:00 Claire Reilly

Celebrant

Fr. Soju

Fr. Eric

Sunday, September 18:

7:00 Deborah Hyland

9:00 Sue Amore

(18th Anniversary)

11:00 Kathleen Jezycki

1:00 Deceased Members of
The Decker Family

Fr. Soju

Msgr. Greg

Msgr. Nick

Fr. Eric

Monday, September 19:

9:30 Corinne A. O'Brien

(46th Wedding Anniversary)

Fr. Eric

Tuesday, September 20:

9:30 Viviana Vasquez

Msgr. Nick

Wednesday, September 21:

9:30 Rosemarie Johanna Cunningham

Fr. Eric

Thursday, September 22:

9:30 Alvin Kessel

Fr. Eric

Friday, September 23:

9:30 Lisa I. Lopez

Fr. Eric

Saturday, September 24:

9:30 Barbara Mobilia

5:00 Patricia M. Silvestri

Fr. Soju

Fr. Eric

Sunday, September 25:

7:00 People of the Parish

9:00 Daniel Hollnsteiner

(7th Anniversary)

11:00 George & Doris Bossert

1:00 Brendan Hoey

Fr. Soju

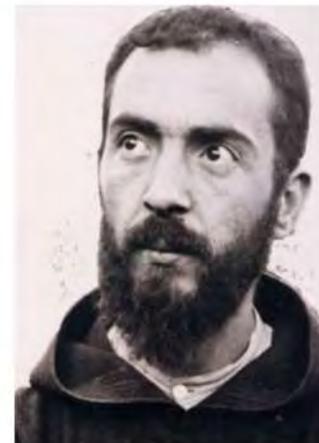
Fr. Eric

Msgr. Greg

Msgr. Nick

Collections**September 11th:****\$7,039.00****Sept 2022 Monthly:****\$1,827.00****Attendance September 11th:****464**

The Bread and Wine are donated in loving memory of Donald Regan from his family and friends.



CCD Registration 22-23: Registration for CCD Classes for the 2022-2023 school year has begun. To register your child for classes you can either drop off the forms to the Rectory or stop by The Rectory and fill them out. The Office Manager is in Monday—Friday from 9AM—5PM. The cost is \$165 per child, \$400 for three children. Payment of the fee is not necessary to register your child and may be paid in increments. Only checks or cash no credit/debit cards. Any new or first time student must provide sacrament certificates. Classes are scheduled to begin on Wednesday, September 21st, with grades 1-5 meeting from 3:30-5 PM and grades 6-8 from 5:30-7 PM.

Bishop Kearney Reunion: Bishop Kearney's Class of 1972 will be celebrating their 50th reunion this year. The reunion will take place on Friday, October 14th, at the Staten Island Hilton. For questions please contact Laura Kimmins at lkimmins87@gmail.com or Mary Murphy Kaminski at BKEARNEYHS72@gmail.com. We are hoping for a good turnout and trying to track down some distant classmates.

Seminary Collection: The annual collection for St. Joseph's Seminary, "Dunwoodie", will be taken up next weekend. As most of you know the majority of priests who serve our parishes were educated at "Dunwoodie" which just celebrated its 125th anniversary. Also many other dioceses and various religious orders send their seminarians there. Last year with your generosity we were able to raise a total of \$343,409. This money goes towards room and board, tuition, food and other needs of the students who have no source of income during their studies. Please be as generous as your means will allow and remember every donation matters.

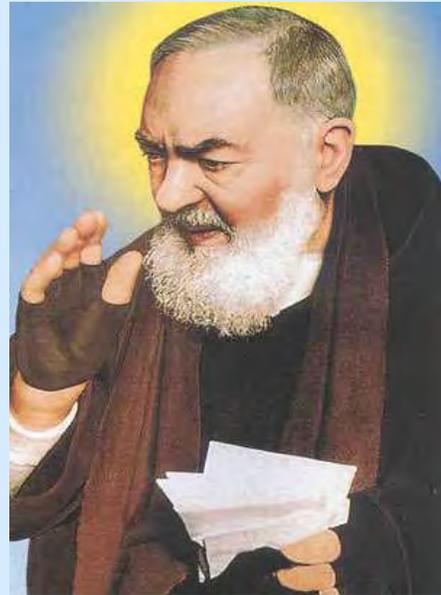
St. Charles Spaghetti Dinner: As a kickstart to the 40 Days of Life Campaign, St. Charles will be holding a free spaghetti dinner on Sunday, September 25th. The event is open to all and will begin promptly after the 1:15 Mass. The dinner will be held in the school and there will be raffles, a fifty-fifty drawing and a 8th Grade Essay Contest. Please come and celebrate life.

The annual Blessing of Animals in honor of St. Francis of Assisi will be held on Sunday, October 2nd, on the Rectory lawn at 12 Noon.

SAINT PIO OF PIETRELCINA

FEAST DAY: SEPTEMBER 23RD

WE ASK FOR THE INTERCESSION OF SAINT PIO OF PIETRELCINA ON BEHALF OF OUR SICK PARISHIONERS AND FRIENDS.



SICK PARISHIONERS & FRIENDS

Meghan Clark, Alberto Meranda, Anna Parente, James Parente, John C. Marino, Cpl Justin Campbell, Sheila Jones, Frank Silvestri, Christian Pepo, Jean Forte, Frances Bocignone, Crystal Helewa, Daniel Juliano, Linda Powers, James Carney, Danny Fortunato, Frank Juliano, Joseph Brancato, Carmela D'Angelo, Michael Meyer, June Laub, Frank Musuruca, Joanne Prato, Joseph Koslowski, Diana Umana, Isaiah Roland, The Munoz Family, Brianna Scilabra, Judy Dele, Kassem Ripen, Ernestine Scott, Steven Riggio, James Ross, Michael Loughran, Salvatore Parisi, Cinderella Wonsewitz, Patrice Martin, Lucille Baron, Michael J. DiCostanzo, Catherine Broderick, Omari Roland, Carmine Rapisarda, Linda & Antoniette Gagliardi, Harrison Schursky, Caroline Dacunta, Irene McCarthy, Maria Rivera, Denise Bianacanello, Alexa Rigney, Easton Nash Clark, Jessica Neco, Richie Ochotorena, Rosamaria Ochotorena, Don Quinn, Jennifer Pakulniewez, Frank Astorino, Aubrie Robinson, Ron Salguera, Rose McBrien, Saint Jermaine Endeley, Peter Marsh, John Riccobono, Joseph DiAngelo, William Walsh, Gertrude Wilson, Frank Duff, Edel Quinn, Phillip Reinhardt, Catherine Angielczyk, Louis Lepore, Dawn McFadden, John Meehan, Anthony Cosentino, Vincent Yeyines, Bobby Shepherd, Regina Fusaro, Billy McNeely, Melissa Dudley, Athena Guerrero, Monique Russo, Ana Rios, Claire Hoban, Riccardo Curatola, Bogumila Rzepke, George Salieb, Michael Lamendola, Robert Rautenstrauch, Neil DeGennaro, Bartolomeo Wyness.

FINDaPARISH.com

The Most Complete Online National Directory of Catholic Parishes

CHECK IT OUT TODAY!

Since 1875
Casey
FUNERAL HOME

FUNERAL
CREMATION
ADVANCE
FUNERAL PLANNING

350 Slosson Avenue, Todt Hill, Staten Island, NY 10314
718-447-4242
www.caseyfuneralhome.com

catholicmatch[®]
New York

CatholicMatch.com/myNY

My Pillow

SAVE up to 66%
w/promo code

800-882-0925 Use promo code: CHURCH



Consider Remembering Your Parish in Your Will.
For further information, please call the Parish Office.

Catholic Cruises and Tours and The Apostleship of the Sea of the United States of America
Take your FAITH ON A JOURNEY.
Call us today at 860-399-1785 or email eileen@CatholicCruisesandTours.com
www.CatholicCruisesandTours.com

Cherubini McInerney FUNERAL HOME

Supports Sacred Heart | Family Owned and Operated
Serving All Faiths • Cremation Services
Prearranging Directors Available • Completely Renovated Facilities

718-442-9047 | www.cherubinifunerals.com | 1289 Forest Ave., Staten Island, NY 10302

ONE PARISH

Grow in your faith, find a Mass, and connect with your Catholic Community with OneParish!

Download Our Free App or Visit <https://www.oneparish.com>

The World Needs Heroes
NYPriest.com

Have you ever thought of becoming a Priest?

Call
Fr. Luke Sweeney (English)
Fr. Luis Saldaña (Spanish)
914-968-1340
nypriest@archny.com

If You Live Alone You Need MDMedAlert!

24 Hour Protection at HOME and AWAY!

- ✓ Ambulance Solutions as Low as \$19.95 a month
- ✓ Police ✓ Fire
- ✓ Friends/Family

FREE Shipping
FREE Activation
NO Long Term Contracts

CALL NOW! 800.809.3352

GPS Tracking w/Fall Detection
Nationwide, No Land Line Needed
EASY Set-up, NO Contract
24/7 365 Monitoring in the USA

Forest North FUNERAL CHAPEL
718-448-6200

FAMILY OWNED & OPERATED
SE HABLA ESPAÑOL

SPECIALIZING IN:
FUNERAL PRE-PLANNING

AFFORDABLE BURIAL & CREMATION OPTIONS
WORLDWIDE MORTUARY SHIPPING SERVICES

MODERN FACILITY | PARKING LOT | EASILY ACCESSIBLE

747 FOREST AVENUE, STATEN ISLAND, NY

Get this weekly bulletin delivered by email - for FREE!

Sign up here:
www.jspaluch.com/subscribe

Courtesy of J.S. Paluch Company, Inc.

St. Peter's Cemetery

A Dignified Catholic Setting

- Grave Sales
- Pre-need & Immediate need
- Cremation Niches
- Holds 2 Cremation Urns

Call 718-442-2363 M-F, 8-12 & 1-3pm

The ORIGINAL and ONLY
Scamardella

Funeral Home, Inc

Family Owned and Operated Since 1927

- Specialists in Irrevocable Medicaid and Revocable Pre-Arrangements
 - Serving All Faiths in All Communities
 - Traditional Services Burial and Cremation With Rental Casket Options
- "Closest, most affordable, family-owned funeral home to Sacred Heart Church"
S. Joann Scamardella - Funeral Director/Owner
332 Broadway, Staten Island, NY 10310

24 Hour Service (718) 981-6622
www.ScamardellaFuneralHome.com



SALVATORE SETTEPANI
M: 917.559.9158 ny lie.re broker # 10401351303
O: 866.201.6210 EXT. 2650 nj lie.re salesperson #2189921
SAL@SALSETTEPANIREALTY.COM
SALSETTEPANIREALTY.COM

DALY FENCE
718-967-2328
Licensed & Insured
www.DalyFenceNY.com

SAM T. GREGORIO'S FLORIST
WEDDING SPECIALIST — FULL SERVICE FLORIST
814 FOREST AVENUE 718-447-7673
OPEN 7 DAYS
www.samgregoriosflorist.com

HOME INSPECTIONS
SEVENS
PROPERTY INSPECTIONS
NYS License 16000103064 NJS License 24G100191200
InterNACHI • Ashi • 400+ Point Inspection
Commercial • Residential • Assessments
Asbestos • Drone • Lead • Mold • Termite
Serving New York and New Jersey
347.559.9468
sal@sevensservices.com
sevensservices.com



Your ad could be in this space!

MICHAEL J. GAFFNEY, Esq.
Master Vehicle & Fall Down Injuries
Construction Accidents • Real Estate
Wills & Estates • NY and NJ cases.
1164 Victory Blvd.
www.thegaffneylawfirm.com
718.815.6400

MATTHEW
FUNERAL HOME AND CREMATION SERVICES, INC.
John and Matthew J. Scamardella, Owners
Michael H. Scamardella & Christopher L. DeLuca, Licensed Funeral Directors
(718) 761-5544
2508 Victory Blvd.
www.matthewfuneralhome.com

Please Cut Out This "Thank You Ad" and Present It The Next Time You Patronize One of Our Advertisers

Thank You

Thank you for advertising in our church bulletin. I am patronizing your business because of it!

Le Graci's
Staaten
Caterers
697 Forest Avenue • Staten Island, NY 10310
(718) 448-6000 • Fax (718) 876-9733 • www.thestaaten.com

Dr. Craig J. Campbell*
PODIATRIST — FOOT SPECIALIST
Most Insurance & Union Plans Accepted
MEDICARE • GHI • OXFORD
BLUE CROSS/BLUE SHIELD
"House Calls Upon Request"
Sacred Heart School Grad. — Class of '77
981-5098 • 827 Forest Ave.

Harmon Funeral Home
571 Forest Avenue
Staten Island, NY 10310
718-442-5056

OUR FAMILY SERVING YOURS FOR FOUR GENERATIONS

Owned by a subsidiary of Service Corp. International, 1929 Allen Pkwy., Houston, TX 77019 713-522-5141

WHY IS IT

A man wakes up after sleeping under an ADVERTISED blanket on an ADVERTISED mattress and pulls off ADVERTISED pajamas bathes in an ADVERTISED shower shaves with an ADVERTISED razor brushes his teeth with ADVERTISED toothpaste washes with ADVERTISED soap puts on ADVERTISED clothes drinks a cup of ADVERTISED coffee drives to work in an ADVERTISED car and then refuses to ADVERTISE believing it doesn't pay. Later if business is poor he ADVERTISES it for sale.

WHY IS IT?