In the end, we will remember not the words of our enemies, but the silence of our friends.

~ Martin Luther King, Jr.  
(1929-1968)
On Monday, we celebrate our national holiday honoring the birthday of Rev. Dr. Martin Luther King, Jr. In what many consider not only the best speech of his lifetime, but also one of the best speeches in the history of the United States, given at the Lincoln Memorial on the Mall in Washington, D.C., Dr. King called upon all who heard his words to continue working for social and economic justice for all people. But sometimes forgotten in commemorating that amazing event in Washington, D.C. on August 28, 1963, was Dr. King’s constant call to non-violence.

After outlining the history of slavery and oppression in the United States and the call to correct this original sin, Dr. King reminded all who were listening about the manner in which this horrible injustice needed to be addressed, lest those seeking to correct this wrong ended up as participants in another chapter of violence and evil. He said,

"But there is something that I must say to my people, who stand on the warm threshold which leads into the palace of justice: in the process of gaining our rightful place, we must not be guilty of wrongful deeds. Let us not seek to satisfy our thirst for freedom by drinking from the cup of bitterness and hatred.

We must forever conduct our struggle on the high plane of dignity and discipline. We must not allow our creative protest to degenerate into physical violence. Again and again, we must rise to the majestic heights of meeting physical force with soul force. The marvelous new militancy which has engulfed the Negro community must not lead us to a distrust of all white people, for many of our white brothers, as evidenced by their presence here today, have come to realize that their destiny is tied up with our destiny, and they have come to realize that their freedom is inextricably bound to our freedom. We cannot walk alone."

Dr. King’s call to non-violence; his recognition and reminder that we are all sisters and brothers; his insistence that we not drink from the cup “of bitterness and hatred” is as necessary for us today as it was when he first spoke those words almost 57 years ago. Today our divisions are not only racial, but the divisiveness and hostility in our politics and national leadership shouts out again for the need to pursue paths of cooperation and unity, not scapegoating people from other countries or across national borders, or simply those who disagree with us. His reminder that we need to conduct the struggle for justice on the “high plane of dignity and discipline” today screams to the heavens as we go through unsettling event after unsettling event where those two characteristics of moral life are trampled upon by expedience and impulse. The grounding of his message and summons is the same gospel we proclaim every Sunday—it is the message of Jesus Christ.

How might we, in this new year, honor Dr. King’s legacy in working to end the cynical words and actions of those who continue to tear our nation apart? And most importantly, how can we do it without bitterness and hatred? For only then will we be truly seeking to re-form our nation into the dream of not only Dr. King, but of our founders and all people of good will.

Don’t forget the Sacred Seeds gathering today (Sunday) at 3:00 pm at Emmanuel Congregation, 5959 N. Sheridan Rd. The topic is Reducing Gun Violence in Chicago: How Can Our Communities Respond? This event is sponsored by ECRA (Edgewater Community Religious Association.)

~ Father Rich
**Growing in Faith**

This weekend’s readings are about God’s servants—Isaiah, Paul, John and Jesus—those who were, through God, “a light to the nations.” Rev. Martin Luther King Jr. was also God’s servant and a light to the nations.

In Memphis, on April 3, 1968, less than 24 hours before his assassination, he spoke to a large crowd of striking sanitation workers and their supporters. Here is some of what he said about doing God’s will in the fight for human justice:

“We need all of you...Somehow the preacher must be an Amos, and say, ‘Let justice roll down like waters and righteousness like a mighty stream.’ Somehow, the preacher must say with Jesus, ‘The spirit of the Lord is upon me, because he hath anointed me to deal with the problems of the poor.’…We’ve got to give ourselves to this struggle until the end…

“We've got some difficult days ahead. But it doesn't matter with me now. Because I've been to the mountaintop. And I don't mind. Like anybody, I would like to live a long life. Longevity has its place. But I'm not concerned about that now. I just want to do God's will. And He's allowed me to go up to the mountain. And I've looked over. And I've seen the promised land. I may not get there with you. But I want you to know tonight, that we, as a people, will get to the promised land.

“And I'm happy, tonight. I'm not worried about anything. I'm not fearing any man. Mine eyes have seen the glory of the coming of the Lord.”

**Parish Calendar**

**Sunday, January 19**
- No Religious Ed classes due to MLK Day
- 3:00 pm ~ Sacred Seeds discussion focusing on gun violence (Emanuel Congregation, 5959 N. Sheridan)

**Monday, January 20**
- 7:30 pm ~ Good Books in the Ministry Center

**Thursday, January 23**
- 7:00 pm ~ Parish Pastoral Council meeting in the Ministry Center

**Saturday, January 25**
- 1:00-4:00 pm ~ Confirmation retreat for students in year two of Confirmation preparation (students in eighth grade) in the Social Hall
- 5:00 pm ~ Second Collection at Mass for the Church in Latin America

**Sunday, January 26**
- Second Collection at all Masses for the Church in Latin America
- No Religious Ed classes due to NCA open house.
- There is no Gym Mass.
- 11:00 am-1:00 pm ~ NCA Open House - PreK-4th Grade (primary school campus, 6216 N. Glenwood)

- 12:00-2:00 pm ~ NCA Open House - 5th-8th Grade (middle school campus, 7318 N. Oakley)
- 3:00 pm ~ Commonweal Conversation in the Ministry Center

**Monday, February 3**
- 7:00 pm ~ Baptismal parent preparation class in the Rectory (Registration is required.)

**Saturday, February 8**
- 7:00 pm - 10:00 pm ~ Cabaret in the Gym

**Wednesday, February 12**
- 7:00-9:00 pm ~ Knitting group in the Ministry Center

Mark your calendar!
Lent begins on
Wednesday, February 26.
No Religious Education Classes until Sunday, February 2: There will be no Religious Education classes today, Sunday, January 19, because of the Martin Luther King, Jr. observance, nor classes on Sunday, January 26 due to NCA’s open house. Kids Word at the 10:30 am Mass will still meet those mornings.

Poetry Pilgrims: The next Poetry Pilgrims gathering will be Monday, January 20 at 7:30 pm in the Ministry Center. Please email Mary Grover at mary@marsgrover.com for a list of poems.

Parish Pastoral Council: The next meeting of the Parish Pastoral Council will be Thursday, January 23 at 7:00 pm in the Ministry Center.

Upcoming Retreat for 8th Grade Confirmation Candidates: Students in year two of Confirmation, typically students in eighth grade, are asked to attend a retreat on Saturday, January 25. It will take place from 1:00-4:00 pm in the Social Hall. Parents are not required to attend.

Please email Jim Potthast, our Youth and Family Minister, at jpotthast@stgertrudechicago.org with any questions.

Upcoming Second Collection: On Saturday, January 25 and Sunday, January 26, there will be a second collection at all Masses for the Church in Latin America. Please be as generous as you can.

Gym Mass Info: There will not be a Gym Mass on Sunday, January 26. Please join us for the 10:30 am Mass in Church.

WOW Get-Together: WOW teens are invited to gather today, Sunday, January 26 from 6:30-8:00 pm in the Gym balcony.

Baptismal Preparation Class: The next class will be held on Monday, February 3 at 7:00 pm in the Rectory. Please call the Rectory office at 773.764.3621 to register for the class.

Good Books: The book club will meet on Monday, February 10 at 7:30 pm in the Ministry Center. Contact Mary Grover at mary@marsgrover.com with any questions.

Knitting Group: The Knitting Group invites all knitters and crocheters to join us for fun and blanket square-making! We’ll meet on Wednesday, February 12 from 7:00-9:00 pm in the Ministry Center. No experience is necessary!

Women’s Friendship Club: The group will not be meeting in January or February. Their activities will resume on the usual Thursday in March.

Seeking New Marriage Prep Facilitators: St. Gertrude is seeking a married couple who is willing to meet with engaged couples as part of the marriage preparation process. The facilitator couple would be responsible for issuing the online FOCCUS inventory, reviewing the responses, and meeting with the couple to review the results for one to two hours. Training through FOCCUS is available and required.

The current coordinating couple is moving out of state but happy to answer questions and coordinate a transition! Please contact Fr. Rich at 773.764.3621 if interested.

Weddings at St. Gertrude: Are you interested in getting married at St. Gertrude? Call the Rectory at 773.764.3621 to ask for information, or visit www.stgertrudechicago.org and click on Marriage.
Help Needed for Lenten Faith Groups

Looking For a Few Small Group Leaders—Six Weeks, 90 Minutes Each Week, No Pay, but Great Fringe Benefits!

As part of our Lenten program this year, and in preparation for the Renew My Church process we will be starting this fall, we will be inviting parishioners to join already existing faith-sharing groups, or to form new faith-sharing groups. These small groups will use the “New Wine, New Wineskins: A faith-sharing resource for restructuring parishes” as a guide to gather together as a faith community and reflect on our identity as missionary disciples, the meaning of Church, and how change is a constant part of our lives.

There are no qualifications for volunteering as a small group leader. There will be a one-time training session before the program begins to familiarize all leaders with the New Wine, New Wineskins booklets and how each of the sessions is structured. Leaders will be participants in the groups, have already read through the materials being used, make sure the space is set up, and will keep the small group focused and on track.

The faith-sharing groups will begin meeting the weekend BEFORE Lent starts (Ash Wednesday is February 26. The first group meetings will be the weekend of February 22-23). And they will be completed before Holy Week begins.

No experience is needed, nor is anyone expected to be an expert in anything. Please consider making this commitment. It will not only be a great Lenten program, but also a great introduction to Renew My Church and the future of our parish.

Groups will meet after the 8:00 am and 10:30 am Sunday Masses in the various meeting spaces on the parish campus, and on an evening(s) that works with most people’s schedules.

Please send me an email at rprendergast@stgertrudechicago.org, or call me at the Rectory office at 773.764.3621 if you are willing to volunteer as a group leader for this short-term process. Thanks for your consideration.

~ Fr. Rich

Cabaret Night Planned

St. Gertrude Parish Presents
A Cabaret Night
Saturday, February 8
7:00 pm - 10:00 pm
St. Gertrude’s Gym, 1401 W. Granville Ave.

Join us for an evening of great music featuring our parish musicians! All are Welcome!

Tickets available at the door.

$10 general admission, $5 for seniors
**TODAY—Sacred Seeds**

St. Gertrude Parish is a proud member of the Edgewater Community Religious Association (ECRA), an interfaith association of religious organizations who work toward fostering friendships and understanding of other faiths, and to nurture a thriving and just neighborhood. ECRA sponsors Sacred Seeds talks twice a year, where Jewish, Muslim, Protestant, and Catholic viewpoints are shared on a chosen topic and discussed in order to learn from each other. All gatherings are guided by a spirit of mutual respect and a desire for harmonious co-existence and community progress, with special attention paid to the most vulnerable neighbors.

The next Sacred Seeds discussion will be held on Sunday, January 19 at 3:00 pm at Emanuel Congregation, 5959 N. Sheridan. The topic is *Reducing Gun Violence in Chicago: How Can Our Communities Respond?* and will explore how gun violence has affected all of us and review ways our faith communities respond to reduce gun violence.

The hope is that many congregations in Edgewater will take up this topic. ECRA is working with Nisan Chavkin of the Council of Religious Leaders of Metropolitan Chicago to form community listening response sessions.

Contact Pastor Fred Kinsey of Unity Lutheran at pastorfred86@gmail.com or 773.878.4747 with any questions.

Emanuel Congregation just east of the Thorndale Red Line Stop and is serviced by buses 136, 147, and 151.

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**Parish Stewardship Report**

“The Lord said to (Isaiah): You are my servant, Israel, through whom I will show my glory ... I will make you a light to the nations, that my salvation may reach to the ends of the earth.” ~ Isaiah 49:3, 6

How can we be servants of God? How can we illuminate the paths of all peoples? God promises salvation to all. We can bring God’s light into the world through service to others, through service to God.

- **Sunday Collection January 11-12**
  - Budgeted Collection: $7,725.00
  - Variance: (-) $2,007.59

- **Christmas Collection Year-to-Date**
  - Budgeted Collection FY 2019: $45,000.00
  - Night Ministry second collection: $2,402.25

*~ Art Blumberg, Director of Parish Management and Facilities*

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**Commonweal Conversation**

The Commonweal Discussion Group will meet on Sunday, January 26 from 3:00-5:30 pm in the Ministry Center’s front parlor. Just ring the bell. We will explore what is our duty as Catholics in the U.S. when our government engages in acts of violence in the Middle East. Coffee and snacks will be provided.

Should you have questions, please call me, Denise, at 312.305.5499 or co-chair John Williams.

*~ Denise DeBelle*
**NCA’s Open House**

Join us for our open house and art and music show, on Sunday, January 26, to kick-off Catholic Schools Week, an annual celebration of Catholic education in the United States.

Both of our campuses will be open for touring. The primary campus, 6216 N. Glenwood Ave., will host their open house from 11:00 am-1:00 pm. The middle school campus, located at 7318 N. Oakley Ave., will be open from noon until 2:00 pm.

You will be able to meet our teachers, learn about our wholistic educational approach, and experience the commitment of our faculty and the connections they make with our students.

There will be an art show at the primary school, displaying our students’ original artwork. We will also have an art and music show at the middle school, displaying our students’ original artwork and acoustic guitar skills.

If you have any questions, please email Shakira Morrissette, Director of Marketing & Admissions at smorrissette@ncaweb.org.

**Ministry of Care Training**

St. Nicholas Parish in Evanston will be conducting Ministry of Care training on two consecutive Saturdays in 2020—February 29 and March 7. The training will be held from 8:30 am-3:30 pm in St. Nicholas parish’s Oldershaw Hall, 806 Ridge Avenue in Evanston. The cost is $30 and includes breakfast and lunch.

Each session will focus on a particular aspect of the Ministry of Care and given by experienced facilitators accompanied by group discussion and/or exercises to help you practice a particular skill. Completion of this course qualifies you to receive the Archdiocesan mandate to bring Communion to the sick, homebound, and hospitalized of your parish.

If you would like to participate in this training, please contact Jane Moore-Callahan, Director of Parish Social Services at heart2heart@stgertrudechicago.org or 773.973.5464.

**Census Facts**

Here are some points to remind us all of the importance of participating in the census:

- Everyone counts. The census counts every living person in the U.S. once, only once, and in the right place.

- The U.S. Constitution requires a census every ten years. The census covers the entire country and everyone living here. The first census was in 1790.

- It’s about fair representation. Every ten years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

- Your data is confidential. Federal law protects your census responses. Your answers can only be used to produce statistics. By law, information from any individual cannot be shared with immigration enforcement agencies, nor can it be used to determine eligibility for government benefits.

- It’s about redistricting. After the census, state officials use the results to redraw the boundaries of their congressional districts, adapting to population shifts.

- It means $675 billion. Census data determines how more than $675 billion are spent, supporting state, county, and community’s vital programs.
**How Do You Find & Contact Your Elected Officials?**
Be a voice for change! Contact your elected officials and share your thoughts on gun control, immigration, and more. Visit usa.gov/elected-officials for a contact information for all of your elected officials, including your senators, U.S. representatives, governor, and state legislators.

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**Our Parish at Prayer for January 20-26**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Prayer Request</th>
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</thead>
<tbody>
<tr>
<td><strong>Monday, January 20</strong></td>
<td>7:30 am</td>
<td>Living &amp; deceased parents of St. Gertrude parishioners</td>
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<tr>
<td><strong>Tuesday, January 21</strong></td>
<td>7:30 am</td>
<td>Joseph &amp; Maria Huy; Nho Nguyen</td>
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<tr>
<td><strong>Wednesday, January 22</strong></td>
<td>7:30 am</td>
<td>Edward Mellon</td>
</tr>
<tr>
<td><strong>Thursday, January 23</strong></td>
<td>7:30 am</td>
<td>Communion service</td>
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<tr>
<td><strong>Friday, January 24</strong></td>
<td>7:30 am</td>
<td>Walter De Sloover</td>
</tr>
<tr>
<td></td>
<td>8:30 am</td>
<td>NCA Mass</td>
</tr>
<tr>
<td><strong>Saturday, January 25</strong></td>
<td>7:30 am</td>
<td>Purgatorial Society</td>
</tr>
<tr>
<td></td>
<td>5:00 pm</td>
<td>Harry Glotkowski</td>
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<tr>
<td><strong>Sunday, January 26</strong></td>
<td>8:00 am</td>
<td>Ross Vetrano</td>
</tr>
<tr>
<td></td>
<td>9:30 am</td>
<td>Ted Hasbrook</td>
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<tr>
<td></td>
<td>10:30 am</td>
<td>Hiro Vignon Adjahi Agboton</td>
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</tbody>
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*There is no 10:30 am Gym Mass.*

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**Readings for the Week**

<table>
<thead>
<tr>
<th>Day</th>
<th>Reading</th>
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</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td>1 Sm 15:16-23; Ps 50:8-9, 16bc-17, 21, 23; Mk 2:18-22</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td>1 Sm 16:1-13; Ps 89:20-22, 27-28; Mk 2:23-28</td>
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<tr>
<td><strong>Wednesday</strong></td>
<td>1 Sm 17:32-33, 37, 40-51; Ps 144:1b, 2, 9-10; Mk 3:1-6, or any of a number of readings for the Day of Prayer</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>1 Sm 18:6-9; 19:1-7; Ps 56:2-3, 9-13; Mk 3:7-12</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td>1 Sm 24:3-21; Ps 57:2-4, 6, 11; Mk 3:13-19</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>Acts 22:3-16 or Acts 9:1-22; Ps 117:1bc, 2; Mk 16:15-18</td>
</tr>
<tr>
<td><strong>Sunday</strong></td>
<td>Is 8:23 — 9:3; Ps 27:1, 4, 13-14; 1 Cor 1:10-13, 17; Mt 4:12-23</td>
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</tbody>
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**Ministers of the Word**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Minister Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, January 25</strong></td>
<td>5:00 pm</td>
<td>Bob Backis, Steve Matre</td>
</tr>
<tr>
<td><strong>Sunday, January 26</strong></td>
<td>8:00 am</td>
<td>Rob Sierzega, Jacalyn Meier</td>
</tr>
<tr>
<td></td>
<td>9:30 am</td>
<td>Pat Riley, Barbara Rossi and Leon Ward</td>
</tr>
<tr>
<td></td>
<td>10:30 am</td>
<td>Sarah Millar, Donna Whalley</td>
</tr>
</tbody>
</table>

*There is no 10:30 am Gym Mass.*

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**Eucharistic Ministers**

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<tr>
<th>Date</th>
<th>Time</th>
<th>Minister Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, January 25</strong></td>
<td>5:00 pm</td>
<td>Bob Backis, Brad Koch, Candace Koch, Patricia Norcik, Kathy Wall</td>
</tr>
<tr>
<td><strong>Sunday, January 26</strong></td>
<td>8:00 am</td>
<td>Hallie Burhoe, Rob Sierzega, Brian DeVarene, William Mitchell, Peter Morin</td>
</tr>
<tr>
<td></td>
<td>9:30 am</td>
<td>Pat Riley, Barbara Rossi and Leon Ward</td>
</tr>
<tr>
<td></td>
<td>10:30 am</td>
<td>Rose Marie Anichini, Carlos Barragan, Kathy Dunne, Nancy Merrill, Sharon Brown, Karen Griebel, Troy McMillan</td>
</tr>
</tbody>
</table>

*There is no 10:30 am Gym Mass.*

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**Altar Servers**

<table>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Server Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, January 25</strong></td>
<td>5:00 pm</td>
<td>Norah Moran, Isabel Stoltz, Josephine Stoltz</td>
</tr>
<tr>
<td><strong>Sunday, January 26</strong></td>
<td>10:30 am</td>
<td>Nadia Millar, Dominic Millar, Henry Jacobson</td>
</tr>
</tbody>
</table>

**Do You Have Questions About Mass Times, Events, or Rectory Hours?**
Visit our website at www.stgertrudechicago.org for a complete listing of events, Mass times, office hours, pictures from our celebrations, bulletins, and more.
**Baptisms**

Teresa Lena, daughter of Wesley & Vjollca Dingman

Connor Akira, son of William & Brittany Clark

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**Weddings**

Interested in getting married at St. Gertrude? Call the Rectory office at 773.764.3621 to ask for more information or visit www.stgertrudechicago.org/marriage.

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**Parish Information**

**PARISH STAFF**
- Rev. Richard J. Prendergast, Pastor
- Rev. Michael Gabriel, Associate Pastor (part-time)
- Mary Clare Barker, Minister of Music
- Art Blumberg, Director of Parish Management and Facilities
- Jane Callahan-Moore, Director of Parish Social Services
- Kevin Chears, Pastoral Associate
- Laurie Hasbrook, Office Staff
- Jim Potthast, Youth and Family Minister
- Tracy Shields, Minister of First Impressions/Communications
- Sr. Judith Zonsius, Office Manager

**OTHER PASTORAL STAFF**
- Rev. Michael Bradley, Resident
- Rev. Dominic Grassi, Retired Pastor
- Rev. William Kenneally, Pastor Emeritus
- Carol Beatty, St. Gertrude East Music Director

**WEEKLY MASS SCHEDULE**

- **Sunday:** 9:30 am at the Rectory (Sacred Heart School/Sheridan and Granville)
- **Monday through Friday:** 7:30 am (Thursday is a Communion Service)
- **Saturday:** 7:30 am and 5:00 pm (Sunday Vigil)

**LOCATIONS:**
- Rectory: 1420 W. Granville Ave., Chicago, IL 60660 Phone: 773.764.3621
- Website: www.stgertrudechicago.org
- E-mail: stgertrude1420@stgertrudechicago.org
- Ministry Center: 6214 N. Glenwood Ave., Chicago, IL 60660 Phone: 773.764.3621
- Social Hall: 1401 W. Granville Ave., Chicago, IL 60660

**RECTORY BUSINESS HOURS**
- Monday - Thursday: 8:30 am to 7:30 pm
- Friday: 8:30 am to 4:45 pm
- Saturday: 9:00 am to 5:00 pm
- Sunday: 8:30 am to 1:00 pm

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**Parish School**
- Northside Catholic Academy: 773.743.6277
- www.northsidecatholic.org

**BAPTISM**
- Baptisms take place on the second and fourth Sundays of each month. Additionally, baptisms will be incorporated into one of the weekend Masses each month, with a different Mass having a baptism each month. Call the Rectory to make arrangements to have a child baptized, and to RSVP to attend a parent preparation meeting, held the first Monday of each month at 7:00 pm.

**INTERESTED IN BECOMING A CATHOLIC?**
- We have an enriching program called the R.C.I.A. (Rite of Christian Initiation for Adults). Contact the Rectory for details.

**MARRIAGE**
- Arrangements begin by setting up an appointment with the Pastor. Preparations are to begin at least four months prior to the desired date.

**MINISTRY OF CARE AND COMMUNION**
- Trained ministers will gladly visit and bring communion to those who are sick or homebound. Please call the Rectory to make arrangements.

**NEW PARISHIONERS**
- You are most welcome and are invited to stop in at the Rectory to introduce yourself and register, or register with one of the greeters before or after any Mass. Registration is also available online at www.stgertrudechicago.org.

**RECONCILIATION**
- Individual: Saturday from 4:15-4:45 pm and by request.

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**COMMUNITY MEETINGS HELD AT ST. GERTRUDE**
- **Al-Anon:** Sundays at 7:00 pm in the Ministry Center
- **Open AA:** Tuesdays at 7:30 pm in the Ministry Center, and Thursdays at 7:00 pm in the school cafeteria.
- **Caris Pregnancy Center:** pregnancy support, free pregnancy tests, and post-abortion help: 312.229.5700.
- **Makko ho (Japanese yoga):** Saturdays at 10:00 am in the Ministry Center
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?