

Buying Power Holds Catholic Press Fate

St. Louis, Mo. — (RNS) — Bishop Thomas K. Gorman of the Dallas-Fort Worth diocese warned here that the future of the Catholic press depends upon "breaching the wall of separation" between large advertisers and the Catholic newspapers.



MONSIGNOR McGEOUGH

The Bishop, who is episcopal chairman of the Press Department, National Catholic Welfare Conference, gave the keynote address at the 47th annual convention of the Catholic Press Association of the U. S.

HE ADMONISHED the editors to arouse Catholics to the realization that their buying power will determine in a great measure the future well-being of their press.

The "buying power" of Catholics is the means by which the "wall" can be broken down, the prelate said. "Catholic journalists, while striving constantly for professional and technical advancement, must not neglect the field of advertising," he stressed.

Bishop Gorman charged that "up to now, the large advertiser has ignored the Catholic press as a means of reaching the Catholic market." He told the editors gathered here from all over the country that they "must strive to waken our clergy and religious to the stern fact that their buying power will decide the fate of the Catholic press."

The Bishop also emphasized the need of technically trained journalists for the Catholic press and said its editorial content must be based on sound philosophical and theological principles applicable to the events of our times.

BUT THE major emphasis of his address was on advertising in Catholic newspapers. Large advertisers, national and local, he asserted, "will tell you they don't need to reach you through our publications. The national secular magazines and local daily papers are read by the same people who read our publications. They will say they give us a few clippings and buy off large Catholic buyers with donations and gifts."

"Yet the Catholic market is huge," Bishop Gorman reminded the editors. "Our dioceses, our schools, our hospitals, our institutions, our parishes, to say nothing of our millions of families with all their needs purchase unbelievable quantities of goods every year."

"By and large the advertiser up to now has placed only token advertising in Catholic newspapers in centers of great Catholic populations."

Under the circumstances, the bishop said, "this is a joke." And "until this wall of separation is breached our publications will never go much farther than their present position," he said.

One reliable source, however, stated that in accordance with a directive of the Pope, only those prelates who will actually discharge episcopal functions will hereafter be made bishops or archbishops.

THE SOURCE explained that Monsignor McGeough is apparently the first case in which the ruling has been applied to in turn.

Monsignor McGeough will be afforded all the diplomatic privileges and prerogatives of a Vatican representative to Addis Ababa in the interim, which corresponds to diplomatic legation.

Pope Names American To Ethiopia Post

Vatican City (NC) — An American prelate has been appointed first Apostolic Internuncio to Ethiopia by Pope Pius XII.

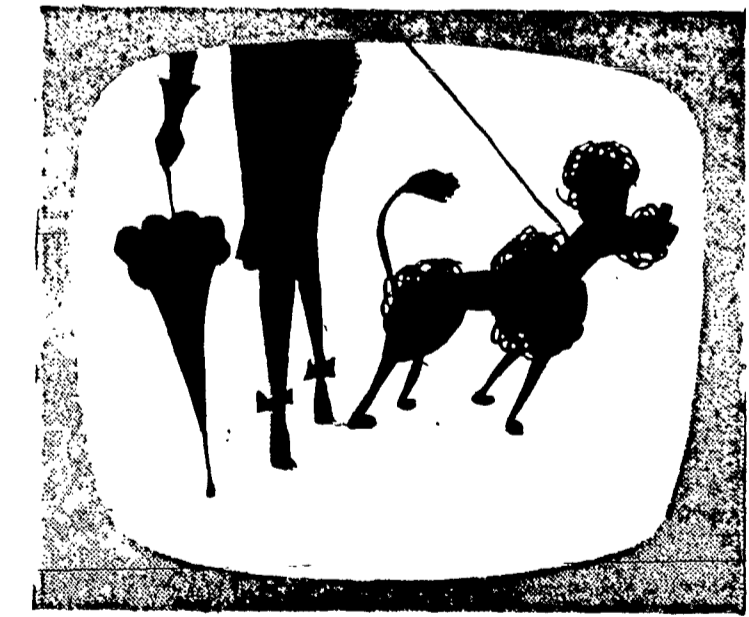
He is Monsignor Joseph F. McGeough, a priest of the Archdiocese of New York, who last March was named temporary charge d'affaires at the papal nunciature in Addis Ababa, Ethiopia's capital.

(CUSTOMARILY AN apostolic internuncio is an archbishop. In the case of Monsignor McGeough, however, this is not so. No official explanation has been given why the prelate will not be raised to archiepiscopal dignity.)

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Nun Year's Top Apothecary

Sister Mary John, R.N.M., chief pharmacist, Mercy Hospital, Toledo, O., receives a handmade, three-tiered apothecary globe, in honor of her selection as "hospital pharmacist of the year" by the American Society of Hospital Pharmacists. Making the presentation is Joseph Geagan of Owens-Illinois Glass Co., maker of the globe. Last year, Sister Mary John received a citation from the Catholic Hospital Association. (NC Photos)

Vietnam Chief Visits Maryknoll Seminary

Ossining, N.Y. (RNS) — Ngo Dinh Diem, President of South Vietnam, said he formulated the principles that were to become the constitution of his country while he was a guest at Maryknoll Seminary here.

The 36-year-old Roman Catholic Chief of State lived at Maryknoll and at Maryknoll Junior Seminary, Lakewood, N.J., when he was in self-imposed exile during the years 1951-53.

HE CAME HERE in the course of a visit to New York and the metropolitan area after concluding a state visit in Washington, D.C.

Priests and black robed missionaries applauded and cheered when Dr. Ngo stepped from his car. Many of them had helped him to master English six years ago.

The South Vietnam leader told the priests and seminarians how much he had profited from the counsel and guidance he had received at Maryknoll in his "struggle for my people."

"It was in this house that I had a clear vision of my plans to bring freedom to my people," he declared. "It was here that I formulated the principles that were to become the constitution of the Republic of Vietnam."

Dr. Ngo went from here to South Orange, N.J., where he received an honorary degree of



Maryknoll, N.Y. — President Ngo Dinh Diem of South Vietnam visited the Maryknoll Seminary here where he lived for a time during his self-imposed exile between 1951 and 53. He is shown with Father John W. Comber, M.M., superior general of the Maryknoll Fathers. Mr. Ngo said that he formulated the principles that were to become the constitution of his country while he was guest at the seminary. (RNS Photo)

Doctors of Laws from Seton Hall University.

ARCHBISHOP THOMAS A. Boland of Newark, president of the university's board of trustees, conferred the degree. He cited Dr. Ngo as "one of the persons to whom the whole world is indebted."

Miraculous Medal Worn By Mother Leads Her, Children To Become Catholics

Toledo, Ohio — (NC) — Six of the eight Hinseys are Catholics now, thanks in large measure to a Miraculous Medal worn by the mother of the family.

WHILE A patient in St. Charles Hospital for three months in 1955, Mrs. William M. Hinsey, a non-Catholic, wore a medal. It was the medal that got her and the hospital chaplain, Father Clarence Shuerman, talking about the Church.

Mrs. Hinsey had no church affiliation.

At the hospital she started reading the Bible and a catechism. She also read several books by Catholic authors. Her reading continued while she was convalescing at home.

IN 1956 she began taking religious instructions from Father Shuerman. She said her reading of Father Leo Trese's column in the Catholic Chronicle, Toledo diocesan newspaper, helped her to understand the sacraments. She started going to Mass, sometimes accompanied by her children.

MRS. HINSEY was baptized

last October. Then her oldest son, Gary, a sixth grader at St. Plus X school, entered the Church. Baptized on May 10 in St. Plus X Church by the hospital chaplain, were Bonnie, 13; Mitchell, 8; Roddy, 6; and David, 4. Bonnie transferred to St. Plus X school in January. Mitchell and Roddy will enter in September.

Mrs. Hinsey's older daughter, Linda, 15, attends Protestant services. Mr. Hinsey does not belong to any church. Mrs. Hinsey said here that she has found "something to which there is a foundation."

Catholic Men Urge Racial Integration

Cincinnati, O. (RNS) — A resolution urging "a just and Christian integration of all racial groups" was adopted by the National Council of Catholic Men at its biennial convention here.

"The color of a man's skin does not alter the fact that he is a brother of Christ," the resolution said. "It behooves any Christian to treat a fellow man as a spiritual inferior or to look on him with hatred or contempt. From the standpoint of American democracy all men are created equal and are legally entitled to equal rights."

"EXPERIENCE HAS proved and the U. S. Supreme Court has judged that segregation is discriminatory and violates the natural rights of the oppressed minority."

The resolution specifically mentioned Negroes, Indians, Mexicans and Orientals.

'Squads Right!' Betrays Nun's Former Army Role

Dallas, Tex. — (NC) — Much has been said and written about war veterans who have entered the priesthood, but little is known of the veterans who have joined Sisterhoods.

The Bishop said that a large number of former WACS, WAVES, WAFF and nurses in the armed forces have become nuns.

HE RECALLED an occasion when he was in administrative command at a military post. The commanding officer could not provide him with a room, the Bishop said, but sent him to a parish six miles away.

Bishop Arnold said that after breakfast next morning at the parish rectory he heard a stern female voice calling out such commands as "Squads right! Forward, march! Halt! Salute!"

LOOKING OUT a window, the Bishop said he saw a nun in command of a group of boys

marching near a flagpole. The Bishop asked the pastor about the nun and the pastor told him: "Oh, she's a former WAC. We have a lot of them around here in the hospitals and schools. These nuns had any trouble with discipline in the classrooms and the pastor said: 'None at all.'"

'Disciples' Oppose Bingo Legalization

Buffalo, N. Y. — (RNS) — The New York and New Jersey Convention of Disciples of Christ (Protestant) adopted a resolution at its annual meeting here expressing "unequivocal opposition" to the legalization of bingo and other forms of gambling.

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Notre Dame Sates Mrs. Luce Honor

Notre Dame, Ind. (NC) — An address by U. S. Supreme Court Chief Justice Earl Warren and the presentation of the Laetare Medal for 1957 to Clare Boothe Luce, former U. S. Ambassador to Italy, will highlight the University of Notre Dame's 112th annual commencement exercises here on June 2.

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