

Wine Ads Draw Fire

Bogota, N.J. (RNS) — A wine company that used "spoofs" on religion in an advertising campaign has stopped running the ads, but a councilman here said he is dissatisfied with the company's justification for the controversial promotion.

Councilman Joseph T. Schuler, a Roman Catholic, said he complained to Widmer's Wine Cellars Inc., Naples, N.Y., that its use of religion in the ads was irreverent and offensive. He called for an apology from Widmer and suggested a boycott of Widmer wines.

Among the Widmer ads that caught the attention of many was a billboard showing a smiling nun holding a glass of wine with

the caption "Widmer, Better Than Nun." The reference was to the firm's competition, a German wine called Blue Nun.

Another billboard showed a priest clutching a glass of wine, with the message, "Father Knows Best." The firm also issued radio commercials depicting a rabbi and a monk.

Schuler said he received a letter from Charles Safran, president of Widmer, in response to his complaint.

"We are extremely sorry that you are so upset by the advertisement," Safran wrote. "However, it was intended as a gentle spoof using good natured humor. As you no doubt are aware, many companies have used

religious figures in their advertising, ranging from Xerox's Brother Dominic to Blue Nun."

The Widmer official noted that the religious theme was part of the seasonal campaign for the latter part of 1977 and was scheduled to end in any event. He said the campaign had been carefully planned and researched.

Widmer said it has received only about 40 critical letters about the ad campaign, a figure it said was miniscule, since the promotion was designed to reach an estimated 30 million people in the Northwest. Safran said his firm believes the promotion boosted sales of the 90-year-old company by 20 per cent in Northern New Jersey.

Fr. Lavery Lenten Talks Scheduled

Father Charles Lavery will speak on "What a Catholic School Should Be Today" in a series of Lenten talks at Christ the King Church.

Father Lavery will be the celebrant and homilist on five consecutive Wednesdays at 7:30 p.m., beginning Feb. 15. Service will consist of Mass and homily.

Dr. Cauthen CIM Speaker

Elmira — Dr. Kenneth Cauthen's talk "Toward a Liveable Environment" will be the next in the Christian Institute of Man lecture series. Dr. Cauthen, a faculty member at Colgate Rochester Divinity School, Rochester, will speak Monday Feb. 6 at 8 p.m. at Park Congregational Church.

Dr. Cauthen has written several books, including "Science, Secularization and God," and "The Impact of American Religious Liberalism." He is active in a state-wide task force, "Eco-Justice," and is a graduate of Yale Divinity School, Emory University and Vanderbilt College.

Deaths

T. M. Burden

Mass of Christian Burial was celebrated for Thomas Burden at St. Louis Church on Thursday, Jan. 26. Mr. Burden died Jan. 23, 1978 following a long illness.

He had for many years represented M&C Specialties Inc. of Philadelphia in the Rochester area. He was born in Oswego and graduated from the University of Rochester with a degree in business administration.

He is survived by his wife, Mary Louise; two daughters, Betsy and Sharon; two sons, Thomas and William; and one brother, Roger Burden of Pittsford.

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- Bath**
St. Mary's Praver Group
12 E. Morris St. 14810
Mary Giblin, 776-6726, Tue-days
- Canandaigua**
St. Mary's Praver Group
St. Mary's School
Tuesdays, 8 p.m.
- Corning**
Corning Charismatic Praver Group
St. Patrick's School
Thursdays, 7:30 p.m.
- Elmira**
St. Mary's Church Praver Group
Marian Center
Fulton-Franklin Sts. 14904
- Geneseo**
Agape-St. Mary's Church
Wednesdays, 10 a.m.
241-0141

- Geneva**
St. Stephen's Charismatic Community
DeSales High School, 14456
Mondays, 8:15 p.m.
- Greece**
Sacred Heart of Jesus Praver Group
St. Lawrence Library
1000 N. Greece Rd.
Fridays, 8 p.m.
- Hamlin**
Chadash Praver Group
830 Clarkson Hamlin Rd.
Helen and Warren Lnch 964-2498
Wednesdays, 8 p.m.
- Henrietta**
Good Shepherd Praver Group
Good Shepherd School Chapel
Fred and madeline Gabriel
334-7408
- Horseheads**
Bob and Donna Lamm 719-0214
Mondays, 7:30 p.m.
- Light of Christ**
Michele Lupo, or
Mandy Oczkowski, 272-9777
Muller Chapel Ithaca College
Saturdays, 7:30 p.m.
- Lima**
Maranatha Praver Group
7369 E. Main St.
Bill and Bobbie Buechel 624-4259
Wednesdays, 8 p.m.
- St. Rose's Church Praver Group**
1985 Lake Ave. 14456
- Mt. Morris**
St. Patrick's Church Convent
Charles Garagozi 658-4660
Thursdays, 8 p.m.
- Newark**
Fred and Ann Burgess
West Union St. 14513
Saturdays, 9 p.m.

- Ontario**
St. Mary of the Lake Praver Group
139 Wdworth Rd. 14519
John Brooks, 524-8805
Thursdays, 8 p.m.
- Penfield**
Holy Spirit Praver Group
Plank and Hatch Rds.
Tom Meacher 671-2944
Thursdays, 8 p.m.
- St. Joseph's Church**
School AV Room
Bob and Beverly Hess 271-5319
Thursdays, 7:30 p.m.
- Pine City**
Mt. Saviour Monastery Praver Group
Brother John 734-1668
Tuesdays, 8:30 p.m.
- Pittsford**
Armand and Cathy Tanquay
311 Tobey Rd. 14514
581-1949
Fridays, 8 p.m.
- Rochester**
Emmanuel, St. John's Convent
150 Florenton St. 14610
Judy Costello 654-9597
Wednesdays, 9:30 a.m.
- 102 Frederick Dr.
Joe and Betty Gray 436-6127
Fridays, 8 p.m.
- Holy Apostle School**
2 Austin St. 14606
Joe DeVeccio 628-4990
Mondays, 7:30 p.m., Wednesdays, 7 p.m.
- Holy Cross Praver Group**
4488 Lake Ave. 621-7418
Wednesdays, 8 p.m.
- 3000 St. Paul Blvd.
Don and Mary Lou Mikel 266-1749
Wednesdays, 8 p.m.
- St. Ambrose Praver Group**
St. Ambrose School
Ruth and Bob Dodge 288-2930
Wednesdays, 7:30 p.m.
- St. Andrew's Lite in the Spirit**
Joe and Pauline Marotta 544-2172
Thursdays, 8 p.m.
- St. Anne's Praver Group**
Margaret Whitley 461-1656
Thursdays, 8 p.m.
- St. Augustine's Praver Community**
John and Betty Bunce 415-0215
Tuesdays, 8:30 p.m.
- St. Charles Borromeo Church**
John Lattner 277-5579
Thursdays, 8 p.m.
- St. Mark's and St. John's Praver Group**
Rev. W. Mittell 654-9229
Fridays, 7:45 p.m.
- St. Michael's Women's Praver Group**
Mary Beutzel 663-7645
Tuesdays, 8 p.m.
- St. Pius X Praver Community**
Bob Dunning 247-3740
Wednesdays, 8 p.m.
- Santo Spirito**
Jose Malave 432-7750
Thursdays, 7 p.m.
- Mother of Sorrows Church**
Tom Klucko 865-0163
Thursdays, 8 p.m.
- St. Cecilia's Praver Group**
Joyce and Gene Muteleski 342-5785
Thursdays, 7:40 p.m.
- Webster**
Gloria of the Reson Lord
John Paile 671-6099
Thursdays, 8 p.m.

Courier Calendar

- Our Lady of Victory St. Joseph's** — Archconfraternity of the Holy Family, Mass at 9 a.m. Sunday, Feb. 5; breakfast at Holiday Inn downtown.
- Holy Family Parish** — Rosary Society tureen supper, 6:30 p.m. Tuesday, Feb. 7. Mrs. Daniel Lupiani hostess. Price: dish to pass or \$3. Reservations: Mrs. Lupiani, 254-2339; Mrs. William Ciafre, 328-9157, by Friday, Feb. 3.
- Blessed Sacrament** — Pancake breakfast Sunday, Feb. 5, 8:30-11:30 a.m.
- Holy Ghost** — Valentine dinner-dance, open to public, Saturday, Feb. 11. Reservations through 594-8839.
- Focus on Eucharist** — At Holy Cross, 4492 Lake Ave., Rochester, vigil beginning at 7:30, Mass at 8:15 p.m. tomorrow, Feb. 2.
- Charismatic Retreat** — Given by Father James Fallon of Endwell, Feb. 17-19 at the Cenacle, 693 East Ave. Reservations: 716-271-8755.
- Healing and Restoration Service** — With Father Edward McDonough, 8:30 p.m. Friday, Feb. 10, St. Ann's, Hornell.
- Direct Democracy** — Discussion of Initiative and Referendum tomorrow morning, 9:30, at League of Women Voters meeting, Baptist Temple, Clover Street at Highland. Public, free.
- Snow Show** — Competition in frozen sculpture Sunday, Feb. 12, Memorial Art Gallery grounds, 490 University; prizes. To register, on first-come basis: 275-3081.
- The Little Foxes** — Bette Davis, Herbert Marshall (1941) in Classic Film Series at Rochester Museum, tomorrow, 2 and 8 p.m., Eisenhart Auditorium.
- Major Barbara** — G.B. Shaw classic in Senior Citizen Matinees, 1:30 p.m. tomorrow, Dryden Theatre, Eastman House.
- Films Sandwiched-In** — At Rundel Library, South Avenue, 12:12 p.m. Tuesdays.
- Art Show** — Watercolors by Jean Sallade at Valley Manor, 1570 East Ave. Visitors welcome from 11 a.m. until 4 p.m. daily through February.
- Bal Aziza** — New, local dance troupe performing dances of Middle East, at Nazareth Arts Center, 7 p.m. Saturday, Feb. 4.
- Theater Workshops** — Given by Rochester Community Players at 820 South Clinton; all levels, classes nights and Saturdays. Details: 473-7550, before noon.

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