

Is the Working Christian Being Overlooked? . . . 11

Permanent Diaconate . . . Interview . . . 10

Nazis . . . No Big Threat, But Can't Be Ignored . . . 26

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OUR 94th YEAR

20 Cents

Those Widmer Ads Leaving a Sour Taste

By MICHAEL GRODEN

A series of radio commercials which portray a priest, "Father O' Cork," a monk, "Brother Felonius" and a nun "Sister Betty Sue Margaret" have stirred controversy in the diocese. The Courier-Journal has received several letters complaining about the commercials which advertise Widmer's Wine Cellars, Inc., Naples, N. Y.

The characters talk about different kinds of the Widmer products and include references to the Roman Catholic faith.

Father O' Cork, Brother Felonius and Sister Betty Sue Margaret all drink the different wines "religiously." Sister Betty Sue Margaret tells the interviewer that she puts a dab (of the wine) behind each ear in the morning.

The interviewer chuckles and mentions that putting the wine behind her ears is a "strange habit."

Brother Felonius became a

"wine expert" after "bumming out as a jazz musician." Father O' Cork talks about the product tasting so good it "would make a bulldog break his chain."

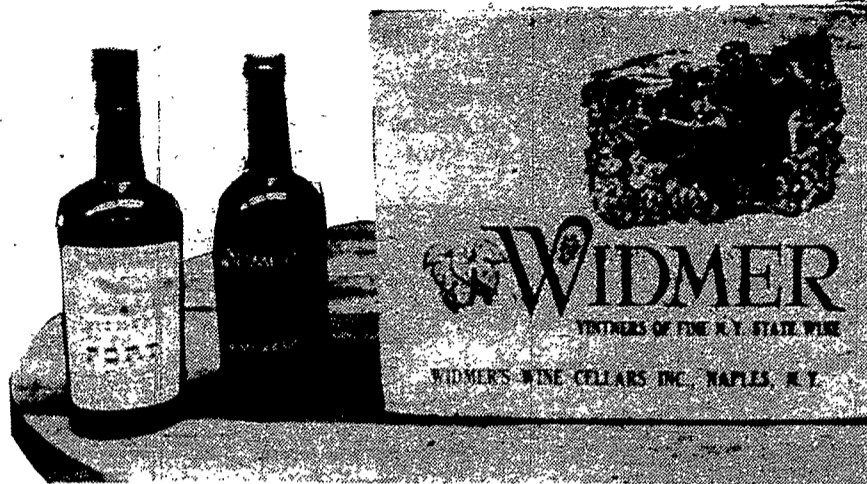
The letters received by the Courier-Journal complain about the commercials being demeaning to priests and religious communities.

Robert Luther, General Manager of WHAM and WHFM, said that all commercials are reviewed before being aired. He decided that the Widmer commercials could be played with the exception of Sister Betty Sue Margaret's. He also mentioned that a priest acquaintance had heard the commercial and got "quite a chuckle from it." He added that to his knowledge, he had not received any

significant number of phone calls complaining about the commercials.

Ed Smith, an advertising salesman for the station who handles the Widmer account explained that the commercials have triggered only "about a half a dozen calls from people who don't like the overall campaign."

Carol Smith, traffic manager for WVOR, which plays all three Widmer commercials, said that there had been "no reaction whatsoever." She said that one of the commercials, which portrayed a Jewish Rabbi had been dropped by the advertising agency, The Mediators of NYC.



'Stereotypes' Women, Sisters Council Says

By JOHN DASH

The Diocesan Sisters Council last Saturday passed a resolution declaring that the current advertising for Widmer's Wine Cellars, Inc., "undermines, undercuts and stereotypes women especially religious women."

The idea for the council's action was brought to the forum in the remarks of Sister Barbara Moore, president of the council, who challenged the sisters to action on the question.

Sister Shirley Pilot responded with a motion to write the Naples, N.Y., company with a complaint on the use of religious figures in advertising and with a request that company officials meet with representatives of the diocesan religious community.

That motion passed unanimously.

The sisters also charged their liaisons to bring the question to the other consultative bodies.

In other matters, the council was introduced to the new Design Committee for

the Office of the Vicar for Religious.

The members of that group are Sister Loretto Reynolds, SSND; Sister Ann Mary Dooley, SSJ; Sister Nancy DiRyke, SSJ; Sister Rita Kaufman, RSM; Sister Dorothy Schlueter, RSM;

Sister Mary Mercy, RSM; Sister Patrice Messner, SSJ; Sister Marlene Vigna, RSM. An ad hoc member of the group, when it discusses small religious communities is Sister Betty Rogers, RC.

To 2



FR. LINSLER

Fr. Linsler Ordination April 14

Christopher Linsler of Addison will be ordained to the priesthood by Bishop Joseph L. Hogan at 7:30 p.m. Friday, April 14, in St. Andrew's Church.

The theme he has chosen for the rite is from the 10th chapter of the Gospel according to St. John: "I have come that they may have life, and have it to the full."

The new priest will celebrate his First Mass of Thanksgiving in his home parish, St. Catherine of Siena, Addison, at 5:30 p.m. Saturday, April 15. On the following day, at 12:30 p.m., he will celebrate a Mass of

Bishop Making Public His Report to Pope

(Other Priests Council Story is on Page 25.)

By JOHN DASH

In what is believed to be the first action of its kind in the United States, Bishop Joseph L. Hogan last week revealed to the Priests Council, and subsequently to the Sisters Council and the Diocesan Pastoral Council the contents of the Quinquennial Report on the state of the diocese which he has filed with Rome.

In so doing, the bishop remarked that he believes this is the first time in the history of the nation such a report has been shared publicly.

Filing the report coincides with the bishop's forthcoming "ad limina" visit to Rome.

The report, which the bishop described as "positive," and which shows that "we have a lot to be thankful for" was composed in a "narrative style."

The document itself contains 62 pages of text with an additional 40-odd pages of statistical charts and agenda items.

Every five years each bishop in the world is expected to visit Rome on

The Courier-Journal will publish the text of Bishop Joseph L. Hogan's Quinquennial Report to the Vatican, prepared on the occasion of his "ad limina" visit to Rome.

Publication of that report, which will appear in next week's edition, April 19, could possibly be the first time such a report has been shared with an entire diocese.

pilgrimage to St. Peter's Basilica and St. Paul's Cathedral, to be received in audience by the pope, and to file a report.

Because of scheduling problems in Rome, the bishops of Region II of the U.S. (Region II encompasses New York State) are making their visit a year early, the bishop said.

These "ad limina" or "to the threshold" visits were done as a matter of custom for several centuries. They became obligatory, however, only on the publication of the 1918 Code of Canon Law, the bishop noted.

In audience with the Holy Father, the bishop said, items in the reports which concern the pope are brought to the fore and discussed openly and candidly.

Refugee Fund Report

The Blessed Sacrament Parish Council project, to bring the 11-member Laotian family of Seng Vue, now in a refugee camp in Thailand, to the U.S., was nearer its goal at press time.

John Caselli, head of the group working on the project, said that more than \$3,000 has been donated and that a house for the family has been located. He said that one donor has given \$1,000 to the project.

Funds for the family are being gathered by Caselli at Blessed Sacrament Refugee Fund, 280 Rosedale St., Rochester, N.Y., 14620.



Photo by Joan M. Smith

Brother Harrigan (seated), Brother O'Connell, Sister Maureen, Sister Barbara and Brother Ellis discuss forthcoming administration changes.

Brother Ellis Named Principal at Mooney

Last Saturday, Brother Aubert Harrigan, CSC, announced he will be leaving as Cardinal Mooney's principal. Brother Francis Ellis, CSC, presently at Holy Cross High School, Flushing, N. Y., will be his replacement.

Other administration changes will include Brother Edward O'Connell, CSC, assistant principal, who will be replaced by Brother John Nicpon, CSC; Sister Maureen Flood, RSM, whose assistant principal's duties will be turned over to Sister Barbara Weyand, RSM, music instructor at Our Lady of Mercy High School. She

has also taught at St. James Elementary School and St. John the Evangelist on Humboldt St.

Brother O'Connell's new assignment will take him to Holy Cross High School in Waterbury, Conn., where he will teach Science and Math. Sister Maureen, who has been with Mooney for 10 years, is taking a new assignment with the Sisters of Mercy here in Rochester. Brother Harrigan, Mooney's principal for seven years, is leaving to pursue studies at St. Michael's College, University of Toronto. Brother Ellis will take over as principal in July.

To 2