

# Nestle Changes PR Firms

New York (RNS) — The Swiss-based Nestle Company has switched American public relations firms in order to take "a fresh look" at ways to counter the religiously supported boycott of its products in the United States.

The multinational corporation has been the target of a boycott in protest against its aggressive marketing of infant formula in poor areas of the

Third World.

A Nestle spokesman based in New York confirmed that the public relations firm of Hill and Knowlton, hired to deal with the boycott, has been dropped in favor of the firm of Daniel J. Edelman. "Strategies are changing," he said. He did not elaborate.

A growing number of religious organizations, dioceses, universities and entire parochial school districts have joined in the boycott against Nestle products.

## Palermo Heads State Bar

Anthony R. Palermo has taken office as the president of the 29,000-member New York State Bar Association.

A partner in the firm of Brennan, Centner, Palermo and Blauvelt, he is a past president of the Monroe County Bar Association.

A past member of the Georgetown University Alumni Association Board of Governors, Palermo also is past president of the Georgetown Club of Rochester, and a member of the Board of Directors of St. Ann's Home, the John F. Wegman Foundation and McQuaid Jesuit High School in Rochester.

He previously served as president of the Catholic Family Center, as chairman of the County Public Defender Merit Selection Committee and chairman of the County Public Safety Task Force. He is married to the former May Ann Coyne and they have six children.



## Friendship Continued

Mayor Thomas Ryan receives a traditional Japanese doll from Yoko Fukumuro in the presence of Kay Shioji, Mrs. Ayako Ishimaru and Assemblywoman Pinny Cooke. The Japanese travelers brought a collection of dolls that was exhibited at Rochester Museum and Science Center. The exchange of dolls began in 1976 when Mrs. Helen Smythe's fifth graders at Our Lady of Mercy School sent a bicentennial doll to Japan. Afterward, Mrs. Ishimaru stopped here on her way to a World Health Conference, bringing dolls to the school and the mayor.

## On the Right Side

By Father Paul J. Cuddy

### Why Write A Column?

The revolution within the Church really began full force about 1964. Hatred for the Institutional Church was galloping. Restless priests and nuns and lay people were hammering against the

Church, in the name of "love and concern." Faithful Catholics were puzzled by the conflicts and contradictions and disloyalties they were hearing, reading and witnessing. Even the *Courier-Journal* was presenting what I considered a questionable ecclesiology, and, as a faithful Catholic, I was outraged. Father Henry Atwell was the editor of the C-J. With real generosity, he said to me, "There are some people who have your point of view. Why don't you write a column?" Below is the first column, Oct. 13, 1967, which explains the reason for On the Right Side.

"Editor Father Henry Atwell has invited me to write a column for the *Catholic Courier*. Since we eat off opposite sides of the ecclesiastical plate, his invitation is magnanimous. He suggested that the column be entitled On the

Right Side, presumably because of his ideas of my ideas.

My first reaction to the title was negative. It seemed to imply a vague position. On reflection, I rather like the title. It can indicate a point of view which many of our Catholic publications have bedimmed: the point of view that the Church is righteous as well as weak; the Church guides as well as walks on pilgrimage; the Church is the holy and sanctifying Body of Christ as well as an institution in travail; the Church is the voice of God speaking in the world.

The Church and her bishops, priests, nuns and brothers have been so flagellated these past few years that we have begun to reap the fruits not only of anti-clericalism but also of anti-nuns, anti-authority, anti-stability, anti-Church, all in the name of love, openness, and freedom.

To illustrate: recently I asked a perceptive woman who is enrolled in one of the diocesan adult education courses, "How was the opening lecture?" (There had only been one.) "Oh," she smiled, "you wouldn't have liked it." "No? Why not?" "Well, the instructor told us that for too long priests have been using the pulpit to talk about money, building and the like, taking away from

the time that should be given to the Word of God. The pulpit, he said, is the place to bring the Word to the hearts of the people. He told us that the course we will be getting will bring the real message of Christ."

Four things struck me:

- 1— The calm assumption that demands of cash is a preoccupation of priests.
- 2— The captiousness of the remark to a group that had come to grow in love and loyalty.
- 3— The gracelessness to use a school built through the generosity of Catholic people, including priests, to imply that the money needed somehow was divorced from spreading the Word.
- 4— The mystery that one would use an occasion intended to develop the spirit of love and unity to engender the spirit of suspicion and discontent.

I asked the woman: "Were there any priests in the class?" She replied "No." I said, "I wonder would the lecturer have been so self-assured had one been present."

I wish I had been there. It is wrong to be unjust. It is right to expose those who use their platforms and papers to undermine faithful priests, dedicated nuns, loyal lay people, and Christ's Holy Church, all in the name of the Word. This column will emphasize what is Right in the Church.

James Callahan, a senior vice-president for Hill and Knowlton, said that the parting with Nestle was amicable and that the firm just wanted "a fresh look."

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**WILL YOU SHARE A CATHOLIC EDUCATION WITH A WORTHY CHILD?**

People often ask us about the poor we serve at Saint Monica's School. How badly do they need help? What kinds of problems have made the lives of these people so hard? Why is Catholic education so important to the poor? Here are a few of the people we serve:

- \*Mrs. K. is a deeply committed Christian, a very warm and loving mother of four children. She is medically unable to work, and has been in and out of the hospital many times for an muscular illness in her legs. The family has an income of less than \$6,000 a year.
- \*Mr. C. was seriously injured in an accident last year, and was partially disabled for almost a year. Mr. C., his wife, and their two children live in a modest 19th Ward home and supported the family on less than \$5,000 last year. Mr. C.'s accident created thousands of dollars in medical bills not covered by insurance. He has no idea how these will be paid.
- \*Mrs. J's husband left her many years ago. She has three children ages 5, 8, and 10, and supports them with about \$6,000 a year, received from the Department of Social Services. Her social worker reported that she was having such difficulty with the support of her family that she was on the verge of an emotional breakdown a year ago.
- \*Mrs. S. is an older woman, legally responsible for her 8 year old grandson. She has had several heart attacks, continuing high blood pressure, and her doctor has advised her to discontinue her work as a maid and homemaker. Last year, she made about \$2,300, working part time, and received another \$2,500 from social security and disability payments. She will do anything to make Catholic education possible for her grandson.
- \*Mrs. D. has two children, ages 4 and 8. Her former husband, an alcoholic, refuses to provide family support. Mrs. D. lives in a small west side apartment and struggles to make ends meet with the income from two part time jobs. Last year, her income was slightly over \$4,000.
- \*Mrs. I. does not know the whereabouts of her former husband. She has one 11 year old child. She is medically unable to work and receives about \$635 a month in social security and disability payments. Mrs. I. has continuing medical bills, not all reimbursed by insurance. We were alerted to Mrs. I.'s medical problem when she was unable to move her hand to sign a routine form in the school office one day.
- \*Mrs. T's husband left her some years back. Mrs. E. has two children, ages 4 and 6. Last year friends and relatives supported the family. Mrs. T. now has a factory job, which pays about \$110 a week, and will hopefully provide some small measure of security for the family.

These are all real people, and every one of these stories is true. The heart-breaking part of this message is that these stories could go on and on. There are dozens more and sad cases like these.

We're trying to make the future a lot brighter for poor, but deserving children of families like these.

Please, will you help us?

Your contribution to our CATHOLIC EDUCATION FUND, large or small, will help bring Catholic education to more deserving children next year.

**Sister Clare Francis Mogenhan**  
 Saint Monica's Street, Rochester, N.Y. 14611  
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