

Rumor Giving Proctor & Gamble Devilish Time

Cincinnati (RNS) — The Proctor & Gamble Co. says the "totally false rumor" that its trademark is a satanic-occult symbol is again sweeping parts of the country.

In an effort to end the rumor, the company has sent letters to 40,000 churches in the Midwest and South, asking the churches for their cooperation, Kathy A. Gilbert, company spokesman, said.

She said the rumor, which started some two years ago, first resulted in an average 150 consumer calls a month. But after October 1981, "when we started hearing hot and heavy from the West Coast, the letters and phone calls have averaged 850 a month," she said.

"Things quieted down on

the West Coast. Now we're hearing from the Midwest and South, the Bible Belt," she said.

Ms. Gilbert said there didn't seem to be an organized campaign against the trademark, but "based on what consumers say, many of them hear about the rumor at church, from other churchgoers. A few ministers have also given sermons on the subject."

The company also has received pamphlets calling for a boycott of its products. Ms. Gilbert said that none of the leaflets is signed or bears identification of the senders.

She said another "preposterous rumor" making the rounds is the suggestion that P&G's moon and stars trademark is the result of the company being



Trademark In Question

taken over by the "Moonies," follows of the Rev. Sun Myung Moon's Unification Church.

She said the company has tried unsuccessfully to track down the rumors. "We did research but aren't aware of anything" that links the moon or star symbols to satanic-occult symbolism.

Some critics argue about the 13 stars, suggesting it is a bad number, Ms. Gilbert said. "Others say the man-in-the-moon looks devilish. He has a curly beard that they say looks satanic and demonic."

"We're also hearing a lot

about sixes, triple sixes (666). They say it's bad. At the top of the man-in-the-moon's head are curls. They're finding three sixes in the curls."

Proctor & Gamble began using the moon and stars trademark around 1859 and the current version was designed in 1930, a company brochure says. The trademark is an outgrowth of an original star symbol invented by wharf hands around 1851 to identify a Proctor & Gamble product called star candles. Because many stevedores handling the boxes of candles couldn't read, wharf hands marked the star candle boxes with a sign everyone could understand — a circle with a cross inside to represent a star.

In time, the symbol developed into a circle with a five-pointed star inside, later expanded to 13 stars for the 13 original states. The man-in-the-moon, a decorative fancy in 1859, was added at that time. The trademark was officially registered in 1882.

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Diocese Confirms Plans To Rebuild Holy Rosary

The diocese announced plans last week to rebuild Holy Rosary School, 420 Lexington Ave., heavily damaged by fire on Dec. 19 last year.

Father Robert Meng, pastor of Holy Rosary parish, received the news in a hand-carried letter from Bishop Matthew H. Clark delivered by Father Charles Latus, secretary to the bishop.

According to Father Latus there is no estimate of how much it will cost to rebuild, nor is there any date set for the reconstruction of the school that housed some 230 students prior to the blaze.

Father Latus did confirm that a committee began meeting in January on the subject and two months later made a formal report to Bishop Clark. Members of the

committee included Father Meng, Father Thomas O'Keefe, associate pastor; Sister Mary Brian Madigan, principal; Joseph Evers, parish council president; Susan Hargather, chairman of the parish education committee; Father William Flynn, chancellor; Father Peter Bayer, director of the Office of Pastoral Planning; Sister Mary Wintish, director of Urban Ministry; Sister Roberta Tierney, diocesan director of education; Sister M. Edwardine Weaver, superintendent of schools; and Sister Mary Ann Binsack, director of religious education, among others.

The three-alarm fire ravaged the middle section of the school, which was built in 1904, then destroyed the front wing that was added in 1923. It was discovered early on a

Saturday morning and no one was in the building at the time. There were no injuries. Later examination proved the fire was caused by an electrical malfunction.

However, a newer wing of the structure along Oriole Street was not damaged. The school offices, kindergarten, and fifth grade classrooms are found here.

Father Latus pointed out that it would be the decision of a yet-to-be-appointed architect whether the existing wing would be added on to, or torn down for complete rebuilding.

Holy Rosary students are currently attending Holy Apostles School, 530 Lyell Ave., which had been closed in June 1980 because of declining enrollment.

Divorced Catholics List Speaker

The St. Charles Divorced Catholics group has scheduled John Wagner to speak on "Relationships and Dating" at 7:30 p.m., Sunday, May 16, at St. Charles School cafeteria.

Wagner is from "Onward and Upward Programs." For further information, the Hot Line number is 225-9102.

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New Pastors

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Aquinas Institute, and St. Andrew's and St. Bernard's seminaries prior to his 1960 ordination. He has also taken a masters degree in divinity from Immaculate Conception Seminary in Huntington, that in 1978.

He has served at St. Mary's, Corning; Mt. Carmel and St. James, Rochester; as a member of the diocesan tribunal; at Nativity of the Blessed Virgin Mary, Brockport; St. Jerome's East Rochester; and St. Charles Borromeo, Rochester.

In addition, Father Lynch was a member of the group which plotted the procedures used for the diocesan Board of Arbitration and the diocesan Council of Conciliation.

Father Murphy, with an extensive background in chaplaincy work, is chaplain at Cornell University.

The 44-year-old priest attended Port Jefferson High School, the University of

Rochester and St. Bernard's Seminary. He was ordained in 1965. He has done graduate study in pastoral counseling at Iona College.

His assignments include work at St. Patrick's, Elmira; Elmira College; St. Casimir's, Elmira; Corning Community College, Corning; Notre

Dame High School, Elmira; and the Chemung County Jail.

In addition, he has served on the boards of directors of Family Services of Chemung County and Arnot Art Museum Association, and has been chaplain to the Ladies of Charity of Chemung County.

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