

# HEALTH FOOD CHAIN SHOWS SIGNS OF SICKNESS

Nutraceutical Corporation, a health food establishment headquartered in Park City, Utah is running ads that uses a full color photograph of the sanctuary of the old Cathedral in Montreal, Quebec. Above the photo is the headline, "This is about as close as we get to going to mass." The ad closes with the statement, "And...you can always have faith in us."

The league sent a letter to the president of the corporation, Jeff Hendrichs, explaining the significance of the Mass for Roman Catholics and asking him to reconsider his ad. It was the league's position that while there are aspects of any religion that may be legitimately parodied, "clearly a line has been crossed when the most sacred ritual of a world religion is made the butt of cheap humor in a commercial advertisement."