

The Outlaw' Ads Stir Hollywood

By W. H. MOORING

No matter how the case of "The Outlaw" versus the motion picture industry eventually is decided, Howard Hughes' attempt to exploit a diamal picture by the use of dirty advertising, serves to bring a long lost from Eric Johnston, a direct reaffirmation of Hollywood's determination to preserve its system of self-regulation, now thrown into jeopardy.

Johnston, as spokesman for the movie industry, charges that Howard Hughes has deliberately used advertisement matter that had been rejected as objectionable under the Advertising Code, subscribed to by all members of the Motion Picture Association of which Mr. Hughes is a member.

"The Code states that 'good taste shall be the guiding rule of motion picture advertising.' That 'no false or misleading statements shall be used,' that 'profanity and vulgarity shall be avoided' and that 'nudity with meretricious purpose and salacious postures shall not be used'.

All Rules Broken
"The Outlaw" advertisements published in Los Angeles, Chicago, Salt Lake City and elsewhere have broken all these rules.

The Johnston office further points out that, in certain publications, a reproduction of photographic poster matter which was withdrawn after Police

Court proceedings in San Francisco back in 1943, when the film was first shown, has lately been used falsely to suggest that "The Outlaw" as now released was finally approved under the Production Code without any deletions.

"The Outlaw" in fact, is a dull film. The critics to whom it was first shown to them in San Francisco three years ago, despite the fact that Howard Hughes' hired press agent staged for them a riotously extravagant three-day celebration described by one eye witness as "even coarser than the picture."

Some self-respecting film critics declined to submit themselves to being hauled, via the "Champagne Express," all the way from Hollywood to San Francisco and back in order to preview a mediocre film. Their example might well be followed by newspaper editors and publishers who should refuse space to such advertisements as Hughes has issued and frankly inform their readers that the film is weak entertainment.

There have been late, other important breaches of the film industry's Advertising Code. Movie advertising, in fact, has deteriorated, even more alarmingly than the films themselves.

It is high time, therefore, that Eric Johnston put to the test the machinery devised by the motion picture industry in 1934 in line with a resolution to produce and market only wholesome entertainment.

If necessary—and it does seem necessary—heavy penalties should be introduced to discourage individual producers who, in order to gain their personal ends via sensational publicity, may

stoop to unethical business practices. Theater operators also, who choose to exploit films along these lines, deserve to be "outlawed" from the company of legitimate showmen.

Certainly, insofar as Catholics are concerned, the way to deal with films such as "The Outlaw" is quite clear.

We may not with a free conscience patronize the film which is condemned by the National Legion of Decency.

Furthermore, under the Legion of Decency Pledge, those who took the pledge seem committed to a united stand against all the theaters in which "The Outlaw" is shown.

For the pledge exacts a specific promise "to stay away ALTOGETHER from places of amusement which show pictures dangerous to moral life as a matter of policy."

Every Catholic should stand ready to fulfill that pledge and, in every way possible, to impress their firm purpose upon theater owners who would weakly follow Howard Hughes' deplorable example of self-seeking in defiance of the best interests of their public and of the great industry to which they belong.

ed among the memories of Christ. It has taken the bitter with the sweet. She remains as true to the memory of Christ as Calvary as she does to that of the Infant Jesus in the crib.

She is as devoted to the memory of Christ the Lawgiver as to Christ the Risen Lord. She goes down into the tomb with Christ and that is why she is able to rise again in glorious Resurrection.

That's the difference between Grandma and the Church. Grandma mulls over memories from which the fires of life have long since faded. The Church lives on forever because the memory of Christ is a vibrant, inexhaustible flame within her soul.

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On Air Waves

Rev. J. Hugh O'Donnell, C.S.C. (super photo) president of Notre Dame University, who will be heard on the NBC network "Catholic Hour" program, April 25 through May 24 on the subject of "The Holy Cross."

Rev. Charles Owen Rice (lower photo) director of the Institute of Labor Relations, Duquesne University, Pittsburgh, who will speak on the ABC network "Hour of Faith" program, April 23 through May 26, on "The Church and the Working Man."

Catholic radio programs broadcast in the Rochester Diocese areas are the following:
Sunday — WRUC (Rochester) — Ave Maria Hour, 8:30 a. m.
Sunday — WRUC (Rochester) — Catholic Hour, 10:30 a. m.
Sunday — WHAM (Rochester) — Rochester Catholic Hour, 12:15 p. m.
Sunday — WREN (Buffalo) — NBC Catholic Hour, 8 p. m.
Sunday — WRRR (Syracuse) — Catholic Hour, 4:30 p. m.
Sunday — WMRB (Albany) — Father Justin's Rosary Hour, 5:00 p. m.
Tuesday — WREN (Buffalo) — Lenten Talks, 9:45 a. m.
Thursday — WRRR (Syracuse) — Faith in Our Time, 1915 a. m.
Saturday — WRRR (Syracuse) — Junior Catholics, 12:45 a. m.
Saturday — WHAM (Rochester) — Youth and Religion, 9:30 p. m.

Ask Return of 17,000 Alsatians Held by Russia
Paris — (NC) — Bishop Julien Weber, of Strasbourg, in a letter to the Holy See, has advocated that Allied authorities be petitioned to bring about the return of 17,000 Alsatians, still detained either in German territory or in other territories occupied by Allied forces. They are young men who were incorporated forcibly into the German forces, he said, and some still are considered by the Russians as German soldiers. Their families either have very brief news of them, or none at all, he added.

Seminary Closes; No Funds
New York — (NC) — The Papal Seminary at Kandy, Ceylon, has been forced to close its doors to all new students because of lack of funds, the Rev. Paul J. Joch, S.J., professor at the seminary, related here at the national office of the Society for the Propagation of the Faith.

30 Negro Converts Baptized in New York
New York — (NC) — Bishop Stephen J. Donohue, Auxiliary of New York, presided as 30 adult Negroes were received into the Catholic Church at group baptismal ceremonies in the Church of St. Charles Borromeo, Harlem. Nearly 6,000 converts have been baptized there during the 13 years of the pastorate of Mgr. William R. McCann.

Movie Guide
New Films Reviewed
Sunset Pass, A-1
Terror on Horseback, A-1
Throw a Saddle on a Star, A-1
I was a Criminal, A-2
A Night in Casablanca, A-2
Valley of the Zombies, A-2
At the Theatre
LOEWS ROCHESTER
Ziegfeld Follies, A-3
RIO Palace
From This Day Forward, A-3
Century
Little Giant, A-2
Strange Conquest, A-2
Requiem
The Virginian, A-1
Behind Green Lights, A-2
Capitol
Saratoga Trunk, B
Temple
Tarzan and the Leopard Woman, A-2
The Madonna's Secret, A-2
(Elinora)
Colonial
The Hoodlum Saint, A-2
Capitol
The Return of the Durango Kid, A-1
The Gallier Takes a Wife, B
Hitch Hike to Happiness, A-1
Heavenly Body, A-2
Young Ideas (not classified)
Gun Smoke, A-1
Boston Blackie's Rendezvous, A-1
Keesey
Silver Boat Byrum, A-2
Tarzan and the Leopard Woman, A-2
Miss Susie Slagle's, A-1
West of the Pecos, A-1
Strand
Spellbound, A-2
Murder in My Business, A-2
Vacation from Marriage, A-2
Fif for a King (not classified)
Undercover Woman (not classified)

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CAPITOL
INGRID BERGMAN
GARY COOPER in
SARATOGA
TRUNK.

Picture Parade

The following reviews give William H. Moorings' estimate of the entertainment value of new motion pictures. "****" indicates an outstanding picture. "**** Excellent." "Good." "Fair." "Average." "Weak." "Lousy." "Disappointing." "Poor." "Very poor." "Worst." "Worst of the worst." "Worst of the worst."

"DEVOTION" **** (Family)
Warner. Completed over two years ago and only just released, here is a film worth anybody's time and money. Keith Waters' screenplay from the original story of the Brontë sisters by Theodore Roscoe, makes deeply moving and thoroughly entertaining movie, and the cast is splendid. Ida Lupino as Emily Brontë, Olivia de Havilland as her sister Charlotte, Arthur Kennedy as Edward, Robert and Paul Harewood as Arthur and Nicholas are outstanding.

"BATTLE RELICS USED FOR ALTAR MATERIALS"
St. Bonaventure — (NC) — Altar furnishings fashioned from the raw materials of battle are included in an exhibit displayed at St. Bonaventure College here, a gift from the Rev. Gabriel Naughton, former professor at the school, who served as chaplain at a Marine base in the Pacific.

There is a tabernacle constructed from four 105 mm. brass shell cases and lined with white parrotite silk; a cross made from a 30 mm. shell case, and two candleholders molded out of 30 mm. shell cases. A missal stand made of hammered brass and an altar-piece painted on a bed-net treated with aluminous paper are also included in the exhibit.

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Holy Father Wishes Success to LaGuardia

Vatican City — (Radio, NC) — His Holiness Pope Pius XII has conveyed to Fiorello H. La Guardia, new Director General of the United Nations, his warm wishes for his able leadership in the service of the world's starving people.

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Store Your Furs in Beck's Fur Vaults
For your convenience, your neighborhood Beck's Store is accepting Furs for storage! And, they're fully insured from the moment they leave your hands. Beck's devotes a complete plant to the storage, retying, cleaning and revitalization of your furs. Besides, only experts in genuine furber methods secure you of the finest in workmanship. So, it's Beck's for Fur Storage . . . NOW!

Manroe 2873
South Ave. at Caroline

Anderson's
CUSTOM FURRIERS
For and Storage Division of
BECK CLEANERS & DYERS INC.
Park at Oxford Times at Cooper Mervon at Elmwood
Ridge at Dewey University Ave. at Colver

Join the Novena to the Sacred Heart
Meets daily for your intention the first nine days of each month — includes First Friday
—Prayer is leading the monthly novena a course of spiritual growth. Let the constant love of the Sacred Heart of Jesus guide your prayers and bestow the fullness of grace that will bring about a spiritual revival in your life. A special novena will be held from April 25 to May 3, 1946, to honor the Sacred Heart of Jesus. It is a novena of prayer and devotion to the Sacred Heart of Jesus. A special novena will be held from April 25 to May 3, 1946, to honor the Sacred Heart of Jesus. It is a novena of prayer and devotion to the Sacred Heart of Jesus.

SAGRED HEART CATHEDRAL
ST. REV. MONSIGNOR GEORGE V. BROWN - Pastor
125 HANCOCK ST. ROCHESTER, N. Y.

IGOR GORIN
Famous Russian Baritone
Soloist with CIVIC ORCHESTRA
Guy Fraser Harrison Conducting
All Seats Reserved: 60c., 90c., \$1.20 (Tax Included)
Sunday, May 5
Mendelssohn's Choral Masterpiece
"ELIJAH"
Sung by the Rochester Oratorio Society of the Junior Chamber of Commerce
THEODORE HOLLENBACH Conducting
MAC MORGAN Soloist
with CIVIC ORCHESTRA
ALL SEATS RESERVED: 90c., \$1.20, \$1.50, \$1.80 (20% U. S. Tax Included)
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Grade A Pasteurized MILK and CREAM
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Garage & Service Station
Complete stock of Willard Batteries
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Phone MASSETH DAIRY
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7 Years State Award

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See L. C. SULLIVAN, JR.
Also full line of Pittsburgh Products
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HARDWARE
1012 DEWEY AVE.
AT DEWY

HOLY TRINITY
Ridge Road East - WEBSTER, N. Y.
REV. GEORGE M. KALB, Pastor
MASSES - Sunday 7, 8:15, 9:30, 11 A. M.

Webster Drug Store
MILTON R. CASE
PHARMACIST
Webster 286 Webster, N. Y.

SCHOOL HOUSES
Two Creeds
Montreal — (NC) — The Montreal Gazette, local daily secular newspaper, has devoted a special feature article to a unique building in Isle Maligne, Quebec.

This Saguenay town has a population of 65 persons, and its modern school houses the French Catholic and English Protestant pupils under the same roof, each group with its own principal and teachers.

Thirty-five of the pupils are English-speaking; 122 are French-speaking. In the French section one whole class is made up of French-speaking pupils who are doing all their work in English so that they may become fluent bilingual.

PALACE
JOAN FONTAINE in
FROM THIS DAY FORWARD
—Plus—
JOE PALOOKA
CHAMP
with
JOE KIRKWOOD, JR.
ALYSE KNOX
EDWARD GIANELLI

TEMPLE
TARZAN AND THE
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301-303 COMMERCIAL BLDG.
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Phone STONE 494

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Coal - Coke - Propane
G. L. F. SUPPLIES
Telephone 350 Webster, N. Y.

Russel B. Mason Co.
COAL - FEED - COKE
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HUEHN'S APPLIANCES
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SIDE PRICES at LOW and BEST
FREQUENTLY LOWER THAN 50¢
CALLER GET SAVES
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DEWEY AVE. at MAGEE

WILLIAMS
CHAL. & SON, INC.
Quality Coal, Kerosene, Fuel Oil
1184 Dewey Ave. Glen. 318

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FUNERAL HOME
John E. O'Sullivan, Lic. Mgr.
J. J. O'Sullivan, U.M.W.
401 FLOWN CITY PL.
Near Dewey Ave.
GLEN. 1910 CHAS. 441-W

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and Tailor Shop
Suits - Coats - Dresses
WE GUARANTEE NOT TO WARM
315 DEWEY
4-1000 Dewey St. at
1184 Dewey Ave. Glen. 318

YOU'RE JUST AS
IMPORTANT
To Us As Our
26,000
Old Customers
Trade from the Counter

ROBERT A. AIR STEP
BUSTER BROWN
SCHMANKE'S
Coc. Ridgeway Ave. & Dewey

HOLY FAMILY
415 AMES STREET
REV. WILLIAM W. HEISEL, Pastor
MASSES - Sunday 6, 7, 8, 9:10, 11 and 12:10

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Floral and Dry-Decorating
Tombstone Wreaths
18 LOW ST., ROCHESTER, N. Y.
JOHN W. BLITKA Tel. 500 Aug 61

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Lydell Ave. Liquor Store
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