

Hollywood In Focus

By WILLIAM H. MOORING

Code Violated With Concealed Commercials

Have you noticed in some of the new movies how automobiles of identifiable make loom large on the screen, draw a kind of word of praise from one or other of the film characters then take off like a dream on a chase which no motorcycle cop could match?

Have you caught sight of a removal truck with some well-known name blazoned on its side, sort of leering for a moment at the camera as if to say "those about to move house please remember?"

Have you detected more often of late identifiable lines of breakfast cereal on movie tables or heard light plugs about Johnny eating up his nice spinach and growing strong like Popeye the sailor man?

Sometimes it is next to impossible to make a life-like film scene without giving mention to some commodity or other, but the film companies promised to try.

They pledged themselves in fact, never to inject deliberate publicity plugs into their screen-plays, even for the bulky sort of pay-off frequently offered them.

They admitted that if the practice once became general, screen writers would be thinking about how to work in "commercials" and completely forget all about dramatic entertainment. Some people suspect they do anyway.

NOW IT BEGINS to look as if the Hollywood producers—at least some of them—are breaking down and taking money on the side to cut in advertisement spots in their movies.

Not only theater owners, but the paying public, will be quick to take up one recent case in which a well-known liquor concern, which couldn't buy a mo-

ment's radio or TV time for all the gold in Fort Knox, got a considerable plug via the screen.

In a new and as yet unreleased film titled "Never Trust a Gambler," Cathy O'Donnell, playing the "heroine," calls at a liquor store to buy whiskey.

She is recommended by the sales clerk to take a certain brand which he names with emphasis.

The scene is framed against a display of liquor bearing the familiar trade name and the bottle she buys later turns up before the camera more than once as a murder clue.

There is a drunken and over-zealous police detective in the story too and while it may well be that many a cop has been that way, movie situations showing police officers in a bad light—inately on the increase—cannot do much to cultivate respect for the law.

THE HOLLYWOOD Production Code specifically provides that "the use of liquor in American life, when not required by the plot for proper characterization, will not be shown."

In "Never Trust a Gambler," the use of liquor in American life appears to have been "required by the plot" only for the purpose of advertising a particular brand of liquor on the motion picture screen which could not, under existing regulations, be similarly advertised either on the radio or the television screen.

It is unlikely that the movie producers responsible were motivated by sheer kindness towards the liquor manufacturers.

They flagrantly ignored their responsibility to the theatre-going public and violated a principle well established in this country in connection with the public sale of liquor as well as the Hollywood pledge against concealed "commercials" in the movies.

WHAT DO PEOPLE abroad say about morbid movies? A Mrs. L. Turvey, of 13 Hale

MARYKNOLL NUNS DEPART



Bishop Raymond A. Lane, M.M., Superior General of Catholic Foreign Mission Society (Maryknoll), distributes mission crucifixes to some 30 Maryknoll Sisters who will soon depart for mission posts throughout the world. The six Sisters pictured here, left to right: Sister M. Pastore, Baltimore, to Japan; Sister M. Theresa Maria, Seattle, to Japan; Sister M. Robert Anne, Brooklyn, to the Philippines; (knelling) Sister M. Jane Cordia, New York City, to Central America; Sister M. Thomas Aquinas, Waterbury, Conn., to Central America; and Sister M. Rose Fidelis, Kingston, N. Y., to Nicaragua. (NC Photos)

2,400 Groups Now Support Minute-a-Day Peace Prayers

Washington — (NC) — The minute-a-day prayers for peace movement instituted two and a half years ago by Herve J. L'Heureux, chief of the State Department's visa division has been endorsed by nearly 2,400 organizations in all parts of the country and numbers countless thousands of individual participants.

This was pointed out by U. S. Senator Styles Bridges of New Hampshire in an extension of remarks published in the Congressional Record. It has since been reprinted and distributed throughout the nation at private expense.

BROWN RECOUNTED that the movement has spread by word of mouth, and without fanfare publicity. He wrote that at the end of April, 1951, a total of 2,380 groups had endorsed the movement, with additional ones joining each week, and that the principal supporters are veterans' organizations, which number 835. He also disclosed that countless individuals have joined the movement.

"The prayer for peace movement requires no mass meetings," Mr. Brown wrote. "It is the simplest thing in the world. It asks all those who realize that the world lacks faith in this age of materialism to stop in the midst of their daily endeavors to say, in their own way, a one-minute prayer to the Almighty."

The editor, in a footnote replied: "They couldn't find the time to say the prayer. It is the simplest thing in the world. It asks all those who realize that the world lacks faith in this age of materialism to stop in the midst of their daily endeavors to say, in their own way, a one-minute prayer to the Almighty."

He then awards to Mrs. Turvey the magazine's prize of two guineas (five dollars and ninety cents) for the best letter of the week.

Abroad not only the people but the press speaks out against depressive and defeatist films.

ROCHESTER Movie Guide

RKO PALACE
Cyrano de Bergerac, A1
Two Girls and a Guy (no listing)

PARAMOUNT
Half Angel, A-3
Fighting Coast Guard, A1

LOEW'S ROCHESTER
Show Boat, A-3
Fishing Fool (no listing)

REGENT
Little Big Horn, A-3
CINEMA
Kon Tiki (no listing)

LITTLE
Madonna of the Seven Moons, A-3

Legion of Decency Listings

CLASS A-1 — Unobjectionable for General Patronage

Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide
Along the Great Divide

CLASS A-2 — Unobjectionable for Adults

Act in the Role
Act in the Role
Act in the Role
Act in the Role
Act in the Role
Act in the Role
Act in the Role
Act in the Role
Act in the Role
Act in the Role

CLASS B — Objectionable in Part

Angel with the Trumpet
Angel with the Trumpet
Angel with the Trumpet
Angel with the Trumpet
Angel with the Trumpet
Angel with the Trumpet
Angel with the Trumpet
Angel with the Trumpet
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Angel with the Trumpet

CLASS C — Condemned

No One to Watch
No One to Watch
No One to Watch
No One to Watch
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No One to Watch

Radio Rosary Leaders For Corning Week Announced

Family Rosary For World Peace under the direction of the Rev. Joseph A. Cirincione, pastor of St. Francis of Assisi Church, Rochester, is heard over station WSAY, Rochester, and WMOB, Auburn, nightly, from the St. Francis of Assisi Parish Center, Orange St.

During the week three other stations in the Diocese of Rochester join in the broadcast: WJLM, Elmira, on Saturdays, and WGVA, Geneva and WWHC, Hornell, on Sundays.

Leaders for the coming week follow:

Friday, July 20 — William F. Miller, Sacred Heart Parish; Saturday, July 21, Robert Quigley, St. Felix Parish, Clifton Springs; Sunday, July 22, Fred A. Burger, St. Michael's Parish, Newark; Monday, July 23 — Andrew Magin, St. Margaret Mary Parish; Tuesday, July 24 — WJBO, Auburn, John Lower, St. Joseph Parish, Weedsport; Wednesday, July 25, Louis J. Thomas, Holy Rosary Parish; Thursday, July 26 — Frank Schenk, St. Ann's Parish.

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Priest Calls Martyrs First Christophers

Vatican City — (Radio, NC) — The Christian martyrs went forth from the Catacombs to become Christophers — Christ-bearers — and, while paying a high price, succeeded in changing the world.

This was the key thought of a sermon preached by the Rev. James Keller, M.M., founder and director of the Christopher movement in the United States, in the Catacombs of St. Callistus where he led members of his pilgrimage in prayers for real peace. Several members of the American colony in Rome joined the pilgrimage.

"WE IN America," said Father Keller, "have been favored by God in a special way. We have an obligation not only to the country, but to the world itself."

"During the next few years America can play a big part in bringing the peace of Christ to the world if enough people in our country will work as Christophers, or Christ-bearers, to restore love through Christ to government, to education, and to every other vital sphere which is shaping the destiny of man for time and eternity."

"AT THE TIME of the Christian martyrs life was cheap. They might as well have been martyrs. The state was dominant, and cruelities of the most abominable type were heaped upon those helpless Christians but nothing stopped their determination to change the pagan state by a plan never tried before — a plan that would harm no one and help everyone."

"They took literally the lesson of their Saviour crucified shortly before." Father Keller continued. "Preaching to love God above all and their neighbors as themselves, they went forth from the catacombs as Christ-bearers, or Christophers. Paying a high price and apparently losing their lives, bequeathing peace, justice, gentleness and love to the world."

New Building To Honor Bp. Ford, Jailed by Reds

New York (NC) — A residence building for Cathedral College here will be named in honor of Bishop Francis X. Ford of Lansing, China, veteran Maryknoll Missioner from Brooklyn now imprisoned by Chinese Communists. His Eminence Cardinal Spellman, Archbishop of New York, has announced.

Bishop Ford, a graduate of Cathedral College, preparatory seminary for the New York archdiocese, was the first Maryknoll student. He entered the newly founded foreign mission society in 1917. He was ordained in 1917 and left for China with the pioneer mission band of Maryknollers the following year.

In 1921 he opened the first Maryknoll seminary for Chinese students. In 1922 he welcomed the first group of Maryknoll Sisters to China.

Thirteen years later he was named to be the first Bishop of Lansing. He returned to America and was the only Maryknoller to be consecrated by Bishop James A. Walsh, co-founder of Maryknoll.

Three months ago Bishop Ford was arrested by Communists, after more than 30 years of work among the Chinese people. The charges against him include espionage, a favorite of Communists to discredit American missionaries, and he was denounced by Pravda, the official Communist Party newspaper in Moscow, which repeated the charges shortly after his arrest.

Cardinal Spellman said the building named in honor of Bishop Ford would be used to house boarding students. Present plans call for it to be ready for occupancy in September, 1952.

MON AMOUR

LOOK
on Beautiful LAKE PLACID
THE ADIRONDACKS AT ITS
BEST

AMERICAN PLAN
Exquisite, but not expensive
EVERY VACATION FACILITY
MR. AND MRS. EAST RILEY
OWNER MANAGER
WUFF ROCKWOODS
LAKE PLACID, N. Y.

SOMEONE'S BIRTHDAY?

GIVE
THAT
YOUNG MAN
OR
YOUNG
LADY
A NEW
KODAK
FROM
MARKS & FULLER
332 E. MAIN ST.

Make A Retreat
In Your Own Diocese
For Men, N. D. House
For Women, Cenacle

THE WORLD'S BEST HOTS!

Zweigle's HOTS

Ask for Zweigle's at your market or phone HA 4660

TONIGHT!

ROSELAND PARK

ON BEAUTIFUL CANANDAIGUA LAKE

FREE **valet** ACTS
8 and 10:30

"The Three Vessels"
Thrilling High Aerial Act

Water Skiing Exhibition
TONIGHT at 6:45

FREE PARKING
FREE PICNIC TABLES
"PACEMAKER" MINIATURE TRAM
THRILLING RIDES
EXCITING GAMES
Playground of the Finger Lakes

Phone 410 Brockport

THE ROXBURY INN
BROCKPORT

UNDER NEW MANAGEMENT
MR. and MRS. FRANK J. KLEE

Continuous Service Daily
Luncheon - 12 to 2 Dinner - 5:30 to 8:00
Sundays—Dinner is served 12:00 to 7:30
Drive Out and Enjoy Our Good Food

We Specialize in
Roast Long Island Duck - Price \$2.00
Steaks \$3.00

Wedding and Group Parties
By Appointment

ANNUAL

Strawberry Festival and Picnic Supper

Tomorrow, Saturday, July 21st

SERVING FROM 5 P. M.

ADULTS \$1.00
CHILDREN under 12 50c

Church of the Good Shepherd
East Henrietta Road
Route 15A

FREE MOVIES VARIETY BOOTHS
BIG FOOD SALE

In USED CARS, If It's by Whiting

It's A BUY!

OPEN EVENINGS TIL 9 ALL DAY SATURDAY

WHITING-BUICK, INC.
10 NORTH UNION STREET
Telephone BAK 1000

Another LOUIS A. WHELE FISHING CONTEST

In July

Enter this Month's Louis A. Whele Fishing Contest
Yes, the first day in each month starts a new Louis A. Whele Fishing Contest. Be sure to enter your catch. It will also be eligible for the yearly Grand Prize! Read all about it in the Louis A. Whele New York State Fishing Guide, which contains your entry blanks, too.

JUNE WINNERS

BROWN TROUT
J. V. Varone Smithtown 7 lb. 12 oz.
J. J. Stockdale Rochester 7 lb. 10 oz.
Bernard J. Uhl Rochester 7 lb. 9 oz.

MOCK TROUT
J. J. Smith Buffalo 3 lb. 9 oz.
J. J. Campbell Buffalo 3 lb. 1 oz.
M. R. Leach Gloversville 3 lb.

RAINBOW TROUT
David Osochak Rochester 11 lb.
R. C. Crotter Canastota 8 lb. 12 oz.
R. W. Hesse Newark 8 lb. 12 oz.

LAKE TROUT
Earl Traxel Bonville 24 lb. 8 oz.
R. C. Crotter Canastota 18 lb. 8 oz.
Cecil Knight Auburn 18 lb. 8 oz.

SMALL MOUTH BASS
H. Sweetmeier Rochester 4 lb. 11 oz.
M. C. Brown Rochester 4 lb. 11 oz.
Harold F. Day East Tonawanda 3 lb. 6 oz.
Evangeline Galt Rochester 3 lb. 6 oz.

PISCES
Henry Shaver Alexandria Bay 2 lb. 11 oz.
D. C. Swine Penn Yan 2 lb. 11 oz.
Frank Currier Dundas 2 lb. 11 oz.

ROCK BAS
F. W. O'Neil Buffalo 4 lb.
R. C. Crotter Canastota 4 lb.
Fred Remmers Buffalo 4 lb.

GENESEE

Not Suitable for Sale, Inc., Rochester, N. Y.

FINEST
FAMILY
OF FOODS
MONEY
CAN BUY!

Wheeler

Wheeler Maid Potato Chips
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