

Entertainment

Commercials...Are You Impressed?

It was reported some time ago that sponsors and the advertising industry which creates their product images don't care if commercials offend as long as they make an impression on the viewer and are remembered.

So, I took a quick poll around our house to find which were most memorable. Our 3-year-old didn't hesitate — "Nestles makes the very best... choc-lit." Hers was obviously a favorable impression since she went right to the refrigerator and got out the Hershey syrup can in the kind of confusing consumer reaction that probably drives Madison Avenue crazy.

Her father said he thought the auto industry commercials were memorable for being so unmemorable. I pointed out that he'd apparently forgotten about the Dodge girl and he countered that that was precisely his point.

Since I favor the light touch, I have two current favorites: Rocky Graziano for Brioschi, "So come on, eat all you want, you too 'in-any-way;" and the Alka Seltzer fables who discover their sponsor's products in the locker room after a rigorous blueberry pie-eating contest.

As I See It

By PAT COSTA

Then exploring the field a bit more I realized I had definite feelings towards a good many commercials.

Some evoke laughter, some nostalgia, some hunger, some fear; others spur emotions ranging from mild distaste to disgust.

Here are some award-winners:

Mirth: Alka-Seltzer, locker room fables; Brioschi, Rocky Graziano; Excedrin, headache number 74.

Nostalgia: Kodak and its

"Sunrise, Sunset" commercial.

Distaste: Scope, bad breath; Right Guard, "you've left your family defenseless."

Hunger: (Visual appeal with voice over), Sara Lee; Kraft.

Chafest music: Bit o' Honey, Armour's Hot Dogs; Salem cigarettes; Franco-American spaghetti.

Annoying: Charmin (please don't squeeze it); Dove (detergent that thinks it's a hand lotion); Crest (child interrupting - his father - at work series).

Meaningless slogans: Cigarettes (all-brands).

Physically tiring: Floor waxes, lawn products.

Books

New Reading For Our Times

Peasant of the Garonne, Jacques Maritain (Holt, Rinehart, \$8.95).

At 85, Jacques Maritain, the most distinguished Catholic philosopher of the 20th century, has written what he offers as his last book. The "peasant," as he calls himself in the title, is a man who calls a spade a spade, and a storm of controversy descended immediately on the book's publication in France. The "Peasant of the Garonne" is a sharp attack on the "new theology," hoping to cool off the fever for change which Maritain believes is imperiling the Church's traditional spirituality and even the substance of doctrine.

Shalom: Peace, Bernard Haring (Farrar, Straus, \$5.50).

This is an attempt to rethink the Catholic understanding of the sacrament of confession and reconciliation in the light of the ecumenical council. The Hebrew word "shalom" means "peace." Father Haring's subject is the sacrament through which God brings peace to man, a peace that effects not only the reconciliation of men with God but with one another.

Understanding God's Word, P. Derumaux (Dimension, \$8.95).

"To be ignorant of the Scriptures is to be ignorant of Christ"—most Christians today appreciate the significance of Jerome's incisive remark on the need for study of the Bible. Here is a brilliant book by an eminent scholar that will perfectly suit this purpose. In clear and popular terms, it retraces the history that brought biblical teachings into being.

from the call of Abraham to the apocalyptic vision of St. John, the beloved disciple of Christ. In addition, it analyzes the literary form and modalities of each major category of the biblical books. It puts in sharp focus the events which gave rise to the sacred texts and shows by maps, charts and graphs the special meaning of each book.

Good Viewing Ahead

FRIDAY, MAY 10

11:15 p.m. "Death of a Salesman," award winning 1952 movie with Frederic March, Mildred Dunnock, Channel 10.

10-11 p.m. American Profile, light-hearted look at century of American politics, NBC.

SATURDAY, MAY 11

9:30 p.m. The Singers—special explores successful careers of Aretha Franklin, Gloria Laing, ABC.

TUESDAY, MAY 14

10 to 10:30 p.m. "Cardinal Cushing of Boston," a portrait of Boston's famous Prince of the Church, CBS.

WEDNESDAY, MAY 15

9:30-11 p.m. CBS Playhouse "Secrets," original drama by Ted Mosel starring Arthur Hill, Barbara Bel Geddes, Eileen Heckart, Barara Hershey, Katherine Bard, Barry Nelson.

Movies

Here is a list of motion pictures currently playing in Rochester area theaters and the ratings given them by the National Office of Motion Pictures:

Paramount—"Where Angels Go, Trouble Follows (Family)," "Ring Around the World"

Regent—"Guess Who's Coming to Dinner" (Adults and adolescents)

Little—"Bedazzled" (Adults, with reservations)

Monroe—"Bonnie and Clyde" (Adults, with reservations)

Coronet—"In Cold Blood" (Adults)

Waring—"Bonnie and Clyde" (Adults, with reservations), "Luv" (Adults, with reservations)

Studio 2—"The Graduate" (Adults, with reservations)

Loew's—"Planet of the Apes" (Adults)

Stoneridge—"The Scalphunters" (Adults, adolescents)

Stutton—"Guns for San Sebastian" (Adults, adolescents)

"A Patch of Blue" (Adults, adolescents)

Cinema—"Poor Cow" (Objectionable in part for all)

Fine Arts—"In the Heat of the Night" (Adults)

Riviera—"The Fox" (Condemned)

Towhee—"Half a Sixpence (Family)"

Lyle—"Countdown" (Family), "Flaming Frontier" (Family)

Ridge—"Two for the Road" (Adults)

Panorama—"The Party" (Adults)

Capitol—"Games" (Adults)

COMING JUNE 7th

TOTAL LIVING COMFORT INDOORS & OUTDOORS

A Special Supplement To The

COURIER-JOURNAL

Aquinas Schedules 'How to Succeed' For Two-Day Run

Frank Loesser's "How to Succeed in Business Without Really Trying," will be staged by the Performing Arts Club of Aquinas Institute tomorrow and Sunday, May 11 and 12 at the Dewey Avenue school's auditorium. Curtain time is 8:15 p.m.


"How to Succeed" is the story of J. Pierpont Finch, who zooms from window washer to big business tycoon simply by buttering up the right people.

Tickets may be purchased at the door.

On the level, do you like the taste of whiskey?

Whiskey does not and should not taste like soda pop. But—whiskey can taste good. Whiskey can taste real good. Whiskey can taste wonderful.

Wait till you taste Carstairs.



Pay One Price! EVERY SATURDAY during MAY



Pay once... ride all day!

POP ride "passes" good for UNLIMITED trips on ALL park rides on these days, weather permitting, will be on sale from 1-9 P.M. for just \$3.00, including tax! (Our regular park ride tickets will also be sold and honored.)

ROSELAND PARK

ON CANANDAIGUA LAKE

Updated New York's Largest Amusement Park

TV Movie Ratings

Friday, May 10 - Thursday, May 16

Ratings are those given by the former Legion of Decency, now the National Catholic Office for Motion Pictures, when films were originally shown. A-1: morally objectionable for general patronage; A-2: morally objectionable for adults and adolescents; A-3: morally objectionable for adults; A-4: morally objectionable for adults, with reservations; B: morally objectionable in part for all; C: condemned. No Rating: film has not been reviewed by the National Catholic Office for Motion Pictures (formerly the Legion of Decency). N.B. Before A-3 classification was established, A-2 indicated morally objectionable for adults.

Movie listings supplied through the courtesy of TV Guide Magazine

Friday, May 10

Time	Channel	Movie	Rating
4:00 p.m.	8	I Died A Thousand Times	A-2
9:00 p.m.	10	Death of a Salesman	A-2
11:35 p.m.	13	Across the Bridge	A-1
11:45 p.m.	10	In a Lonely Place	A-2

Saturday, May 11

2:00 p.m.	13	Return of the Fly	A-2
2:30 p.m.	8	Going Steady	A-3
3:00 p.m.	10	Journey Beneath the Desert No Ritg Avible	A-2
3:30 p.m.	13	Curse of the Demon	A-2
6:00 p.m.	10	Wild One	B
9:00 p.m.	8	Never on Sunday	C
11:00 p.m.	10	The Malta Story	A-1
11:15 p.m.	8	Ghost of the China Sea	A-1
11:15 p.m.	13	Interlude	A-2

Sunday, May 12

2:00 p.m.	8	Once Upon a Time	A-1
2:00 p.m.	13	Inherit the Wind	A-3
9:00 p.m.	13	The Leopard	A-3
11:15 p.m.	10	Manhaded	No Rating Available
12:30 a.m.	13	Tovarich	A-1

Monday, May 13

4:00 p.m.	8	The Iron Mistress	B
9:00 p.m.	13	Mysterious Island	A-1
12:30 a.m.	13	Frontier Horizon	No Rating Available

Tuesday, May 14

4:00 p.m.	8	Mister Roberts	B
9:00 p.m.	8	Incident at Phantom Hill. No Rat's Availble	A-2
11:45 p.m.	13	Mr. Sardonicus	A-2

Wednesday, May 15

4:00 p.m.	8	A Song to Remember	A-2
9:00 p.m.	13	The Bedford Incident	A-2
11:30 p.m.	13	Babette Goes to War	A-2

Thursday, May 16

4:00 p.m.	8	King Richard and the Crusaders	A-2
9:00 p.m.	10	Wall of Noise	No Rating Available
11:30 p.m.	13	The Magnificent Seven	A-2

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