Is TV Missing the 'Do-It-Yourself' Boat?

By PAT COSTA

Television has already started to promote its new season and the big change this year is that there'll be no big change.

Movies to be screened in prime time dominate the schedule as they did last year, the only difference being that there will be more of them possibly with one network movie competing against another in the same time slot. Fewer current shows than usual have been cancelled.

The new shows include the inevitable situation comedies, at least one suspense show, a private eye series, and several variety shows including one to be called "The Beautiful Phyllis Diller Show."

And for the ladies in the audience who like to suffer along with dramatic characters there's a new soap opera debuting prior to the September premieres.

Movies

Most likely the imaginative effort of the network programmers year after year astounds you as much as it does me.

What amazes me even more, however, is how the industry manages to evade certain areas in which commercial television could and has succeeded marvelously well.

Americans have been notorious do-it-yo-urself-ers since the first boat landed.

Yet as far as I know the only subject in this vast field of possible programs explored to any extent at all has been cooking and physical exercise, unless you want to count the college credit courses offered at 6 a.m. on some stations.

Why must instruction be left to educational television? Not diverting enough?

Ridiculous. There are few things as diverting as an expert teacher in love with his

subject. Granted, an instructor with a hum drum presentation could kill an idea before it ever got off the ground. But in a nation as vast as this one with intellectual resources virtually unlimited

there should be no reason to use deadheads for anything no matter how knowledgeable So where to start? The list

of skills suitable for television instruction maybe as unlimited as those aforementioned intellectual resources.

As for me I'm mad for interior decoration. How I'd love to have someone tell me how to achieve great warmth, serenity and some semblance of loveliness in a room while allowing the newspapers, toys, books and television set

to remain. Second on my personal list would be a course in art appreciation with lots of background material on the artists, integrating their work

with their idiosyncracies and what their own communities thought of them as people.

After that I'd like to learn how to put in a zipper, start a new plant from a rosebush and read a roadmap, all supposedly simple skills which thus far have evaded me.

For the men in the audience, TV could start with a course on how to get the most use out of their power tools beginning with an introduction on safety practices. Follow that up with a series on how to speak in public, a course in cutting children's hair and how to take better pictures.

For the less mundane a class on how to acquire peace of mind, a symposium on how to tell a joke, instruction in how to have a constructive argu-

Diverting? Every bit as much as Phyllis Diller at

Books

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 of Motion Pictures of Motion Pictures currently playing in Rochester area theaters and the ratings given them by the National Office of Motion Pictures of Motion Picture tional Office of Motion Pic generation to generation, the concept and full meaning is not that easily exhausted. Tradition is something we do before we bother to provide ourselves with a general theory about what Regent—"Green Berets" (ration is we are doing. Tradition of the provide ourselves with a general theory about what it is we are doing. Tradition of the provide ourselves with a general theory about what rejects them. "Ghetto Fever" or the establishment of this passent much of his passet who has spent much of his passet of Chicago—tells the insider's story of the frustrations and despair of people trapped in a society that, for the most part, rejects them. "Ghetto Fever" or the establishment of the provide ourselves with a general theory about what rejects them. "Ghetto Fever" or the establishment of the provide ourselves with a general theory about what rejects them. rating available) Regent—"Green Berets" (ratific is we are doing. Tradition argues for the establishment of and change in the Church have ing unavailable)

Cimema — "Rosemary's Baby" (Condemned)

Little — "Elvira Madigan" (Adults)

Monroe and Coronet-"Ther-

Studio 2 - "The Graduate" end of time. (Adults, with reservations)

(Objectionable in part for all)

Ours" (Family)

Stutson — "The One and Only Original Genuine Family Band"

Millie" (Family)

their counterpart in traditions that would include the developand change in everyday life.
Father Mackey demonstrates parishes in the Negro slums of America. The church, says Father slums of America. tradition meant to people ther Millea, must be the sign through the various ages of those for black people, in Christianity. God's definitive urban ghettos. ese and Isabelle" (Condemned) self-revelation to man occurred in the coming of Christ at a Riviera - "Dr. Doolittle" particular point of time. Man's realization of and response to this revelation continues to the

EVERYMAN A BROTHER by Loew's - "The Detective" Wm. F. Drummond (Corpus Books; \$4.95) _ Most writers today realize that papal utter-Stoneridge - "The Thomas ances are generally the final Crown Affair" (Objectionable in climax in a process of doctrinal development and refinement. A Panorama—"The Odd Couple" critical element in this process is the study of problems by throughout Fine Arts — "Guess Who's Father Drummond's book is Coming to Dinner" (adults, such a study. He examines critical examine cally the major social encycli cals of the modern era. Where Towne - "Yours, Mine and pertinent, he brings in the conclusions of Vatican Council II. The result is a well-rounded and balanced analysis.

GHETTO FEVER by Rev. Th. Waring—"Thoroughly Modern V. Millea (Bruce Pub.; \$3.95). "The reason for the anguish

TRADITION AND CHANGE and sometimes anger in my Don't You Really Love Me?-IN THE CHURCH by J. P. voice," writes Fr. Millea, "is Champlin (\$1.35)

Some New and Recent Paperbacks

Tortured for Christ — Wurmbrand (\$1.25) Hippies in Our Midst—Earisman (\$1.95)Thorns in America's Side

SIDEWALKS . NEW TVID CEMENT PATIOS REASONABLE PRICES

A. J. ARIENO 235-4371

(Series of 9 pamphlets)



PRODUCT



BOTHED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY ROCHESTER COCA-COLA BOTTLING CORPORATION

of Decency). N.B. Before A-3 classification was established, A-2 indicated morally unobjectionable for adults. Movie listings supplied through the courtesy of Rating A-1

PROTECT YOUR HOME

ELECTRO-AIR

electronic air cleaner

your forced air heating or

For more information:

cooling system.

Removes up to 90% of the dirt particles that pass through

install an

AGAINST THE INVADERS...

DUST, DIRT AND POLLEN!

COUPON

CALL ANYTIME 458-2846

ROCHESTER AUTOMATIC HEATING CORP.

1459 LAKE AVE. near Kodak

COMFORT FOR SALE

"See Us About Total Living Comfort"

TV Movie Ratings

Friday, July 19 - Thursday, July 25

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 unobjectionable for general patronage; A-2: morally unobjectionable for adults and adolescents; A-3

morally unobjectionable for adults; A4: morally unobjectionable

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

TV Guide Magazine

friday, July 19

Don't Bother to Knock

Movie

10 Scott of the Antarctic

13 Raw Wind In Eden

10 Let's Do It Again

Time

4:00 p.m.

9:00 p.m.

11:35 p.m.

11:45 p.m.

4:00 p.m.

9:00 p.m.

Saturday, July 20 10 Blood on His Sword No Rating Available 2:00 p.m. The Women Eater No Rating Available 2:00 p.m. The H Man 3:30 p.m. 13 5:35 p.m. 10 My Six Convicts I'd Rather be Rich 9:00 p.m. 11:00 p.m. 10 China Venture Contraband Spain No Rating Available 11:15 p.m. 13 Tammy and the Bachelor 11:15 p.m.

Sunday, July 21

2:00 p.m. 8 Perfect Strangers 5:35 p.m. Sherlock Holmes Faces Death 11:15 p.m. 10 The Black Castle 11:45 p.m. 13 Swing Your Lady

Monday, July 22 8 Highway 301

4:00 p.m. 13 Midnight Lace 9:00 p.m. 12:30 p.m. 13 Oklahoma Territory Tuesday, July 23

8 Sierra Stranger

8 Mister Moses 8:30 p.m. 13 Ride a Crooked Trail 11:30 p.m. Wednesday, July 24 -4:00 p.m.

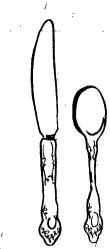
8 Suicide Mission A-2 9:00 p.m. 13 Ski Party 11:**30** p.m. 13 Carry on Cleo No Rating Available

Thursday, July 25 4:00 p.m.

8 The 30-Foot Bride of Carady Rock No Rating Available 10 Tickle Me 13 The Wild and the Innocent

Heating and Air Conditioning





MARSHALL'S STEAK HOUSE

FAMOUS FOR FINE FOODS 2820 Dewey Ave. **6**63-9**₹**36•

Bernie Dwyer, Prop.

Treat your family to an elegant dine out at Frank Marshall's Restaurant. You will find the price is right and a full menu of selective food—chops, steaks, fowl, fish and sea food. Watch for Bernie Dwyer's week-end specials. See for yourself why the crowd rayes about the food and cocktails served at Frank Marshall's



WHERE EVERYONE MEETS AFTER CHURCH

3400 MONROE AVENUE

HOUSE OF LEW ORIGINAL CHINESE FOOD Featuring Complete Luncheons. & Dinners, Parties & Banquets, Yanke Out Orders, Exotic-Tropical Drimsks.

Open On All Holidays

Hours Mon.-Thurs, 11-1; Fri. til 2 A.M FREE PARKING ACROSS THE STREET Set. til 3 A.M.: Sun. I- 1 232-7533 or 325-92₽7 133-535 STATE ST.

FEATURING NEW ENGLAND 7 COURSE GLAMBAKE

Fri. 5 gom to 1 am Sat. 5 pm to 1 am Sun. 1 pm to 9 pm REPEATED BY POPULAR REQUEST 461 State St. Call 454-4310 Chef PEPE CAIRO

Joe Grassi — Your Host

"THE COMPLETE RESTAURANT" LUNCHEONS . DINNERS . AFTER THEATRE SUPPER

INTIMATE LOUNGE ENTERTAINMENT 368 JEFFERSON RD. — Opposite 'Southtown' Phone 473-3545



232-3030

ROCHESTER NY



The Elbow Room LUNCHES • DINNERS • COCKTAILS

DANCING FRIDAY & SATURDAY NITE

Dinners 5 to 7 . . . Sat. (#11 10 Lunches II:30-2:30 Dinners 5 to 7 . . . Sat. 'till WE CATER TO PARTIES AND BANQUETS

YERY SPECIAL JUMBO 4 LB. LOBSTER

FOR TWO

SALAD, BAKED POTATO

Merle Sweets'

Downtowner

Also featuring Duck, Beef Wellington and many other entrees 100 SOUTH AVE. at BROAD Free Inside Parking



Weekdays 11:30 tom 2 DINING ROOM HO TURS Reservations, 312-4 220



Restaurant and Cocktail Lounge "High Adventure in Fine Dining" 1384 Empire Blvd.

LUNCHEONS Puisinier **DINNERS** COCKTAILS

Your Host-Russel Sanguedo-4ce Hours Sunday 1 F h Daily 11 A M FOR Reservations Ca 31

458-9826

AMERICA'S

MOST

FREE PARKING 300 LAKE AVE.

Brien's Inn

Plan a week-end overnight trip to America's Mad Scenic Mole 1

and Restaurant with the 20 mile min it Or just drive driwn his Sunday dinner or week-day Dinner Plan to visit the Discilled Carmelite Monastery, which is 600 feet above O'Briens Ora route 17. Waverly Hilf. Phone 607 565 2817

RED

Downtown 36 W Main LUNCHES - DINNERS Mon -Fri . 11 30 9 pm. Phone 325-2740 Catering To Banquets-Weddings-Parties



LION Monroe Ave.

Open 7 am to fipm 7 Days a Week Next To King James Moter 2833 Monroe Ave 244-9830

Rochester's favorite moontime Restaurantil Serving Monday thru Friday 11:30 til 2:00. Friday nights 4:30 PHONE 266-3440

Make reservations now for banquets or parties Owned and operated by Evelyn & John Walsh

Our Famous Continental Dinners By Candlelig ht Specialties: In The New Germon Cocktail Lounge 67 Chestnut St. at Midtown Hungarian Tel.: 546-8280 American



JANIE PORAY Organ In Our Lounge Nitely

2851 W. Henrietta Road

French

JOE CADY'S 7 Piece Orchestra Playing Nitely 9 30 PM til I 30 A.M. GR 3-3-811

266 9675

SERVING FOOD AT ITS BEST DRINKS AT YOUR BEST

Tack Bayliss



RENOWNED COCKTAIL HOUTR DAILY - LUNCHEON - DINNER CLOSED SUNDAYS • 621-2120 2485 Mr. Read Blvd.

4565 CULVER RD



Closed Mondays

DANCING AND ENTERTAINMENT

STARTS AT 930 EVERY NIGHT

The Big Tree Inn GENESEO, N.Y.

Try Chef Sylvester's Gourmet Cooking "In the heart of Genesee Valley" 30 Miles from Rochester 42 MAIN ST. CALL 243-2720

IN IRONDEQUOIT IT'S...

2255 Hudson Ave.

266-985 5

COR MAIN & STELLSON

Ben's CAFE SOCIETY

. . A GREAT PLACE FOR LUNCH . . . DINNER FROM 5-10 P M BEN RIBAUDO'S GREAT MUSICAL GROUP

Vocalist BOBBY KELLY Singing Nightly

The HIGHLANDER RESTAURANT

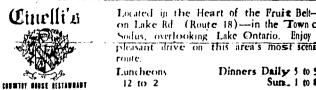
Lunch II 30 A.M. - 2.P.M., Dinner 5-9.P.M., Sat. Til 10 P.M., San. 4-9.
Featuring Fine Food and Cocktails Surrounded by
the Colorful Tartens of Bonny Scotland 4400 WEST HENRIETTA ROAD



HOLLOWAY HOUSE Route 5-20 East Bloomfie'd, N. W.

Early American atmosphere serving traditionally good food Luncheon 12-2, Dinneys 5.30 90 8 30 P.M. Sundays 12 noon to 7 30 P.M. Telephone Holcomb 657-7120, Air conditional Oscir famous FRIDAY BUFFET served 5:30 to 1:330 P.M. during July and August Closed Mosmodays Weddings and Banquets.

TO ADVERTISE IN THIS COLUMN-PHONE ART TAYLOR 454-7050



on Lake Rd (Route 18)-in the Town of Sodus, overlooking Lake Ontario. Enjoy a pleasant drive on this area's most sense. Dinners Daily 5 to 59

HAPPY ACRES Country Clubing_ WEBSTER, N.Y. 440 SALT RD. N.



Serving Dinner Daily 5 to 8 p.m. Weed, Fri. & Sum. 5 to 9 p.m. Businessmen's LunchessMon. thru Fri 11:30 to 2:30, Parties, banquets.

and wedding receptions. Phone 671-5887,