

As I See It

Oh, Those Saturday Morning Commercials!

By PAT COSTA

The going on Saturday mornings gets rough. By 7 a.m. the parade of cartoon features that will continue on in some cases until 2:30 in the afternoon is under way. And accompanying the animated fare are commercials, sponsors' messages or propaganda, call it what you will, designed expressly for the little folk.

No ads during these hours telling Mom what dishwashing detergent to use to keep her hands lily white and petal soft. Nothing about razor blades, laxatives, or denture fixatives. Cake mixes, polyunsaturated shortenings and non-dairy creamers are out. Likewise electric dishwashers, vacuum cleaners and dehumidifiers, or humidifiers, depending on the season.

Instead, the pitch is made

directly to the juvenile mind, with color, cunning and every psychological aid that Madison Avenue can come up with.

Throughout the year, cereals are a big item with the ad men using several ploys to entice the kids. If the cereal in question is not sugar encrusted, then some fantasy figure (Tony Tiger, Captain Crunch) is associated with the product to make it more desirable. Sometimes it is prizes either found in the box or to be sent away for with the necessary box-top or an athlete endorsing the breakfast food as a body builder. Sometimes it is all of them.

Now with Christmas but a month away, cereals are taking a back seat to toys, although toys seem entirely too innocuous a term to describe the super-mechanized instruments being peddled as must-have possessions without which no little boy or girl can truly be happy.

The hard-sell advertising takes a variety of methods, but each appeals to an emotion basic to childish dreams: "Be a real help to Mommy, cook a sizzling steak for Daddy, be the first on your block to own it."

Background voices cajole and encourage the child to want, want, want, while tiny dimple-faced actors demonstrate how happy the possessions have made them. A camera manufacturer anticipates a mother's question and arms the child with answers as to why he must have it. The clincher: "I can use it for school work."

Parents respond in various ways. Some merely resign themselves and purchase to whatever extent their pocket-books will allow.

One mother I know long ago stopped explaining to her child why she couldn't have every toy she cried for.

"I merely say O.K. and she forgets it by the time the

next commercial rolls around."

At our house, that works some times, but I have come up with my own weapon, a little harsh perhaps, but necessary I feel in light of the sophisticated selling methods used by the advertisers.

A month ago I began telling our 3-going-on-4-year old that many of the toys she sees on television are cheaply made, overpriced and do not last. If they were good toys, I explain, they wouldn't have to sell them so hard.

It works, principally because it is true and because we've already made our first visit to a toy department where the highly touted TV items lose a great deal of their luster when seen among the other toys.

Do you have a favorite Sunday morning religious program? If not, why not? Write and tell us about it.

Movies

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

- Paramount—"Duffy" (Objectable)
- Regent—"I Love You, Alice B. Toklas" (Objectable)
- Cinema—"For Love of Ivy" (Adults)
- Waring—"Great Catherine" (Adults); "Heidi" (General)
- Monroe—"Finders Keepers" (No rating)
- Riviera—"Strange Affair" (Condemned)
- Studio 2—"Belle Du Jour" (Objectable in part for all)
- Loew's—"Lady in Cement" (No rating)
- Stoneridge—"Secret Ceremony" (Adults with reservations)
- Panorama—"2001: A Space Odyssey" (Adults and adolescents)
- Towne—"The Legend of Lylah Clare" (Objectable)
- Stutson—"Coogan's Bluff" (Condemned)
- Fine Arts—"Snow White" (General)
- Little—"Paris Blues" (No rating)
- Lyell—"Boston Strangler" (Objectable)



Introduction to 'World of Books'

First graders at St. Margaret Mary School, Irondequoit, are introduced to facilities of school's newly-renovated Primary Library during "Children's Book Week (Nov. 17-23). Pictured are Mrs. Joseph D'Arienzo (left) and Mrs. Joseph Valla, library assistants, and Sister Mary Stephan, SSND, principal. Sister Mary Prudentius, school librarian, introduced second and third graders to use of library during American Education Week.

LEPROSY CAN BE CURED!
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A \$3 supply of sulfone can arrest or even cure leprosy. Give to the Christmas Appeal for lepers. Your little bit will go a long way.

HAVE YOU GIVEN?
Your gift will help make Christmas a more meaningful one for the 10 million leprosy patients throughout the world. Give today.

TV Movie Ratings

Week of Fri., Nov. 29 - Thurs., Dec. 3

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; A-4: 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 of Decency). N.B. Before A-3 classification was established, A-2 indicated morally unobjectionable for adults.

Movie listings supplied through the courtesy of TV Guide Magazine

Time	Channel	Movie	Rating
Friday, Nov. 29			
4:00 p.m.	8	Court Martial	B
9:00 p.m.	10	Men of the Fighting Lady	A-1
11:30 p.m.	10	Captain From Castille	A-2
11:30 p.m.	13	The Boy Cried Murder	Not Listed
Saturday, Nov. 30			
3:30 p.m.	8	Warrior and the Slave Girl	A-1
5:35 p.m.	10	Run for Cover	B
9:00 p.m.	8	Morgan	A-3
11:15 p.m.	13	Incident At Phantom Hill	A-1
11:20 p.m.	8	Left Hand of God	A-2
11:35 p.m.	10	Sherlock Holmes Faces Death	A-1
Sunday, December 1			
2:00 p.m.	13	Sandokan Fights Back	Not Listed
4:00 p.m.	13	Bikini Beach	A-3
5:00 p.m.	8	Mister Roberts	B
9:00 p.m.	13	The King and I	A-1
11:45 p.m.	13	The Dark Command	A-1
11:35 p.m.	10	Barricade	A-2
Monday, December 2			
4:00 p.m.	8	The Cruel Sea	A-1
9:00 p.m.	8	Games	A-3
Tuesday, December 3			
4:00 p.m.	8	Body and Soul	A-2
11:30 p.m.	13	Wild, Wild Winter	A-2
Wednesday, December 4			
4:00 p.m.	8	Lydia	A-2
9:00 p.m.	13	The Interns	A-3
11:30 p.m.	13	The Hang Man	A-2
Thursday, December 5			
4:00 p.m.	8	Eureka Stockade	Not Listed
9:00 p.m.	10	In the Cool of the Day	B
11:30 p.m.	13	Taggart	A-2

'Shoes of the Fisherman' Papal Election Scene Highlight of Movie

By GERARD HEKKER

New York—(RNS)—"The Shoes of the Fisherman," the motion picture adaptation of Morris L. West's novel, had its world premiere here recently and met generally wide critical displeasure.

Despite this disdain on the part of the film critics here, "The Shoes of the Fisherman" is a long, elaborately produced motion picture which has one highly unusual scene if nothing else. And that scene—the election of a Pope—is well worth the effort in attending.

The motion picture critics here were in agreement with the film's authenticity of locale and treatment. Two of the critics cited the scene of the election of the Pope as particularly exciting. Said one critic, "At times it's like a documentary of a papal ritual."

This is not surprising considering the care and attention M-G-M gave to details, especially in this election scene.

The astounding aspect of this scene is that it was not filmed in the Vatican's Sistine Chapel but in an exact replica constructed in Rome's famed Cinecitta Studios. And, as a topper to this, the entire set of the chapel with its famed Michelangelo frescoes was painted in Hollywood and shipped to Italy.

Edward Carfagno, one of the art directors for "The Shoes of the Fisherman" explained how this was accomplished.

Carfagno began his research at the Vatican. After a visit to the Sistine Chapel, he was able to obtain a heavily illustrated volume which showed the chapel in its true colors.

In addition, Carfagno said that Vatican officials showed

a documentary film which they had taken of the election of Pope Paul VI.

On his return to Hollywood, he set in motion the operation to reproduce the Sistine Chapel to scale and he decided that the best artists to accomplish this were in this country. Over 200 of them worked on the project for three months.

After they finished, the paintings on canvas were rolled, boxed, and shipped by air to Rome. The set for the chapel alone was insured for \$750,000.

After the canvases arrived in Rome and were erected on the huge sound stage at Cinecitta, attention was given to the task of outfitting the chapel as it appears during a conclave which elects a Pope.

Hey, Mrs. Baer

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Bishops Should Television NCORT

NC News Service
New York—The executive director of the National Catholic Office for Radio and Television (NCORT) said more bishops should participate in the programs being produced for the Church.

Charles Reilly said that he did not want to suggest that the Church be represented in broadcasting only by members of the hierarchy. "However," he stated, "bishops have not made use of the media to the degree that they should. There is a big potential for assistance to them in their pastoral work within their dioceses."

"Equally important, the national posture of the Catholic Church can be established with greater certainty and leadership if these men assume a prominent role with the broadcasting media," Reilly said.

NCORT was established by the American bishops in late 1965 and given two main responsibilities: to assist diocesan radio and TV directors in local broadcasting activities and to serve as an information bureau for the radio and TV industry at the network and group station level.

Next Jan. 1 the agency assumes responsibility for regularly scheduled network religious programs formerly produced by the Radio-TV unit of the National Council of Catholic Men.

Reilly said the office hopes to approach the new responsibility with "flexibility and creativity. The times are changing so fast that the rule book for 'religious programming,' if indeed there ever was one, has gone out the window," he said.

"There was nothing in the history of religious broadcasting that would have prepared anyone for association with a popular TV entertainment

'Medicorps' Sets Help to Biafra

Rochester's "Operation Medicorps" has raised \$7,000 and will send a doctor to an Ivory Coast camp for Biafra refugee children, the organization reported this week.

Dr. Frederick D. Rose, chief medical resident at Jefferson Medical College Hospital in Philadelphia, will be the first doctor sponsored by the group. He formerly served in West Africa as a Peace Corps volunteer on loan from the U.S. Public Health Service.

The local fund-raisers, mostly young people, organized in October with a goal of \$2,300, the estimated cost of sending one doctor into the Nigeria/Biafra area for three months. About 30 doctors are prepared to go on such short-term duty, according to the Boston-based Medical Support Committee. The Rochester group intends to continue soliciting funds toward their transportation and living expense.

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