

Channel - Hopping and Musing

By PAT COSTA

Some comments about a variety of things, either directly or indirectly related to television. Gen. Dwight David Eisenhower died on a Friday. Nearly a full week later he was laid to rest after a protocol ceremony...

forces were made in this direction. The news that CBS had canceled the Smothers Brothers Show for next season due to conflict with Tom and Dick Smothers over censorship left out one little fact, namely that the singing comedians had become terrible bores. Not even poor taste or controversy seemed to help them.

Chicago — (RNS) — "The Beatles, the Doors, LSD, the hippies and all the rest of psychedelica, bag and baggage, are a judgment that God has visited upon his people for their sinfulness." This appraisal was made by Father Andrew Greeley, of the National Opinion Research Center, University of Chicago.

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Some Excellent Films Get Fast Shuffle



Anthony Perkins and Tuesday Weld in "Pretty Poison," a film which some critics say suffered because of a poor advertising and promotion campaign.

Catholic Press Features — New York — "Movie history is littered with the discarded corpses of great films few people ever saw."

While the spotlight this time of year is hogged by successful films picking up various awards as best of the year, more and more attention is being given to the little-remembered but nevertheless worthwhile films that were practically smuggled in and out of neighborhood theaters before the public had a chance to take notice.

The "Newsweek" critic, Joseph Morgenstern, has bemoaned the poor industry promotion that had been accorded "Pretty Poison," but other critics have decried the lackluster promotional campaigns that accompanied such films as "Paper Lion," "The Firemen's Ball," "The Producers," "Will Penny," "Isabel," "The Bofors Gun" and several others which require, according to some critics, "special treatment" if they are to survive in the world of such block-busters as "Oliver!" and "Fanny Hill" and "The Lion in Winter."

Richard Schickel of "Life," looking back on films he had neglected to review during 1968, said "one feels uneasy about... the good little pictures, carefully crafted, honestly made, that for some reason slipped through the meshes" and which deserve a much better fate than the bottom half of a double bill.

But Morgenstern of "Newsweek," picking up the cudgels for "Pretty Poison," which has become a kind of cause celebre among some critics, attacked the movie industry's selling technique when he wrote: "A truly marvelous thriller called 'Pretty Poison' popped up recently after no advance publicity, almost no press previews, no first-run engagements and little critical support."

"Pretty Poison" is about a neurotic young man (Anthony Perkins) who lives in a fantasy world and convinces a 17-year-old high-school girl (Tuesday Weld) that he is a C.I.A. agent out to stop a Communist plot to poison the world's population. By film's end she has killed two people, including her mother, and planned the murders on him.

Some viewers saw the film as an expertly-made commentary on violence in America. But as James Arnold, critic for a number of Catholic newspapers, put it: "It sneaked by the critics and nearly everyone else because of cheap advertising that made it seem like another low-budget imitation of 'Bonnie and Clyde' for the drive-in set."

In "The New York Times," Rex Reed, a strong critic of Hollywood mores and moths, complained bitterly that "Will Penny," a Western starring Charlton Heston, suffered from "one of the worst ad campaigns ever dumped on a movie," even though the picture "was one of the most luminous and penetrating films ever turned out by Hollywood."

made the film appear to be another conventional Charlton Heston epic, only Western-style this time, while it was in his opinion a film which "shows with subtlety and detail that cowboys are anything but the embodiment of the songs Burl Ives sings."

(Answering Reed, "Variety" — the show-business paper — contended that "Will Penny" started out with "Paramount's artiest campaign of the year — ads presenting it as a serious western drama" — but that the film fared so poorly in its early showing with this kind of ad campaign that Paramount decided to switch to a hard-sell approach.

Nevertheless, Reed and others contend that the film companies ought to invest more of their ad budget in the small, quality but struggling film instead of pouring money into big-budget films which already are doing well.

"Studios would rather spend a million dollars promoting a \$5-million picture than spend \$100,000 on a film brought in for half a million. Consequently, a dog like 'Blue,' which no amount of publicity could save, and even three blockbusters like 'The Odd Couple,' 'Rosemary's Baby' and 'Barbarella' — which didn't need the ad campaigns — got all the money, while 'Isabel,' 'Will Penny' and 'Targets' (a raw, energetic blend of social comment and movie-buff nostalgia) were treated with a go-to-hell attitude."

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He charged that the ads

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:

- With the Catholic Office ratings, we include the ratings of the Motion Picture Association: G, general; M, mature audiences; R, restricted (persons under 16 admitted only when accompanied by parents or adult guardian); X, persons under 16 not admitted.
Paramount — "Angel in my Pocket" (General). G.
Regent — "Up Tight" (Adults). M.
Cinema — "Buona Sera Mrs. Campbell" (Adults). G.
Waring — "The Lion in Winter" (Adults). G.
Monroe — "Funny Girl" (Adults and Adolescents). G.
Rivera — "Smith" (General). G.
Studio 2 — "Three in the Attic" (Objectable). R.
Lowe's — "Charly" (Adults). G.
SEneridge — "The Love Bug" (General). G.
Panorama — "Oliver!" (General). G.
Towne — "Romeo and Juliet" (Adults, with reservations). G.
Stations — "The Shoes of the Fisherman" (General). G.
Fine Arts — "2001: A Space Odyssey" (Adults and Adolescents). G.
Lyle — "100 Rifles" (Objectable). R.
Little — "S.K.A.M.E." ("Shame") (Adults). R.

Gallery Lists Show Dates

Memorial Art Gallery of the University of Rochester has announced dates for the 1969 Rochester-Finger Lakes Exhibition, the Gallery's first regional art show since the shutdown in 1966 for construction of the new facilities.
Exhibition dates are May 3-June 8. The last day for submitting entries is April 12. Judging is scheduled for April 14-18. Judges will be John Gordon, curator of the Whitney Museum of American Art, New York City, and Paul J. Smith, director of the Museum of Contemporary Crafts, New York City.
The show is open to all artists and craftsmen 18 years old or older living in the counties of Allegany, Cayuga, Chemung, Cortland, Genesee, Livingston, Monroe, Onondaga, Ontario, Orleans, Oswego, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne, Wyoming, and Yates. Eligible media are painting, drawing, sculpture, prints, ceramics and pottery, decorative arts and crafts, and weaving.

Senior Wins Poetry Award

Nazareth Academy senior Teresa Miller has been chosen winner of the 1969 Junior Literary Award for Poetry sponsored annually by Friends of the Rochester Public Library.
Teresa, daughter of Mr. and Mrs. Paul W. Miller, 1235 Henrietta Rd., Webster, will receive the award at a luncheon at noon Monday, April 14, in the Chamber of Commerce.
She will be given a plaque, a \$25 prize, and another plaque for her school. She will read her poem, "I Wait for Spring," at the luncheon. She won the award in competition with students from public and private high schools of the county.

TV Movie Ratings

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

Table with columns: Time, Channel, Movie, Rating. Rows for Friday, April 11 through Thursday, April 17.

WATER HEATER LEAKING?

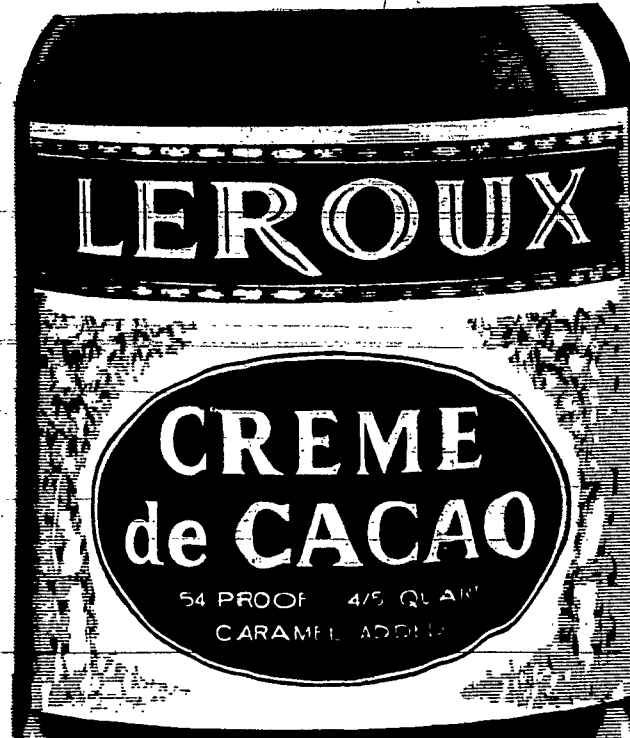
DANONTIGNER Gas Water Heater \$154.95 30 Gal. Model. Includes Delivery and Normal Installation. Budget Terms. 10-YEAR GUARANTEE. ROCHESTER GAS AND ELECTRIC 89 EAST AVENUE • 546-2700.

The Beatles... a Judgment on Mankind

Chicago — (RNS) — "The Beatles, the Doors, LSD, the hippies and all the rest of psychedelica, bag and baggage, are a judgment that God has visited upon his people for their sinfulness." This appraisal was made by Father Andrew Greeley, of the National Opinion Research Center, University of Chicago.
He believes the Roman Catholic Church particularly deserves the judgment because as "the mother of liturgy in Western Society (she) has no response to the problems of the hyper-rational society."

prayer. Psychedelica is pursuing the sacred, and we are busy celebrating the glories of the secular city."
Writing in the current issue of "The Critic," a bimonthly published here by the Thomas More Association, the priest-sociologist was sharply critical of his Church.
Indicating that some Catholics are now beginning to jump onto the "band-wagon of scientific secularism" at the moment others are getting off, he declared:

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