### Cigaret Ads Cure Smoker

By PAT COSTA

I owe a lot to television. the advertising agencies was Six years ago, while watching a "CBS Reports" documentary on the tobacco industry, I became so angry that I threw the rest of the pack of cigarets I'd been smoking in the waste basket.

It was a television ad man who has saved me from that pack a day ever since.

In the documentary, which was attempting to give both sides to the cigaret storyi.e., the health groups versus all those making a profit from the production and sale of tobacco-a variety of people were being interviewed.

When the head of one of

### **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.

Cinema - "Goodbye, Colum-(Adults, with reservations). R.

Fine Arts - "Romeo and Juliet" (Adults, with reservations). G. Little - "The Loves of Isa-

dora" (Adults). M. Loew's - "Castle Keep" (No

Reating). R. "Funny Girl' Monroe — (Adults and Adolescents). G.

Panorama "Ben Hur" (Gen-Paramount \_ "What Ever Happened to Aunt Alice?" (No

Regent-"Stiletto" (No Rat-

Riviera — "Krakatoa, East of (Adults and Adoles using the energy and aspira-Java" cents). G.

Stoneridge -- "The Bridge at Remagen" (Adults). M. Studio 2 - "Can Hieronymus Merkin Forget Mercy Humppe

(Condemned). X. Stutson - "2001: A Space Odyssey" (Adults & Adoles

and Find True Happiness?

Towne I - "Me, Natalie"

Towne H - "Popi (Adults and Adolescents). G

Waring-"Peter Pan" (Gen-

of smoking, he refused to admit there could be anything harmful about tobacco. His protective attitude to-

asked to give his honest and

candid opinion of the safety

wards his livelihood, coupled with his sneer towards the health experts, accomplished for me what all the doctors' warnings had not been able to do for the five previous

I quit smoking in a burst of idealistic indignation over what I considered out and out deceit. My probably irrational distaste for the Madison Avenue techniques of making cigarets seem desirable has been growing ever

So irritated do I get over the cigaret commercials, particularly on television, that I cannot simply sit there and let them wash over me.

Rather I sit there and

An Empty Spoon, by Sunny

Decker (Harper, Row; 1969).

Fresh remarks on every page

by a teacher who spent two

years in a ghetto school in

Philadelphia trying to connect

The Strawberry Statement,

by James Kunen (Random;

1969). Notes of a college

revolutionary written with great wit and insight. Educa-

Students Without Teach-

ers: The Crisis in the University, by Harold Taylor (Mc-Graw-Hill; 1969). Explores

the causes of student repe lion and outlines a way for

tions of the young as positive

forces in education. Educa-

Three Cheers for the Para-

clete, by Thomas Keneally

(Viking: (1968), Provocative

novel about a young Austra-

lian Catholic priest, restless

within the Church, who

chooses an inner freedom

A Set of Variations, by

Frank O'Connor (Knopf; 1945-

69). This final collection of

stories by the great Irish

writer contains some of his

Professor Wilmess Must

most mellow work. Fiction.

via submission. Fiction

with the kids. Education.

analyze each commercial and poke fun at the gambits employed by the highly skilled copywriters to pander to the smokers' emotional needs.

One of my favorites, already discarded in favor of some new ploy was the one that claimed that "Happiness is-a Kent."

Old Gold attempts to appeal to those who'd like to think that they are different from the run of the mill crowd, with its "Independent" campaign. Its commercials show the Old Gold smoker striking out away from a huge traffic jam. which suddenly turns into a cattle stampede.

Virginia Slims with its "You've Come a Long Way Baby" slogan appeals to that feminist instinct in women which says heware of any man dictating what you can or can not do.

Marlboro apparently is for the man not too sure of his

masculinity. Why else must their image be the weathered, tatooed cowboy astride a

Salem looks like it is never going to give up on the ". . . you can't take the country out of Salem" ditty. And why should they, when they're having such success convincing people that their product is synonymous with freshness intead of lung pollution.

culine man and maybe the masculine women with its "no nonsense—no frills" ap-Tareytons combines badgrammar -- "Us T. smokers

Camel goes after the mas-

Winston may be the worst of all, turning the cigaret into a love object as some sugar-voiced singer drools

nauseam.

**Books on Loan** 

found on the shelves of the Rochester Public Library, or

may be obtained through any affiliated library in the dio-

across the street and she thinks you're trying to

snatch her purse." From "Black Misery" by Langs-

ture.

earn you a place in the sun in today's Golf Era. Litera-

Houdini, by Milbourne Chris-

topher, (Crowell; 1969). A

magician's review of the great

People and Plans, by Her-

bert Gans (Basic; 1968). Cri-

tical essays on the city plan-

ing practices which ignore

the goals of the citizens.

Business and Social Science.

**NEWS** 

**NOTES** 

How would any community operate today without all the

Often this help takes the form of fund-raising for the

community, church or charitable project. And whether this fund-raising is large or small in scope, it does require a leader

or chairman who will inspire enthusiasm and get the job done.

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We're especially happy therefore that under this new con-

previous program for non-profit groups and demonstrated well

A-2 cept of fund-raising, we can now offer something more tangible
A-2 that a mere word of appreciation. Yes, MONEY LABELS repre-

A-1 sents profit for everyone concerned and this very definitely

A-2 the amount depending on the number and label returns of those members who actively participate. At long last we have a pro-

accept leadership in à volunteer project.

includes the chairman. This time she will be paid for her offorts

gram which "sweetens" the usually thankless job of those who

B can "reward" your chairman. How? By doing your utmost to co-

B operate-in purchasing M/L products, in saving the specified

proofs of purchase, and in getting these to her on time. Thus

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dentify the GROUP concerned since you can participate only

through a group. Call 546-5140 or 865-1554, fill out the coupon

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A-1 Canandaigua Region—Mr. Frank Crociata, 35 Scio St., Rochester

This fall when MONEY LABELS gets underway, you too

We welcome all requests for information about MONEY

volunteer groups which place service above self? One can hardly magine the result if their efforts suddenly came to a halt. In

spite of the number of government and private agencies estabished for the benefit of society, there is still a tremendous need

Rating for the supplementary help given by the dedicated volunteer.

escape artist. Biography.

ton Hughes, sketches by Arouni.

Die, by Paul Rader (Dial;

1969). Satire on current stu-

dent rebellion and faculty

bewilderment on college cam-

Potter (McGraw-Hill; 1968).

With tongue in cheek, this

snide gambits and treacher-

ous plays which, if followed

assiduously, will not only

guarantee your survival but

details all the latest

Golfmanship, by Stephen

puses. Fiction.

The following books of interest to our readers may be

would rather fight than

switch" — with invincible

"Me and my Winston" ad-

## Films Try Lesson's of Past on Today

o day Philadelphia and concerns

an armed robbery undertak-

en by Negro activists in their

increasing frustration with

pon of social change," Miss

"In fact, the main thrust

of the film is to acquaint

this needs to be done and yet

Many of Miss Walsh's col-

staff of the National Catholic

Office for Motion Pictures ap-

of view. A review of "The

Lost Man" in NCOMP's "Cath-

back in film history for clas-

sic treatments of the Irish

situation, but it is just as ob-

vious that neither the Civil

War in the Twenties nor the

I.R.A. terrorism in Ulster in

the Forties is what is happen-

ing in the United States to-

day and hopefully never will

Describing Poitier's "The

story of revolution that only

second thoughts about the

this will more than justify

"The Lost Man's' existence."

Have

a Duke

Walsh added.

way to do it."

Catholic Press Features

New York - Filmakers have apparently decided that if the racially troubled present can learn anything from the racially troubled past, films might be able to bring everything into better focus.

Some recent films hop back and forth across time to show modern audiences the similarities between the U.S. maintain that tampering with today and other times and places: "The Lost Man" is a classical work is the wrong one of them.

"The Lost Man" is an up-dated remake of "Odd Man Out." The new film stars Sidney Poitier as a Black milltant who masterminds a robbery to get money to support the families of jailed Black militants. The time is now and the place is Philadelphia.

"Odd Man Out" starred James Mason as an Irish Republican Army payroll-bandit who has been mortally wounded and is pursued throughout the streets of Belfast. The time is the 194**0**s.

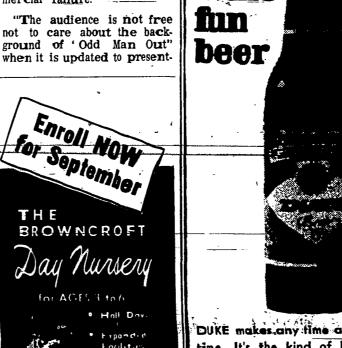
The critic for "America" magazine, Moira Walsh, said she doubted the effectiveness "The Lost Man."

"My Irish ancestors should forgive me,' she wrote, "but one of the main points about original film was that it made no pretense about being topical or relevant.

"The audience was not expected to care a straw about the Black and Tans or the I.R.A. . . ., but because of this they were not up tight and were free to savor the esthetic encounter with human experience in all its complexity and paradox."

She added that they were also free not to savor it, since "Odd Man Out" was a commercial failure.

not to care about the background of 'Odd Man Out"



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rorism in Ulster in the 1940's, Sidney Poitier plays a Black militant who masterminds an armed robbery in Philadelphia.



# EINEST C

# 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 patron age; 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-3 indicated morally unobjectionable for adults.

Movie listings supplied through the courtesy of TV Guide Magazine

Week of Fri., Aug. 15 thru Thurs., Aug. 21

Channel Movie

Friday, August 15

The Way to the Gold 10:00 a.m. 9:00 p.m. Young Bess A-1 In the MONEY LABEL program we have a goodly number Not Listed of such chairmen. We're assured of this even at this early date. 11:30 p.m. Operation Snatch 11:45 p.m. 10

Saturday, August 16

2:30 p.m. The Great Chase 3:00 p.m. Never Steal Anything Small 4:30 p.m. Night Creatures 9:00 p.m. Birdman of Alcatraz 10:30 p.m. 13 The Cossacks 12:00 a.m Sailor of the King

Dial 1119

12:35 a.m.

11:20 p.m.

10:00 a.m.

11:30 p.m.

9:00 p.m.

11:30 p.m.

Sunday, August 17

2:00 p.m. The Redhead from Wyoming City Beneath the Sea 12:00 p.m. 3:30 p.m <u> Hidden Fear</u> 5:00 p.m Garden of Evil 9:00 p.m. The Happening A-3 she will be assured of some personal benefit for her labors on 11:15 p.m. King of the Underworld A-2 behalf of the organization.

Monday, August 18

10 Sherlock Holmes Pursuit to Algers

13 Zotz
13 Pals of the Sa7ddle

Tuesday, August 19

13 City Beneath the Sea 9:00 p.m. Deadlock 11:30 p.m. 13 The Female Animal

Wednesday, August 20 10:00 a.m.

The Female Animal Gidget Goes Hawaiian . 13 The Wild Westerners.

Thursday, August 21 13 The Wild Westerners
10 Diamond Head 10:00 a.m. 9:00 p.m. 11:30 pm. The Wayward Bus

546-5140. Auburn Region — Mr. Jack Madden, 71 Nelson St., Auburn 315-252-9232; Elmira Region—Mr. Basil Vail ancourt, 371 Robinson Bldg., Elmira 601-732-5688; Dansville Region—Mr. Andy Mazzella, 80 Platt St., Hornell 607-324-2960. Mail the B coupon to Money Labels, Courier Journal, 35 Scio St., Rochester, Not Listed N.Y. 14604.

A-1

· A-1

A-1 their zeal and spirit.

Name of Organization ..... Address of Organization ..... Name of Applicant

Phone Number

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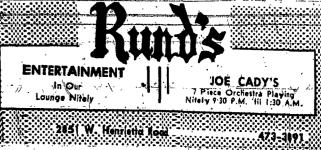
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Two Are Receive 1

Richard K. F Woodland Lane, will enter the me Georgetown Un Fall. He received gree from -Geo June.

Dr. David Ba Warsaw Street M.D.-degree in J University of To serving an inter Michael's Hospita

The Courier .. ertently used a Rudy to illustrate Dr. Balaishis in issue.

> WHY SE to CAL



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