

As I See It

Cigaret Ads Cure Smoker

By PAT COSTA

I owe a lot to television. 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 cigarettes 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 cigarette story—i.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

the advertising agencies was asked to give his honest and candid opinion of the safety of smoking, he refused to admit there could be anything harmful about tobacco.

His protective attitude towards 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 years.

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 cigarettes seem desirable has been growing ever since.

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

Rather, I sit there and

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 play, 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 beware 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, tattooed cowboy astride a horse.

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 instead of lung pollution.

Camel goes after the masculine man and maybe the masculine women with its "no nonsense—no frills" approach.

Tareyton combines bad grammar—"Us T. smokers would rather fight than switch"—with invincible spirit.

Winston may be the worst of all, turning the cigarette into a love object as some suave-voiced singer drools "Me and my Winston" advertisement.

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, Columbus" (Adults, with reservations). R.

Fine Arts — "Romeo and Juliet" (Adults, with reservations). G.

Little — "The Loves of Isadora" (Adults). M.

Loew's — "Castle Keep" (No Rating). R.

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

Panorama — "Ben Hur" (General).

Paramount — "What Ever Happened to Aunt Alice?" (No Rating). M.

Regent — "Stiletto" (No Rating). M.

Riviera — "Krakatoa, East of Java" (Adults and Adolescents). G.

Stoneridge — "The Bridge at Remagen" (Adults). M.

Studio 2 — "Can Hieronymus Merkin Forget Mercy Humppe and Find True Happiness?" (Condemned). X.

Stutson — "2001: A Space Odyssey" (Adults & Adolescents). G.

Towne I — "Me, Natalie" (Adults). M.

Towne II — "Popi" (Adults and Adolescents). G.

Warning — "Peter Pan" (General). G.

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 with the kids. Education.

The Strawberry Statement, by James Kunen (Random, 1969). Notes of a college revolutionary written with great wit and insight. Education.

Students Without Teachers: The Crisis in the University, by Harold Taylor (McGraw-Hill, 1969). Explores the causes of student rebellion and outlines a way for using the energy and aspirations of the young as positive forces in education. Education.

Three Cheers for the Paraclete, by Thomas Kenelly (Viking, 1968). Provocative novel about a young Australian Catholic priest, restless within the Church, who chooses an inner freedom via submission. Fiction.

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 most mellow work. Fiction.

Professor Wilmess Must

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

Houdini, by Milbourne Christopher, (Crowell, 1968). A magician's review of the great escape artist. Biography.

People and Plans, by Herbert Gans (Basic, 1968). Critical essays on the city planning practices which ignore the goals of the citizens. Business and Social Science.

Golemsnap, by Stephen Potter (McGraw-Hill, 1968). With tongue in cheek, this book details all the latest snide gambits and treacherous plays which, if followed assiduously, will not only guarantee your survival but

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Films Try Lessons of Past on Today

Catholic Press Features

New York — Filmmakers 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. today and other times and places. "The Lost Man" is one of them.

"The Lost Man" is an updated remake of "Odd Man Out." The new film stars Sidney Poitier as a Black militant 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 1940s.

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

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

"The audience is 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.

"The audience is not free not to care about the background of 'Odd Man Out' when it is updated to present-

day Philadelphia and concerns an armed robbery undertaken by Negro activists in their increasing frustration with nonviolent protest as a weapon of social change," Miss Walsh added.

"In fact, the main thrust of the film is to acquaint audiences with the temper of black urban communities. I can agree vociferously that this needs to be done and yet maintain that tampering with a classical work is the wrong way to do it."

Many of Miss Walsh's colleagues on the reviewing staff of the National Catholic Office for Motion Pictures apparently agree with her point of view. A review of "The Lost Man" in NCOMP's "Catholic Film Newsletter" admits that "it is tempting to go back in film history for classic treatments of the Irish situation, but it is just as obvious that neither the Civil War in the Twenties nor the I.R.A. terrorism in Ulster in the Forties is what is happening in the United States today and hopefully never will be."

Describing Poitier's "The Lost Man" as "a mixed-up story of revolution that only sporadically comes to life," NCOMP concluded:

"But if it causes even a few passive citizens to have second thoughts about the urgency of today's troubles, this will more than justify 'The Lost Man's' existence."



In a remake of "Odd Man Out," about I.R.A. terrorism in Ulster in the 1940's, Sidney Poitier plays a Black militant who masterminds an armed robbery in Philadelphia.

Books on Loan

The following books of interest to our readers may be found on the shelves of the Rochester Public Library, or may be obtained through any affiliated library in the diocese.

"Misery is when you start to help an old white lady across the street and she thinks you're trying to snatch her purse." From "Black Misery" by Langston Hughes, sketches by Arouni.

Diary, by Paul Rader (Dial, 1969). Satire on current student rebellion and faculty bewilderment on college campuses. Fiction.

Houdini, by Milbourne Christopher, (Crowell, 1968). A magician's review of the great escape artist. Biography.

People and Plans, by Herbert Gans (Basic, 1968). Critical essays on the city planning practices which ignore the goals of the citizens. Business and Social Science.

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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

Time	Channel	Movie	Rating
Friday, August 15			
10:00 a.m.	13	The Way to the Gold	A-2
9:00 p.m.	10	Young Boss	A-1
11:30 p.m.	13	Zolt	A-1
11:45 p.m.	10	Operation Snatch	Not Listed
Saturday, August 16			
2:30 p.m.	10	The Great Chase	A-1
3:00 p.m.	13	Never Steal Anything Small	A-3
4:30 p.m.	13	Night Creatures	A-2
9:00 p.m.	8	Birdman of Alcatraz	A-2
10:30 p.m.	13	The Cossacks	A-1
12:00 a.m.	8	Salon of the King	A-2
12:35 a.m.	10	Dial 1119	A-2
Sunday, August 17			
2:00 p.m.	10	The Redhead from Wyoming	A-2
12:00 p.m.	13	City Beneath the Sea	B
3:30 p.m.	13	Hidden Fear	A-2
5:00 p.m.	8	Garden of Evil	A-2
9:00 p.m.	13	The Happening	A-3
11:15 p.m.	13	King of the Underworld	A-2
11:20 p.m.	10	Sherlock Holmes Pursuit to Algiers	A-1
Monday, August 18			
10:00 a.m.	13	Zolt	A-1
11:30 p.m.	13	Pais of the Saddle	A-1
Tuesday, August 19			
10:00 a.m.	13	City Beneath the Sea	B
9:00 p.m.	8	Deadlock	Not Listed
11:30 p.m.	13	The Female Animal	B
Wednesday, August 20			
10:00 a.m.	13	The Female Animal	B
9:00 p.m.	13	Gidget Goes Hawaiian	A-2
11:30 p.m.	13	The Wild Westers	A-1
Thursday, August 21			
10:00 a.m.	13	The Wild Westers	A-1
9:00 p.m.	10	Diamond Head	A-1
11:30 p.m.	13	The Wayward Bus	B

MEL NEWS NOTES

How would any community operate today without all the volunteer groups which place service above self? One can hardly imagine the result if their efforts suddenly came to a halt. In spite of the number of government and private agencies established for the benefit of society, there is still a tremendous need for the supplementary help given by the dedicated volunteer.

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.

In the MONEY LABEL program we have a goodly number of such chairmen. We're assured of this even at this early date. Why? Because many of them were also chairmen in the Courier's previous program for non-profit groups and demonstrated well their zeal and spirit.

We're especially happy therefore that under this new concept of fund-raising, we can now offer something more tangible than a mere word of appreciation. Yes, MONEY LABELS represents profit for everyone concerned and this very definitely includes the chairman. This time she will be paid for her efforts, the amount depending on the number and label returns of those members who actively participate. At long last we have a program which "sweetens" the usually thankless job of those who accept leadership in a volunteer project.

This fall when MONEY LABELS gets underway, you too can "reward" your chairman. How? By doing your utmost to cooperate in purchasing M/L products, in saving the specified proofs of purchase, and in getting these to her on time. Thus she will be assured of some personal benefit for her labors on behalf of the organization.

We welcome all requests for information about MONEY LABELS. However, when you do make inquiries, be sure to identify the GROUP concerned since you can participate only through a group. Call 546-5140 or 865-1554, fill out the coupon below or contact one of the following Courier representatives: Canandaigua Region—Mr. Frank Crociata, 25 Scio St., Rochester 546-5140. Auburn Region—Mr. Jack Madden, 71 Nelson St., Auburn 252-9232. Elmira Region—Mr. Basil VanLancourt, 371 Robinson Bldg., Elmira 601-732-5688. Dansville Region—Mr. Andy Mazzella, 80 Platt St., Hornell 607-324-2960. Mail the coupon to Money Labels, Courier Journal, 35 Scio St., Rochester, N.Y. 14604.

Name of Organization _____

Address of Organization _____

Name of Applicant _____

Address _____

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RUDY

Two Are Receive I

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Dr. David Ba Warsaw Street M.D.—degree in J University of T serving an inter Michael's Hospita

The Courier verty used a Rudy to illustrate Dr. Balashis in issue.

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