Courier-Journal — Friday, November 28, 1969

# As I See It

## 'Sesame Street' Deserves Gratitude

A Channel 21 spokesman told me the story about the mother who called the educational television station to report worriedly that her 9-yearold son was not only watching "Sesame Street" but enjoying it mightily.

Since "Sesame Street" was obviously geared for pre-schoolers did that mean her son is somewhat retarded, she wanted to know.

If he is, there are a good many others of us a lot older than 9 who can be so classified.

"Sesame Street" the hour-long production by the Children's Television Workshop, a subsidiary of National Education Television, is a winner!

About to begin its fourth week of presentation in Rochester, "Sesame Street" is for the urban pre-schooler unable to have the advantages of nursery school.

The characters who people "Sesame Street" do not live in \$100,000 houses as do some situation comedy figures in commercial efforts beamed towards a young audience.

When Susan or Bob, the young Negro couple played by Matt Robinson and Loretta Young, tell a story, play a game, pose a puzzle or teach

Bishops Study

**TV** Techniques

London-(NC)-Fifteen Brit-

ish bishops, including Gordon

Cardinal Gray of St. Andrews and Edinburgh, Scotland, will

in television and radio speak-

They will attend a four-day

school at the Catholic Radio and

Television Center at Hatch End

"Bishops are often faced with

a sudden and unexpected de-

mand for instant comment on

Here is a list of motion pic-

controversial subject,"

Agnellus Andrew,

the center's director.

ìng.

some

Father

O.F.M.

explained.

Movies

near here.

some other lesson in a delightful, fanciful way, it is often before a set composed of two or three doors noteworthy for their peeling paint, a gar-bage can or two and the kind of steps that lead to crumbling city apartments.

One of the first things you notice about "Sesame Street" which gets its name from All Baba's command "Open Sesame" is that it has a beat, it has color, it has action.

Psychedelic patterns and a strong rhythm accompany even the most simple count of 1 to 10. There are 10 different kinds of type to show you how the letter "J" for example, can 100k.

There are puppets, played by those well known TV Stars the Muppets.

There is a friendly neighborhood grocer, a teacher, assorted children and a pair of stoogelike characters who manage to teach a variety of lessons with their clowning.

Made possible through grants of a variety of public and private foundations which include both the Ford Foundation and Carnegie, "Sesame Street" is obviously the first bright, tantalizing television effort that the

unadvantaged city can identify with.

How about the suburban pre-schooler who does have the advantage of nursery school?

One 4-year-old neighbor of ours reportedly watches it twice a day when he's home, from 11:30 to 12:30 mornings and 4:30 to 5:30 in the afternoon, as currently being presented by Channel 21.

The 4-year-old who lives at our house and who does not go to nursery school is delighting herself by her new ability to describe the diference between a triangle and a rectangle.

There is a wryness or a puckishness to much of "Sesame Street" that is likely to tickle the funny bone of any adult who looks in.

For example, the announcer is likely to say that the next story is "being brought to you through the courtesy of the Letter W." Or "this message has been sponsored by the number

To all who have had any hand in putting together this superb effort, congratulations and thank yous are due.

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Near East Missions .... You can 'adopt' one of

these children and guarantee him (or her) three

meals a day, a warm bed, love and companion-

ship and preparation to earn his own living. An

orphan\*s support costs only \$10 a month ...

\$120 a year. Send us the first month's support

and we will send your 'adopted' child's photo.

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cares for your child will write to you, if the child

cannot write yet. A close bond of love will

develop. Please send the coupon with your of-

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month) that comes to the rescue when orphans

need milk, medicines, underwear. Like to join?

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ZIP CODE

fering today.

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Dear ENCLOSED PLEASE FIND



and father, both painters.

Plays from Black Africa, by Frederic M. Litto, Six plays from modern Africa presenting a cross section of some the major concerns of black Africans today.

by James Michener (Random; My Connemara, by Paula 1969). Cites the dangers of Steichen. Childhood days of our electoral system and the Carl Sandburg's granddaughneed for immediate change.

ter on his big North Carolina mountain, farm.

The Use of Color in Interiors, by Albert O. Halse (Mc-Graw, Hill; 1968)! Worldwide historical factors have affected the use of color in archi-

tecture and interior design. Illustrations dramatize the application of color in builtin materials and furnishings Fiction.

music has been in any other century Art. Progress U. S.A. by Guy

Daniels (Macmillan; 1968). Tart humor blends with nostalgia; in this story of the hamlet of Progress, Iowa, during the depression years.

for home office and com-

Soap Sculpture, by Lester

Soap Sculpture by Lester Gaba (Watts; 1969) Soap sculpture is an inexpensive and versatile hobby for prac-tically anyone who has a par-ing knife and a cake of soap. Mr. Gaba gives directions to hab davalor more advanced

help develop more advanced artistic techniques Art

Serious Music and All That

Jazz, by Henry Pleasants (Si-mon and Schuster 1969). A

provocative study of contem-

porary music as a more per-

vasive part of life today than



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THE VIKING

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3 500 EAST AVE.

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food, pleasant atmosphere and 2851 W. Henrietta smart entertainment. Joe Cady's piece orchestra playing nitely 9:30 p.m. 'til 1:30 a.m. and feature entertainment in our lounge. 473-3891.

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### BEN'S CAFE

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ester, the Maple

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ing spots. Luncheon and dinner specials every week.

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New York —(CPF)— Mrs. James F. Looram has had to Among the controversies surrounding Legion of Decen-cy and NCOMP ratings she wait for nearly all of the 35 years she was an executive of take a special training course the Catholic film office\_from in television and radio speak- its birth in 1934 as the Legion of Decency to its development into today's National Catholic Office for Motion Picturesbut she is stepping down with the satisfaction of knowing

> the U.S. office had, in effect, only four categories: A-1, A-2,

Mrs. Looram and her IFCA reviewers were publishing reviews of what they called "endorsed" films for at least a decade before the U.S. Bish-

said, were "Duel in the Sun," they're finally doing it her

B and C. It now has two more: A-3 and A-4.

"The Outlaw," "Who's Afraid of Virginia Woolf?' (it drew "Her way," and that of the International Federation of

Catholic Alumnae's Motion Picture Department, of which she was chairman, was to stress the positive rather than the negative aspects of motion pictures. She argued it would be better to offer in-depth commentaries on films rather than to simply place them in

"Also, if it was a question of A-2 (for adults and adolescents, in the old Legion days) or B, we had to give it the stricter application," Mrs.

the most mail), 'Tea and Sym-pathy," "Black Narcissus" and "Forever Amber,' which required, she recalls, "about 39 cuts" before the old Legion lifted its threat to condernn it, Mrs. Loorann believes that much of the old Legion's image as an overly censorious group was due to the fact that, until the mid-1950's, "we

had very few slots" into which to place films-there was no category for acceptable adult films. Until 1958,

Mrs. James F. Looram, an executive with the national Catholic film office from its incer )tion



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Michael L.

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AOH, of C

Elmira ---- Hibe:

Chemung County

dertaken a drive

help eradicate the

and mistreatment

RG&E App

Richard A. Sulli cently appointed

and sales promotio

Rochester Gas & ]

He joined the c

copywriter in 1960

pointed assistant

manager in 1966.

ing RG&E, Sulliva

vertising salesma

Democrat and C

the New York Joi

merce. He, his wi

son, Richard Jr.,

Leander Road in

Parish.

**A**(

The War Business, by

George Thayer (Simon and Schuster; 1969). A critical

look at the profitable and prolific trade in instruments

of .death. Business and Social

The Presidential Lottery,

Business and Social Science.

Love My Children, by Rose

B. Browne (1969). The edu-

cation of a teacher, the first

black woman to receive a

Ph.D. from Harvard, is an in-

spiration to people of all

Under Cover for Wells

Fargo, by Fred Dodge (1969).

Colorful recall of the taming

The Life in the Studio, by

Nancy Hale. An American

novelist tellingly re-creates

the lives in art of her nother

of the Southwest frontier.

Science.

a she da she she we we man in she da she she in she

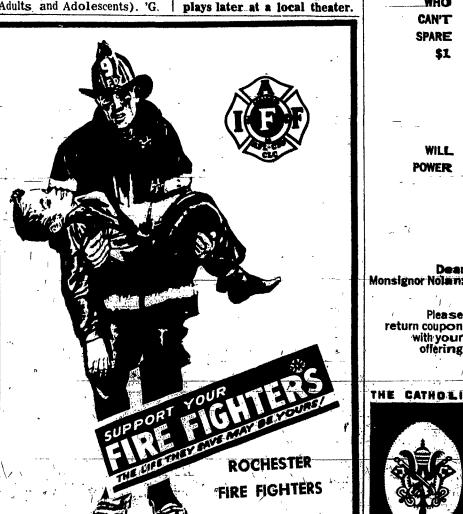
NCOMP Doing It Her Way

currently playing partment to become the offi-Rochester area theaters and the cial reviewing arm of the Leratings given them by the Nagion of Decency at its inceptional Catholic Office of Motion Pictures.

categories.

The bishops, however, opted the Catholic Office for a negative stance toward, the film medium, scrapping, we include the ratings ratings, of the Motion Picture Association: G, general; M, mature authe reviews, instituting an an-R. restricted (persons nual "pledge" that began, "I under 16 admitted only when condemn," and ratings that accompanied by parents or adult guardian); X, persons classified a film according to whether or not they were under-16 not admitted. "objectionable." Cinema-"Midnight Cowboy Although NCOMP's attitude (Adults, with reservations). towards films has become more positive through the Coronet - "Camelot" (Adults newsletter commentaries, anand Adolescents. nual film awards and a rewording of the "pledge," Mrs. Fine Arts - "Easy Rider" Looram still winces at the (Adults, with reservations). R: problems the moral classifica-Loew's-"Butch Cassidy and tion system-still in effectthe Sundance Kid" (Adults). M. has created for the film of-Little --- "Alice's Restaurant" (Adults). R. "Even today, an 'A-1' rating is still phrased in the nega-Monroe-"Royal Hunt of the tive: 'morally unobjectionable Sun" (Adults). for all.'" she commented, while reminiscing about her Panorama — "Ice Station years with the film office. Zebra" (General). G. "We haven't gotten rid of that Paramount - "The Undefeatball and chain." ed" (General). G. "The rating system does not Regent-"Valley of the Dolls" serve the public well," she de-(No Rating); "The Boston Strangler" (Objectionable). clared, although admitting that it might be retained by NCOMP for the benefit of Stoneridge --- "The Gypsy very busy mothers with sev-Moths" (Adults). M. eral children "who do not Studio 2 - "Take the Money have the time to read the reand Run" (Adults). M. views of our office" and have to decide quickly whether to Stutson - "Battle of Britain' permit their children to see (General). G. a specific movie. Townel — "Paint Your "The time has come for Wagon" (Adults). M. everybody to be informed about the content of films, Towne II --- "The Sterile and not just the classifica-Cuckoo'' (Adults, with reservation," Mrs. Looram added. She even suggested that mothtions). M. ers clip and save film reviews

Waring - "African Safari" for reference when a film (Adults and Adolescents). 'G.



Lorram said, referring to the bishops' dictum. "We couldn't give it the benefit of the doubt."

GIVE

CHILD

HOME

WHO

CAN'T

SPARE

\$1

WILL

Please

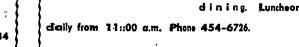
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POWER

her just-announced retirement, with<sup>1</sup> current film czar Jack Valenti, president of the Motion Picture Association of America.

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	Ben's Dancing Music Nitely			



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Pianos, A



Student Guita

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