

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-year-old son was not only watching "Sesame Street" but enjoying it mightily.

Since "Sesame Street" was obviously geared for preschoolers 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 preschooler 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

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 garbage 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 look.

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 stooge-like 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

undiscovered city can identify with.

How about the suburban preschooler 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 difference 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 5."

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

WINTER

Fall Reading

The War Business, by George Thayer (Simon and Schuster, 1969). A critical look at the profitable and profitable trade in instruments of death. Business and Social Science.

The Presidential Lottery, by James Michener (Random, 1969). Cites the dangers of our electoral system and the need for immediate change. Business and Social Science.

Love My Children, by Rose B. Browne (1969). The education of a teacher, the first black woman to receive a Ph.D. from Harvard, is an inspiration to people of all races.

Under Cover for Wells Fargo, by Fred Dodge (1968). Colorful recall of the taming of the Southwest frontier.

The Life in the Studio, by Nancy Hale. An American novelist tellingly re-creates the lives in art of her mother

and father, both painters.

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

My Conemara, by Paula Steichen. Childhood days of Carl Sandburg's granddaughter

ter on his big North Carolina mountain farm.

The Use of Color in Interiors, by Albert O. Halse (McGraw-Hill, 1968). Worldwide historical factors have affected the use of color in architecture and interior design. Illustrations dramatize the application of color in built-in materials and furnishings

for home, office and commerce. Art.

Soap Sculpture, by Lester Gaba (Watts, 1969). Soap sculpture is an inexpensive and versatile hobby for practically anyone who has a paring knife and a cake of soap. Mr. Gaba gives directions to help develop more advanced artistic techniques. Art.

Serious Music and All That Jazz, by Henry Pleasants (Simon and Schuster, 1968). A provocative study of contemporary music as a more pervasive part of life today than 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. Fiction.

COME DINE WITH US

Cinelli's Country House
4 miles east of Pultneyville, on Rt. 18 (Lake Rd.) Overlooking Lake Ontario.
Unusual decor excellent cocktails superb steaks seafoods & prime rib of beef, luncheon 12 to 2 P.M. Dinners 5 to 9 P.M. 'til 10. Sundays 1 P.M. to 8 P.M. Closed Mondays. Accommodate private parties. Your hosts, Margaret and Frank Cinelli. 315-483-9508.

Kar-Mac Manor
Route 5 & 20 between Geneva & Waterloo Thruway Exit 42
Roast turkey, Ham and Chicken dinners \$2.25 plus all you can eat from Mr. Mac's Picnic table. Clear broiler, fried steaks, lobster tails, seafood—banquets to \$50. Daily 5 'til Midnight—Sun. 12:30 'til 10 P.M. 315-789-1305 or 539-8044.

THE MAPLEWOOD INN
3500 EAST AVE.
Just a few minutes from downtown Rochester, the Maplewood Inn is one of your favorite family dining spots. Luncheon and dinner specialties every week. Orchestra Friday and Saturday evening. 586-9997.

Buccannear
1384 Empire Blvd.
Where to go? Don't miss the fabulous Buccannear. The atmosphere is elegant, prices, reasonable, and the food is just right. Daily luncheon specials, a complete dinner menu, serving 'til 1 A.M. Closed Mondays. Party facilities. 288-3065.

RUND'S
2851 W. Henrietta
In Rochester it's Runds for good food, pleasant atmosphere and smart entertainment. Joe Cady's 7 piece orchestra playing nightly 9:30 p.m. 'til 1:30 a.m. and feature entertainment in our lounge. 473-3891.

BUS BLUM'S GARLOCK HOUSE
Route 31, Palmyra, N.Y.
So great... and so near you... one of our most beautiful restaurants, less than an hour from Rochester. Thirty menu selections daily. American Express Cards Honored. Weekdays 5 to 11. Sunday & Holidays noon to 10 P.M. Open 7 days. 315-597-5271.

Royal Scot Steak House
657 Ridge Road East, Corner Hudson
Rochester's newest, most distinctive dining spot featuring Scottish atmosphere, delicious food. Luncheons served Tues. thru Fri., 11:30-2 P.M. Dinners served Tue. thru Thurs. 5 to 10 P.M. Fri. & Sat. 'til 11 P.M. Sundays 4:30 to 9. Closed Monday. Reservations: 342-4220. Ken Purcell entertaining in Scots Pub.

BEN'S CAFE
ENJOY EXCELLENT LUNCH AND DINNERS
Ben's Dancing Music Nightly
23 Stillson cor. Main E. 325-9334

THE VIKING
2485 Mt. Read Blvd. Near Ridge Road
Jack Baylis' Intimate Lounge, Restaurant, Prime, Ribs, Surf & Turf, Lobster Tails, every day. Luncheon specials. Entertainment nightly. Serving from 11 A.M. lunch and dinner. 621-2120 for reservations. Closed Sunday.

THE EGGLESTON
35 Chestnut St.
Downtown Rochester's best address for fine dining. Luncheon daily from 11:00 a.m. Phone 454-6736.

Bishops' Study TV Techniques

London—(NC)—Fifteen British bishops, including Gordon Cardinal Gray of St. Andrews and Edinburgh, Scotland, will take a special training course in television and radio speaking.

They will attend a four-day school at the Catholic Radio and Television Center at Hatch End near here.

"Bishops are often faced with a sudden and unexpected demand for instant comment on some controversial subject," Father Agnellus Andrew, O.F.M., the center's director, explained.

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); and persons under 16 not admitted.

- Cinema—"Midnight Cowboy" (Adults, with reservations).
- Coronet—"Carnelot" (Adults and Adolescents).
- Fine Arts—"Easy Rider" (Adults, with reservations). R.
- Loew's—"Butch Cassidy and the Sundance Kid" (Adults). M.
- Little—"Alice's Restaurant" (Adults). R.
- Monroe—"Royal Hunt of the Sun" (Adults).
- Panorama—"Ice Station Zebra" (General). G.
- Paramount—"The Undefeated" (General). G.
- Regent—"Valley of the Dolls" (No Rating); "The Boston Strangler" (Objectable).
- Stoneridge—"The Gypsy Moths" (Adults). M.
- Studio 2—"Take the Money and Run" (Adults). M.
- Stutson—"Battle of Britain" (General). G.
- Towne I—"Paint Your Wagon" (Adults). M.
- Towne II—"The Sterile Cuckoo" (Adults, with reservations). M.
- Waring—"African Safari" (Adults and Adolescents). "G."

NCOMP Doing It Her Way

New York—(CPF)—Mrs. James F. Loomam has had to wait for nearly all of the 35 years she was an executive of the Catholic film office—from its birth in 1934 as the Legion of Decency to its development into today's National Catholic Office for Motion Pictures—but she is stepping down with the satisfaction of knowing they're finally doing it her way.

"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 categories.

Mrs. Loomam and her IFCA reviewers were publishing reviews of what they called "endorsed" films for at least a decade before the U.S. Bishops asked Mrs. Loomam's department to become the official reviewing arm of the Legion of Decency at its inception.

The bishops, however, opted for a negative stance toward the film medium, scrapping the reviews, instituting an annual "pledge" that began, "I condemn" and ratings that classified film according to whether or not they were "objectionable."

Although NCOMP's attitude towards films has become more positive through the newsletter commentaries, annual film awards and a rewording of the "pledge," Mrs. Loomam still winces at the problems the moral classification system—still in effect—has created for the film office.

"Even today, an 'A-1' rating is still phrased in the negative: 'morally objectionable for all,'" she commented, while reminiscing about her years with the film office. "We haven't gotten rid of that ball and chain."

"The rating system does not serve the public well," she declared, although admitting that it might be retained by NCOMP for the benefit of very busy mothers with several children "who do not have the time to read the reviews of our office" and have to decide quickly whether to permit their children to see a specific movie.

"The time has come for everybody to be informed about the content of films, and not just the classification," Mrs. Loomam added. She even suggested that mothers clip and save film reviews for reference when a film plays later at a local theater.

Among the controversies surrounding Legion of Decency and NCOMP ratings she said, were "Duel in the Sun," "The Outlaw," "Who's Afraid of Virginia Woolf?" (it drew the most mail), "Tea and Sympathy," "Black Narcissus" and "Forever Amber" which required, she recalls, "about 39 cuts" before the old Legion lifted its threat to condemn it.

Mrs. Loomam 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, the U.S. office had, in effect, only four categories: A-1, A-2, B and C. It now has two more: A-3 and A-4.

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



Mrs. James F. Loomam, an executive with the national Catholic film office from its inception until her just-announced retirement, with current film czar Jack Valenti, president of the Motion Picture Association of America.

NEEDED: MORE MOMS AND DADS

THE HOLY FATHER'S MISSION AID TO THE ORIENTAL CHURCH

You are needed . . . to act as a Mom or Dad to an orphan in the Holy Land, Ethiopia, or India. The cost is very little. The satisfaction is great.

GIVE A CHILD A HOME.

More than half of the 1,400,000 refugees in the Holy Land are boys and girls. A great many are orphans. Some barely exist by begging for milk, food, clothing. Others are in the Holy Father's care — supported by the generous friends of Near East Missions . . . You can 'adopt' one of these children and guarantee him (or her) three meals a day, a warm bed, love and companionship 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. You can write to him or her. The Sister who 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 offering today.

WHO CAN'T SPARE \$1. ORPHANS BREAD is the club (dues: \$1 a month) that comes to the rescue when orphans need milk, medicines, underwear. Like to join? Send \$1 every month.

WILL POWER. It's never too late to remember children in your will. The Holy Father knows where children are the neediest. Simply tell your lawyer our legal title: CATHOLIC NEAR EAST WELFARE ASSOCIATION.

Dear Monsignor Nolan:

ENCLOSED PLEASE FIND \$ _____

FOR _____

NAME _____

STREET _____

CITY _____ STATE _____ ZIP CODE _____

Please return coupon with your offering

THE CATHOLIC NEAR EAST WELFARE ASSOCIATION

NEAR EAST MISSIONS

TERENCE CARDINAL COOKE, President
MSGR. JOHN G. NOLAN, National Secretary
Write: CATHOLIC NEAR EAST WELFARE ASSOC.
330 Madison Avenue, New York, N.Y. 10017
Telephone: 212/YUkon 6-5840

Michael L. Hibernians, 15 in Elmira A.O.H. of C

Elmira — Hibernians Chemung County undertaken a drive to help eradicate the and mistreatment-

AC

RG&E App

Richard A. Sullivan recently appointed and sales promotion Rochester Gas & Electric. He joined the copywriter in 1964 pointed assistant manager in 1966. ing RG&E, Sullivan's vertising salesman Democrat and C the New York Journal. He, his wife, Richard Jr., Leader Road in Parish.

PRE HOLIDAY A Most Guitars Pianos, A

Student Guitars Folk 12 String Banjo Tenor o Yamaha Class Goya Folk Fl Gibson Class Hofner Folk G Hofner Folk 1 Gretsch Conce Vox Folk 12 5 Vox Eddy Arn Epiphone Folk Gibson Folk 1 Mosrite Count Billy Gramma Martin Dread Gibson Humm Glen Campbell Framus 6 String Gretsch 5 String Vega Ranger Wooden Ukles Auto Harps Bowl Madolin Electric 12 String Gibson Thin F Bass Amplifier Fuzztones Black Life Gretsch Thin Fender Coron Amplifiers Vox Twin Spe Ampig Piggy Hofner Electric Complete Dru

Complete: a 50% Discount Cymals. Som

HOUS 695 TITL 544