

# As I See It The Awesome Power of Television

By PAT COSTA

According to last Sunday's New York Times Book Review section, "The Selling of the President 1968" by Joe McGinnis has been on its best seller list for 12 weeks.

Undoubtedly, then, many of you have already read it. After having my name on the borrowing list at our local library for the past two months my turn finally arrived and on a Saturday afternoon I read through it in one sitting.

For those who have not read it, nor bothered to read any of the many reviews that followed its publication, briefly it is the story of how expert television ad men sold Richard Nixon to the public, merchandising him much the same as a package of cigarettes, utilizing the same techniques.

It is a frightening, fascinating, fabulous book. No matter how you feel about Richard Nixon. In fact, forget Richard Nixon. The real point of this book, as I see it, is television's power, its influence, its ability to control and sway the public, even on a matter as vital as choosing the most powerful man in the world.

Thus the reason for discussing it

in this space usually reserved for a review of television programs.

How many times have you heard parents worry about the undue and unfavorable influence the medium holds over children.

Forget the children: How about the adult viewer? McGinnis, a writer for a number of newspapers, most recently the Philadelphia Inquirer, joined the Nixon forces at the very early stages of the campaign. According to the cover inside flap, McGinnis followed the technicians, ghost-writers, experts and pollsters around on a day-to-day, around-the-clock basis.

There are those undoubtedly, who will decide McGinnis has it in for Nixon, but curiously enough, with the exception of one of the first characters, the author seems more on the sidelines, observing and jotting down the interpretations of the Nixon experts rather than specializing in analyses of his own.

For those who still insist that Nixon is at the end of his very particular harpoon, then it can also be pointed out that he also dismisses the Kennedys, Humphrey and Johnson in brief, non-partisan disdain.

"Television," says McGinnis, "seems particularly useful to the politician

who can be charming but lacks ideas."

He points out that the television celebrity is a vessel: "An inoffensive container in which someone else's knowledge, insight, compassion or wit can be presented. And we respond, like the child on Christmas morning who ignores the gift to play with the wrapping paper."

Unable to put the book down, I found some parts not merely interesting, but spellbinding. Among these is McGinnis' thesis that TV was blamed for Nixon's 1960 defeat for all the wrong reasons.

"They would say it was makeup and lighting, but Nixon's problem went deeper than that. His problem was himself. Not what he said but the man he was. The camera portrayed him clearly. America took its Richard Nixon straight and did not like the taste."

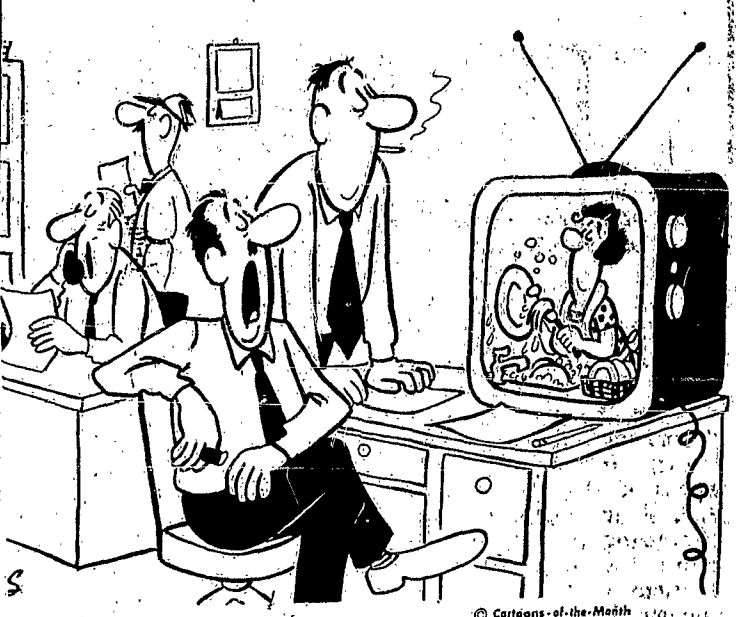
Later McGinnis quotes the Nixon sellers as making it very clear that their intention was not to change the man but to change the image he projected.

If you haven't read the book, buy it, or borrow it. Even being forewarned, the truth of television's power comes as something of a shock.

## 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.

- Paramount — "Butch Cassidy and the Sundance Kid" (Adults). M.
- Regent — "The Arrangement" (No Rating). R.
- Riviera — "John and Mary" (No Rating). R.
- Stoneridge — "On Her Majesty's Secret Service" (No Rating). M.
- Studio 2 — "I Am Curious (Yellow)" (Condemned). X.
- Stutson — "The Reivers" (No Rating). M.
- Towne I — "Paint Your Wagon" (Adults). M.
- Towne II — "Cactus Flower" (No Rating). M.
- Waring — "101 Dalmatians" (General). G.
- 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 — "Midnight Cowboy" (Adults, with reservations). R.
- Coronet — "K Krakatoa, East of Java" (Adults and Adolescents). G.
- Fine Arts — "Easy Rider" (Adults, with reservations). R.
- Little — "A Dream of Kings" (Adults). R.
- Loew's — "Bob and Carol and Ted and Alice" (Objectionable). R.
- Monroe — "Hello Dolly" (No Rating). G.
- Panorama — "Goodbye, Mr. Chips" (General). G.



"My wife has really been on the ball since I put in closed circuit TV at home!"

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## Objects: USA At Gallery

A celebrated collection of more than 300 works by contemporary American craftsmen. Objects: USA, went on view Jan. 10 for a two-week run at the Memorial Art Gallery of the University of Rochester.

Following its unveiling at the Smithsonian Institution in Washington, D.C. and an initial showing in Boston, Objects: USA was hailed by critics as a show that will serve "as a great influence and inspiration to American craftsmen, and will open the eyes of the general public to this great branch of the creative arts."

Objects: USA includes all media normally associated with the crafts, although ceramics is the largest category, with 99 pieces. There are 76 fiber or textile objects and 22 works in glass. The smallest category is mosaic, with only two entries. Other media represented are wood, metal, plastic and jewelry.

The entries range from Alma Lesch's striking wall hanging, "Bathsheba's Bedspread," from Wendell Castle's desk, from Harvey Littleton's soaring blown glass sculpture to Paul Hultberg's colorful enamel mural. Not to be ignored are the humorous pieces such as Joseph Pugliese's ceramic tennis shoe, and Robert Arneson's kitchen sink, with its "hard to get out stain" fired right in.

## Children's Movies: 'Daydreamer' Tomorrow



The town busybody (Margaret Hamilton) confronts Papa Andersen (Jack Gilford) and son, Chris (Paul O'Keefe) in a scene from "The Daydreamer," first shown in McCurdy's Children's Movie Series, Jan. 17, and 18 at Jo-Mor Theatres.

"The Daydreamer," first of a series of four children's films sponsored by McCurdy's through the Children's Movie Guild, will open tomorrow, Jan. 17, and Sunday, at Jo-Mor theatres in the Rochester area and at the Geneva Theatre, Geneva.

"The Daydreamer," in color and wide-screen, is based on stories and characters by Hans Christian Andersen. It stars some of the world's most heralded performers — Talullah Bankhead, Ray Bolger, Victor Borge, Patty Duke, Jack Gilford, Sessue Hayakawa, Margaret Hamilton, Burl Ives, Boris Karloff, Hayley Mills, Paul O'Keefe, Cyril Ritchard, Terry-Thomas, Ed Wynn and Robert Goulet.

New wonder and excitement are found in the stories and characters created by one of the world's great writers by presenting them as the dreams of the boy, "Chris" Andersen. Dreams into which he enters and takes part include "The Little Mermaid," "The Emperor's New Clothes," "Thumbelina" and "The Garden of Paradise."

The film was produced in six different countries; the United States, Canada, England, Japan, France and Denmark.

In addition to "The Daydreamer," "Jack Frost," Grand Prize winner of the Venice International Festival of Children's Films, will be shown Feb. 7 and 8; Margaret Rutherford will star in "The Wacky World of Mother Goose," March 7 and 8; and the series will conclude April 11 and 12 with "The Man from Button Willow," a full-length animated western with Dale Robertson.

A series ticket, \$2.50 including tax, entitles either a child or adult to admission at all four movies and may be purchased at any McCurdy's stores. Single tickets may be purchased at theatres on the day of the performance. Show-

ings will be at 1 p.m. and 3 p.m. on Saturday and at 1 p.m. on Sunday. Participating theatres include the Stutson Theatre, Stutson Bridge Plaza; Towne II Theatre, Jefferson Road; Cinema Theatre, Clinton Avenue South; Fine Arts Theatre, South Avenue; Stoneridge Theatre, Ridge Road West; and the Little Theatre, East Avenue and Geneva Theatre, Geneva, New York.

## Shirley Booth To Star in 'Lilies'

New York — (RNS) — Shirley Booth, the actress who portrayed the cartoon character "Hazel" on television, is returning to the Broadway stage in a vehicle which she selected because "it is not suggestive nor will it cause any embarrassment."

Returning to the legitimate theatre after an absence of almost 10 years, Miss Booth will be starred in a musical, "Look to the Lilies," which will be based on the successful movie and novel by William E. Barrett, "Lilies of the Field."

Miss Booth will play the role of the stubborn and demanding mother superior of a convent maintained by five German refugee nuns near the desert in Southern Arizona.

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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 objectionable for general patron; A-2: morally objectionable for adults and adolescents; A-3: morally objectionable for adults; A-4: morally objectionable 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 objectionable for adults.

Movie listings supplied through the courtesy of TV Guide Magazine

Week of Fri., Jan. 16 thru Thurs., Jan. 22

| Time                         | Channel | Movie  | Rating    |
|------------------------------|---------|--|-----------|
| <b>Friday, January 16</b>    |         |  |           |
| 10:30 a.m.                   | 13      | The Spiral Road, Part 2                        | A2        |
| 9:00 a.m.                    | 10      | Robin and the 7 Hoods                          | A2        |
| 11:30 p.m.                   | 13      | Only Two Can Play                              | A3        |
| <b>Saturday, January 17</b>  |         |  |           |
| 1:30 p.m.                    | 13      | The Golden Blade                               | A1        |
| 8:30 p.m.                    | 21      | Trio   | A2        |
| 9:00 p.m.                    | 8       | A Funny Thing Happened on the Way to the Forum | A3        |
| 11:30 p.m.                   | 8       | 5 Fingers                                      | A1        |
| 11:30 p.m.                   | 10      | Bengal Brigade                                 | A1        |
| <b>Sunday, January 18</b>    |         |  |           |
| 4:00 p.m.                    | 13      | Fury at Showdown                               | A2        |
| 5:00 p.m.                    | 8       | Who Was That Lady?                             | B         |
| 5:15 p.m.                    | 13      | Flight to Tangier                              | B         |
| 9:00 p.m.                    | 13      | Woman Times Seven                              | B         |
| 11:15 p.m.                   | 13      | Bullets or Ballots                             | A2        |
| 11:25 p.m.                   | 10      | Tonight's the Night                            | A2        |
| <b>Monday, January 19</b>    |         |  |           |
| 10:30 p.m.                   | 13      | Fanfare for a Death Scene                      | No Rating |
| 8:30 p.m.                    | 13      | How to Steal a Million                         | A1        |
| 9:00 p.m.                    | 8       | The Condemned of Altona                        | A3        |
| 11:30 p.m.                   | 13      | The Girl in the Kremlin                        | B         |
| <b>Tuesday, January 20</b>   |         |  |           |
| 10:30 a.m.                   | 13      | Love Has Many Faces, Part 1                    | B         |
| 9:00 p.m.                    | 8       | My Sweet Charlie                               | No Rating |
| 11:30 p.m.                   | 13      | Showdown                                       | A2        |
| <b>Wednesday, January 21</b> |         |  |           |
| 10:30 a.m.                   | 13      | Love Has Many Faces, Part 2                    | B         |
| 11:30 p.m.                   | 13      | Wet Asphalt                                    | No Rating |
| <b>Thursday, January 22</b>  |         |  |           |
| 10:30 a.m.                   | 13      | Only Two Can Play, Part 1                      | A3        |
| 9:00 p.m.                    | 10      | The Young Doctors                              | A2        |
| 11:30 p.m.                   | 13      | The Night Walker                               | A2        |

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# The M

This is the seventh in a series of articles on the new Order of the Mass.

By FR. VINCENT J. GIESE (NC News Service)

When the Jew in the Old Testament prayed, he gave thanks for the wonderful works of God in his behalf. Part of his thanksgiving, after expressing delight, was to recount the marvelous interventions of God he had experienced. He asked God for continued favors, then concluded his prayer with a hymn of praise.

Christian prayer quite naturally arose from Jewish roots.

The Mass is an act of "eucharist" or thanksgiving. It takes its name as Eucharist from the idea of thanksgiving and from the Eucharistic Prayer — that central part of the Mass which tends from the dialogue which introduces the Preface up to the Lord's Prayer.

A year ago three new eucharistic prayers were added to the venerable Roman Canon. These are our four optional prayers of thanksgiving, to be selected in developing a theme.

The chief elements which make up the eucharistic prayer are:

### KEEP IN ELMIRA

### Holiday

Elmirsans passing Led by Knights of Co officers: William Mc Grand Knight Joseph

### Socie

St. Rita's Society of St. F parish, Webster, will meet 8 p.m. Tuesday, Jan. 20. program will include a jey demonstration.

Gordon Vogt of East Ro ter will serve a spaghetti per Saturday night Jan. 2 his colleagues in the Roch Catholic Adult Club. Res tions should be made by 22 with Carmie Petote, 5236.

Instead of holding their lar guild meeting, the w of St. Christopher's parish assemble in the Rochester & Electric Company audit at 8 p.m. Monday, Jan. 19, demonstration on informa tertaining. Mrs. Mary Joh 889-4646, will arrange a ric anyone who needs it.

The Rosary-Altar Socie St. Theodore's invites the parish to hear a talk on coties at 8:15 p.m. Wedne Jan. 28. Peter Beck, a Police investigator, will b speaker. Church services precede the meeting, at 8.

Mercy High School alu and their friends will g silver tea next Sunday, Ja for Mrs. Evelyn Young, will retire this month fro faculty after 25 years as teacher. The tea will be 3 to 5 p.m. in the gym, the chairmanship of Emery Heberle, '45, and Iene Bleck Gargan, '62.

The Rosary Guild of the King parish will mee p.m. Monday, Jan. 19, for gram on the March of Din

### Unity Service S In Seneca Falls

Seneca Falls—The peo Seneca Falls are invited ecumenical service at 7:3 Tuesday, Jan. 20, in St. Pe Church. Clergymen of fi nominations will take p

A group of high scho dents will be directed i songs by Sister St. Bene St. Patrick's School. Pray Gospel readings will be by the Rev. Charles H. of the Methodist Churc Rev. Charles Felton, Bap; Rev. LeRoy C. Hertzog, terian, and Father I. Lynch, St. Patrick's past; Rev. Robert Shackles Episcopal Church will the sermon.