

OVER 35?

Hollywood Wants You

New York — The movie industry is promising to make a greater number of adult films — and, for a change, such news is being greeted warmly.

The "adult films" in question are films geared for "the lost audience" of about 35-years-old and over who have given up regular movie-going because most films are too youth-oriented or objectionable for their tastes.

Winning back this audience, according to the president of the National Association of Theatre Owners, (NATO) "is perhaps the most vital task which confronts us."

The NATO president, Eugene Picker, commented recently that although such films as *The Graduate*, *Easy Rider*, *Alice's Restaurant* and *Woodstock* have done very well at the box office because of their popularity among young people, this audience "represents as little as 5% of our sum total audience potential. There are

millions and millions of additional people who should be patronizing our theatres each week — and are not doing so."

The box-office success of *Airport* may strongly influence the trend-conscious movie industry. Ever since its release, *Airport* has been at or near the top of the leading money-makers this year.

Critic James Arnold, whose column is syndicated in a number of Catholic newspapers, described *Airport* as "a noisy 'silent majority' kind of movie about a jet airliner and several marriages in distress, designed by producer Ross Hunter to see whether people over 35 really will come back to the theaters to see the kind of movie they enjoyed 20 years ago."

Meanwhile, Columbia Pictures has strong hopes — based on early reactions following critics' screenings — for a film dealing with the problems of old age in modern society.

Titled *I Never Sang for My*

Father, and based on the Broadway play by Robert Anderson, it is believed to be the first major American film on the subject of old age, particularly the dilemma of what grown-up children should do about aging parents.

The film stars Melvyn Douglas as a vain, just-widowed man in his 80's who is becoming senile and who creates a problem for his son (Gene Hackman) and daughter (Estelle Parsons). Neither of them have any room for him in their lives, and they do not want to place him in a home for the elderly.

The same movie company, Columbia, recently launched an advertising campaign to interest the over-35 audience in *A Walk in the Spring Rain*, an old-fashioned-type love story starring Ingrid Bergman and Anthony Quinn.

The special ad campaign, with ads running on women's pages besides the movie pages of daily newspapers, was pre-

pared when the film company's executive noted that *A Walk in the Spring Rain* was "attracting large numbers of people who admit they have been staying away from the movies in recent years," according to a press release.

"These people are the over-35 group, the middle-aged couples and the women who attend in groups of two, three and four and they come out raving about the 'love story.'"

George Seaton, who directed *Airport*, contends that Hollywood's concentration on youth-oriented "message films" could be alienating a substantial number of older film-goers.

"The only problem I see is that this trend could get out of hand and moviemakers will start pitching all their pictures at the youth audience," he said. "There are millions and millions of people over 30 who still want screen entertainment in the old sense."

(Catholic Press Features)

COURIER / Entertainment

As I See It

No Schmaltz Necessary

By Pat Costa



Some comments, unrelated, on the TV scene of recent weeks . . .

• Watched the "Honor America Day" television marathon on the Fourth of July in Washington with mixed feelings. We have become conditioned through various events to grow uneasy at the sight of helmeted policemen at any gathering, no matter how diverting the feature offering.

Unlike Bob Hope I did not find the oratory of Susan Huskisson, the blonde teenager, inspiring. Equating America's greatness with mashed potatoes and roast beef may be done with grace and skill and a touch of poetic genius but it was not within the capabilities of this particular youngster or the person who wrote it to convince us.

Possibly the most moving moments were those given us by Kate Smith in her rendition of "God Bless America" and the morning finale of "The Battle Hymn of the Republic."

Those two songs seemed to embody the spirit of the day which had occasioned the tribute and without any histrionics, slick words or schmaltz.

The evening portion of the show served to remind this viewer of something. Red Skel-

ton, whom CBS has deemed no longer relevant to its fall schedule and who is moving to NBC, proved that he can still bring down a house.

The standing ovation given him after the pledge of allegiance recitation was proof of his continuing powers to enchant a crowd.

• Channel 8, WROC-TV has joined the afternoon movie circuit with a feature that starts weekdays at half past four. That's good news. Competition (Channel 13's starts at four) always makes for better programming.

• Saw a portion of Channel 21's new summer series opener with the Boston Pops and Arthur Fiedler. Sen. Edward Kennedy was featured reading excerpts from the writings of President Lincoln as the orchestra played Aaron Copland's "Lincoln Portrait."

Particularly enjoyed the medley of Richard Rogers tunes and the medley arrangement from Broadway's "Hair."

The series will continue for 13 weeks. Tune it in Sunday evenings at 10. It's a great refresher if you're tired of the reruns.

Red Wings Back Skill Contest

Boys between the ages of 8 and 13 will be able to test their baseball skills in a new program sponsored by the Rochester Red Wings, Rochester Jaycees and the city and area recreation bureaus.

Called "Red Wing Grand Slam," this program will give youngsters a chance to learn basic baseball skills while participating in area-wide competition.

Competition is scheduled to begin Saturday, July 17. Boys may register at the recreation departments of the following towns: Webster, Pittsford, Fairport-Perinton, Penfield, Henrietta, Greece, Irondequoit, Gates; at the Catholic Youth Organization, Brighton Youth Agency and the Rochester Recreation Bureau.

Children's Shows At Planetarium

A once-a-week morning series of Star Theatre shows especially designed for Rochester area school children will begin today, July 15, at 10:30 a.m. at the Strassenburgh Planetarium.

Earth, Sun and Moon, the first of the eight-week series, will use the great planetarium dome to explain with vivid visual effects important facts about these three key spheres in our solar system.

Other sky-subjects which will be covered during the remaining weeks will include such topics as "All About Planets," "Man in Space" and "Sky-Scanning."

An adult is encouraged to accompany the children.

Smoking the Night Away

By THE MISSION SINGERS

Someone once said that singing a blues song is like jumping out of the frying pan into the lyre. Blues is when you laugh 'cause you don't want to cry. *Mama Told Me Not to Come*, sung by Three Dog Night, is a blues song in that sense.

To hear the plaintive, moaning wail of the lead singer is to laugh — or smile at least — at his plight. You can almost picture a Hardy Boys mystery story where the young adventurers get the scare of their lives in a haunted house. "Mama told me not to come" is their frightened cry, and the singer's, too.

But just as the original blues songs hid much suffering under the warm blanket of humor, the modern-day blues song barely conceals the feeling of loneliness and uncertainty. It's as if the singer feels he can more easily put up with the burden if he exaggerates it.

Melodramatic is the best word to describe the scenes in *Mama Told Me Not to Come*. But it's probably true that these scenes happen all the time, and in real life.

Mama Told Me is a song about a drug party. The hosts of the party — when they're not passing out on the floor — are giving an acid-head's interpretation of the famous swimming lesson: jump in head first.

That might be good advice for would-be swimmers, but with drugs the problem is that when you jump, you always go in over your head. A good friend of ours told us once of a party he had been to a few days before. A "friend" of his at the party slipped an LSD cube into his coffee. He tripped for three days afterward.

Now that he was off his trip — it wasn't an especially bad one — he was mad at himself for being a dupe for some dope-pushing maniac, and for walking into something he wasn't prepared for. "Sugar with your tea?" No, thanks.

"I've seen so many things that I ain't never seen before. I don't know what it is but I don't wanna see no more." The trouble with drugs is that a lot of users consider them to be the ultimate eye-and-mind-opener. When users discover they won't be getting all their answers from this nectar of the gods, they become doubly depressed. The bigger the hope, the bigger the disappointment. And what is there for them after drugs? Nothing: "I don't wanna see no more" of anything.

"This is the wildest party that there ever could be. Oh,

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THE MUSIC BAG

'MAMA TOLD ME NOT TO COME'

Will you have whiskey with your water, or sugar with your tea? What are these crazy questions that you're askin' of me? This is the wildest party that there ever could be. Oh, don't turn on the lights 'cause I don't want to see. Mama told me not to come. Mama told me not to come. Mama said that ain't no way to have fun, son.

Open up the window, let some air into this room. I think I'm almost chokin' on the smell of stale perfume. And the cigarette you're smokin's 'bout to scare me half to death. Oh, open up the window, let me catch my breath.

The radio is blatin', someone's knockin' on the door. Our hostess is not lastin', she's passed out on the floor. I've seen so many things that I ain't never seen before. I don't know what it is, but I don't wanna see no more.

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don't turn on the lights 'cause I don't want to see." The singer is still naive and young enough to be shocked by the things he's experiencing ("that cigarette, you're smokin's 'bout to scare me half to death"), but as the old saying goes: "There is none so blind as he who's blown his mind." After a few parties like that, all the activity that's going on there might be completely natural to him.

Can you remember the first time you ever smoked a regular cigarette, or drank some liquor. It probably tasted lousy. Now you might like to smoke and drink. A person can get used to doing anything.

And that "anything" includes the "horrors" the singer is so afraid of. His plea — "Don't

turn on the lights 'cause I don't want to see" — is his hope of escape. If he doesn't have to look at the catastrophic scene around him, he might feel safe from it. But we've all got to face the music, and the music says, ". . . that ain't no way to have fun, son."

"Mama Told Me Not to Come" is meant to make us have fun when we listen to it. One of the great things about a lot of pop songs is that they can say something solid about life by making fun of it. Certainly, drug abuse is a serious life-and-death problem. But doesn't "Mama Told Me" say a lot more about the problem than the ranting and raving of people who don't know how to laugh?

(Catholic Press Features)

2 Religious Stations Lose Their Licenses

Washington, D.C. — (RNS) — Two seminary-owned radio stations, WXUR and WXUR-FM in Media, Pa., lost their licenses here as the Federal Communications Commission voted unanimously to refuse renewal, charging the owners with ignoring their "plain duty to the public."

Board chairman of Faith Theological Seminary, the stations' owner, is Dr. Carl McIntire of Collingswood, N.J., the ultra-conservative preacher whose program, 20th Century Reformation Hour, was featured on WXUR and heard on hundreds of stations around the country.

Dr. McIntire is the founder of the ultra-conservative International Council of Christian Churches. Until he was dropped from the executive committee in 1969, Dr. McIntire was also head of the American Council

of Christian Churches he founded in 1941. In his work he has opposed the World and National Council of Churches and has been a frequent critic of the Catholic Church and Pope Paul. He has supported the Rev. Ian Paisley, militant Protestant leader in Northern Ireland.

FCC Commissioner Robert E. Lee, who supervised the decision, called the 6-0 ruling by the commission a "landmark case," but added that he expected it to be settled before the U.S. Supreme Court.

In the meantime, the stations have been ordered to go off the air by midnight, Sept. 1.

The stations are charged with violations of the FCC's 21-year-old Fairness Doctrine, under which broadcasters are required to give time for "opposing viewpoints on controversial issues."