

TV Ads Irk Women Viewers

Catholic Press Features

New York—The not-too-bright newlywed ponders aloud a dinner of "marshmallowed meatballs" or "poached oysters" as her queasy husband makes a quick U-turn back to the bathroom for more of the sponsor's stomach-settler.

A housewife's marriage is on the brink of collapse until a handsome, white-haired man suddenly shows up in her kitchen to set her straight on how to wrap food and sandwiches.

Another housewife spends a good part of her waking hours trying to reason with a dove that insists on perching on the woman's vanity table rather than on the kitchen sink.

These are all scenes from TV commercials, and suddenly women are beginning to make a scene about the way women are portrayed in advertisements: stupid, servile and totally dependent on men for guidance in performing womanly tasks.

Members of the women's liberation movement have taken to placing "This Ad Exploits Women" stickers on offending billboards and transit posters, but most of the attack has been directed at TV commercials.

"As a woman and a feminist, I am particularly concerned with the simplistic and insulting image of the American woman which is constantly foisted upon the public via the majority of TV commercials and programs," complained the head of the New York chapter of the National Organization for Women in a letter to The New York Times.

"Women are almost always characterized as primarily sexual and domestic creatures whose major concerns are how they and their homes look, feel and smell."

However, what especially perturbed her was the "poached oysters" TV commercial—which has won several major TV commercial awards, including one

for actress Alice Playten and actor Terry Kiser.

"No sponsor would dare to characterize black people today as being as stupid as the newlywed wife presently depicted in an Alka-Seltzer commercial," she wrote. "She isn't even a good cook, one of the few areas of endeavor which American women are encouraged to master."

But Womens Lib is not the only enemy of such TV commercials. Miss Franchellie Cadwell, one of the very few women heading her own Madison Avenue ad agency, has launched a campaign against "insulting advertising." She believes that the rationale behind most of the "demeaning" commercials is that male-dominated agencies think the nation's 66 million housewives are "possessed of infantile fantasies and a cleaning neurosis."

In too many commercials, she contends, women "chase torna-

does. They engage in heated arguments with doves. They have floor-washing contests. Men fly in from outer space or arise from the sink—to consult with them on household chores."

The TV commercial campaign for Silva Thin cigarettes has also been under attack for some time. Earlier, complaints were made because the "hero" of the commercial—a snobbish selfish male—regularly left women stranded somewhere because they dared to borrow his cigarettes.

But recently, the Silva Thin campaign has switched to the theme: "Cigarettes are like women—the best ones are rich and thin." A woman wrote to Advertising Age—the trade journal—to complain that "this is obnoxious and offensive and indicates a basic contempt for women. And I am most certainly not a member of any so-called women's liberation group."

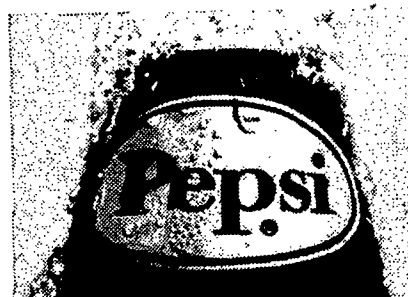


Actress Alice Playten pounces on "Poached Oysters" as her TV ad husband, Terry Kiser, clutches his stomach in anticipation of another 'impressive' dinner his new bride will prepare. Women's Liberation says the prize-winning ad is demeaning and insults women.



You've got a lot to live Pepsi's got a lot to give

What we mean is this: living isn't always easy, but it never has to be dull. There's too much to see, to do, to enjoy. Put yourself behind a Pepsi-Cola and get started. You've got a lot to live.



Bottled by Pepsi-Cola Companies of Elmira and Rochester under appointment from PepsiCo., Inc., New York, N. Y.

NEA Stand Draws Criticism

A leading Catholic educational official expressed "dismay and disappointment" over the stand taken by delegates to the National Education Association convention against the use of public funds for non-public schools.

Msgr. C. Albert Koob, president of the National Catholic Educational Association, said here that the position of the NEA delegates "tends to ignore the massive problems facing all of education, problems that require the best existing educational personnel and resources."

He charged the NEA delegates with ignoring the reality of the "enormous contribution" of non-public schools, noting that Catholic Schools alone save the taxpayers some \$4 billion a year. Should private schools close, said Msgr. Koob, "the American taxpayer will be the loser."

Mini-Math Answer

+5	-4		-1	+3
-2		-3	+5	
	+1	-4		+2
-5	+1		-1	+2
-3		-4	-2	