#### The Slot Man

## Smoking Ads And Vice Versa



By Carmen Viglucci

To start with there's this cigarette campaign, the one where they use rotten grammar and are proud of it.

I assume it began with a Madison Avenue genius not caring enough about his language to use it correctly. The cigarette executives who bought the copy verbatim only care about profit.

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When people interested in proper usage (they are of the same ilk as those who believe in good craftsmanship in plumbing, TV repair or building houses objected, the ad men realized they had hit upon something. After all "it doesn't matter what you say as long as you keep saying it."

So an entirely new compaign was prepared to capitalize on the original blunder. Those who objected to the abuse are pictured as sissyish eggheads (males) or inane old ladies; the smokers and purveyors of the cigarette are shown as clever, successful, hemen or well-packaged, swinging chicks.

Disregarding the grammatical mistake (if indeed it was, for even that may have been planned), this particular campaign bares some sad facts about "we the people."

Madison Avenue henchmen, no matter for whom they work, do not haphazardly waste scads of almighty money on misconceptions. Their efforts are built upon very careful research which obviously shows that the majority of us, like to admit it or not, idealize the qualities extended by the smokers in the ads.

The fact that the ad persists is proof of its success.

Now, if you will, call to mind

current anti-smoking advertis-

the dangers of smoking, showing the painful and often fatal results possible. Those responsible for such ads should know that scare tactics just don't work. Ask the traffic safety people.

My point is that the health agencies concerned about the harmful effects of smoking should study the Madison Avenue message and reverse it, capitalizing on the millions spent by cigarette pushers.

For instance, how about showing a crowd of men smoking and they are all sissies. My point, believe me, is not to poke fun at homosexuals but to show that smoking has little to do with "manliness" or at least without our concept of that quality.

Or how about this one. There's a guy at a cocktail party, nervous, insecure. Someone asks him, "What do you think of peace demonstrations?" Our hero stutters a bit, then starts to light up a cigarette as the voice-over intones, "People who know where they stand don't have to smoke."

In a less show-biz manner, obtain the services of Pete Rose, sliding head first into home plate to score the winning run. Then bring him on camera saying, "What, me smoke? Are you kidding!"

Or get a rich, thin woman (the ad says they're the best kind), perhaps Twiggy or Jackie Kennedy Onassis, to purr, "I'm rich, I'm thin and I wouldn't touch a lousy cigarette."

But, please, no lectures. They only make us nervous and start looking for a cigarette,

#### RACL Viewpoint

### Adult Education a Must

By DEIRDRE HETZLER

There is something in man which makes him consider his religious education to be finished with his Confirmation or his graduation from Catholic school, He may learn new skills in a myriad of other fields, but mention adult religious education and he balks. Yet, too many people go through 12 years of education and remain untouched by Christianity.

Our culture is based on a heritage of freedoms, and freedom is growing in the Church as well. Responsibility for religious formation and education is now placed directly on the individual. If he responds positively, his education will acquire greater depth and meaning, and he will give greater glory to God.

All too often, however, the individual is unwilling or incapable of responding to this call to Christ. In practice, if not in theory, the official structure of the Church is guilty at times of the same blindness as the individual, and little is done to encourage or assist the adult in making this response.

In most parishes the only serious effort to reach anyone beyond school age is through homilies, the content and effect of which are frequently negligible. The greatest bulk of our resources, both financial and personnel, is concentrated on a faction of the Catholic population, the childen in the parochial schools. Unless accompanied by effective adult education, these resources are wasted.

Adult education is an absolute necessity; The effectiveness of the Church as a force in the world today depends on the grace of the Holy Spirit working through men. To accept the fact that man is a witness of the presence of Christ in the world is to realize that he must constantly move closer to the reality of what he attests. Only through continuous renewal of education can this be done; for the individual or the Church to act as though a few years of religious education is enough is

An obvious and essential way of renewing one's education is through reading, but this is not sufficient. Here in Rochester we have been fortunate to have an excellent program of adult theology conducted by the Capuchin Fathers. Now, however, the existence of this program is gravely threatened since the diocese has withdrawn its subsidy for the coming year.

If this program is to continue, \$11,000 must be raised through voluntary contributions. Catholics who are interested in the future of this valuable program should give to the campaign which has been conducted by the Capuchin Fathers.

The diocesan alternative is a program aimed at teaching parents what their children are learning in parochial school and CCD classes. This is fine as far as it goes, but it is inadequate as a means of fostering adult spirituality.

On the Line

# People, Places Polynesia

By Bob Considine



Okay, Sam, here's the plot. There are these three guys, southern California bachelors. Maybe we could call the picture Bachelors Three and get Joe Namath to play one of them.

Anyway, Sam, there's this lawyer — We'll call him Hugh Kelley. Big Guy, bound to be the new Jake Ehrlich. Then there's a long slim sportsgoods salesman who looks like Jimmy Stewart. We'll call him by some solid name like Don McCallum. The third guy is the brain. He's got a seat on the Pacific Coast Stock Exchange and maybe some day he'll own the whole schmeerkase. I got a name for him. Classy. Jay Carlisle. All right, so it's a corny name right out of the Racquet Club, but let's get on to the goodies in this script.

You know what these three crazy guys do, Sam? They quit their jobs! Eveybody else is drooling for their jobs, but they quit. Do they go on relief? Don't be a dumb-dumb, Sam! They move to an island in the South Seas. We'll give, it some sexy name like Moorea. Who'll know the difference? Guess what they buy, I'll tell you. They buy a vanilla plantation!

Sam, you're the only genius left in this studio, but I'll bet you never knew that vanilla grows like a bean; no, not a

baked bean, Sam, a . . . well . . . a vanilla bean. How's that for the switcheroo?

Anyway, along comes a blight . . . no, Sam, not Capt. Bligh. He's dead, and so is his last picture. A bomb. A blight is a bug that eats vanilla. So the guys blow their dough. Will they chicken out and go back to Southern California? No, they stay, scrape together some dough — we could have them con some of their old friends out of it — and open a swinging hotel! Sam, here I'm stuck. What would three guys like them call a swinging hotel?

What was that, Sam? Bali Hai? Sam, you can't do that to me! You want me to have another heart attack? Sam, Bali Hai is so good, so just right. Let's put it this way, Sam. I don't want to be paid for this script. It's yours, Sam. Just let me visit the lot now and then to see how it's coming along.

What? Where's the part for Raquel Welch? Be patient Sam, I'm coming to her and your two new starlets. The three guys fall in love with the three most beautiful girls on the island. All descendants from a king they once had around there named Cook — a first name for him I don't have. The guys have beautiful families by the girls and everybody's happy under the biggest moon our prop man can turn out.

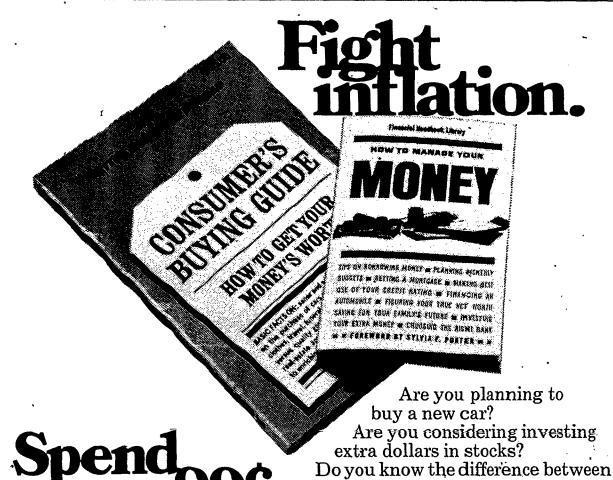
Then, who is washed up on shore in an open boat but the notorious Cronkites, Walter and Chip, Art Buchwald, Jim Michener, Willis Player, Dick Barkle, Neil Morgan and a couple others I don't have the names for. A rough bunch, let's face it. Will they take over? Are there enough women to go around in this paradise? Enough roast pig? I'm working on that right now, sam. That part comes on right after the popcorn break.

P.S.—All of the above is true. Messrs. Kelley, McCallum and Carlisle are taking bookings by wireless, mail or bottle. They plan opening a chain of these groovy resorts through this part of the world, and never never go back home. Would you?

Travel authority Charlotte. Hyde of Pasadena, Calif., who knows these islands and the Tahitians so well, was asked by a visitor, "Why don't these people raise something besides coconuts? Why don't they use this rich earth for truck farms and raise oodles of tomatoes, corn, wheat, beans and lettuce?"

She seemed surprised by the question, as would any Tahitian.

"Because that's so dull," she



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