



## Drugs Crucify 'Poor', Poster Warns

### Catholic Press Features

**New York** — "It's a very graphic portrayal of the concept of people being 'crucified' by drugs. It's extremely forceful."

Msgr. Harry Byrne, a chancellor of the Archdiocese of New York, was giving his reaction to one of the most startling outdoor advertisements ever seen: a dramatic closeup of a

hand "nailed" to a cross by a hypodermic needle.

Msgr. Byrne, chairman of the archdiocesan Social Justice Task Force, was one of several prominent Catholic, Protestant and Jewish officials invited to "review" the outdoor poster prepared by the Advertising Council as part of an extensive national public service campaign against drug abuse.

The "crucifixion" drug-abuse ad was created for the Advertising Council by Compton Advertising, Inc., as part of a campaign that has included advertisements such as one showing various kinds of drugs, with the headline: "Why do you think they call it dope?"

Mrs. Geraldine Molter, the anti-drug campaign manager for the Advertising Council — the

public service arm of the advertising industry—said she encountered no strong objections to the "crucifixion" poster when she approached representatives of the various faith groups.

In addition to showing it to Msgr. Byrne, Mrs. Molter presented it to officials at the National Conference of Christians and Jews ("They were impressed, and saw no objection to it on religious grounds") and at the National Council of Churches.

There, one official interpreted the poster too literally, according to Mrs. Molter, by observing that Christ did not resort to drugs to relieve His pain while on the cross.

The "crucifixion" poster contains only the illustration of the hand "nailed" to the cross by the needle. There is no text whatsoever on the poster. As

the art director for the poster put it:

"What would you want to say with it that the illustration doesn't say already?"

The art director, Shelly Schacter, has assured numerous persons who have inquired that the illustration was "faked."

In photographing the scene, the hypodermic needle was bent in L-shape, placed in the palm of the outstretched hand, the bent portion of the needle was covered with putty and the hypodermic syringe was held up by strings. Later, photo retouching removed traces of the string and putty.

The "crucifixion" poster is part of a multi-level multimedia campaign designed to reach pre-high school youth, youth through college, inner-city residents, parents and military personnel.

### AN INSIDE LOOK

New shows begin on television .....	2B
Simon and Garfunkel's latest .....	2B
It's that time of year — grape jelly .....	10B
When a girl goes off to school .....	10B

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