

PAT COSTA
**As I
See It**



Came across an interesting full page ad for Reader's Digest in the New York Times recently.

The advertisement, directed at potential advertisers for the monthly magazine, was telling it like it is in regard to television commercials.

"Unless you're in business for laughs, today's plummeting TV brand recall scores are enough to make you cry," began the copy in the Times. "Down 45% over 10 years, says one leading agency president."

The message written by Reader's Digest space salesman goes on to say that the TV clutter where commercial messages are hurled at you like so many machine-gun bullets is the problem.

The implication was clear.

Consumers seeing products in magazines at their own speed and leisure will remember products and brand names better than if they had seen them in TV.

Just how accurate Reader's Digest claims are I'm not about to guess.

I've never tried, at least recently, to recall a product from a magazine.

But, only two weeks ago, I did everything but stand on my head trying to remember which margarine it is that Dody Goodman sells on TV.

We had taken my husband's mother to see, a Town and Country summer theater production starring Vivian Vance and Dody Goodman. She had not recognized the latter and I kept trying to make the connection in her mind.

It seemed like it should have been easy enough. I had watched that particular commercial at least 10 times, actually standing still to watch the zany comedienne put the margarine under the sofa and thinking that they must have got the idea from one of our kids.

I still don't know which margarine it is.

On the other hand I can tell you which toilet paper it is you shouldn't squeeze, which margarine is associated with a crown, which peanut butter is the p-nuttiest, which peanut-butter tastes more like fresh peanuts, which factory-made jelly can't match grandma's for love so they add more flavor, which cereal is for adults only, which pre-soaker promotes a special bag for extra soiled clothing and which shave cream says take-it-all off.

I don't know that my recall has any special significance, though, since we don't have one of those products in the house.

I try a new product only upon endorsement from my mother, mother-in-law, my grandmother or a neighbor. We switched face and hand soap on the advice of a pediatrician and I buy whichever leading brand of coffee is the cheapest.

My kids sing one soft drink commercial ad nauseam and always request another brand.

Are we influenced by TV advertising? I'm not sure. How about you?

Take the test. Match up recallable ditties with the products and then see how many you have in your house. Might be interesting.

Once Over Briefly

Ratings from the Catholic Office for Motion Pictures on the moral suitability of current movies:-

ABOMINABLE DR. PHIBES—Adults only—Vincent Price, the movies' most frequent horror-man brings terror to a surgical team responsible for his wife's death.

ANDERSON TAPES—Adults only—A coarse comic melodrama about a robbery of a New York apartment: unnecessary sex and violence.

BANANAS—Condemned—Woody Allen comedy, "tasteless insult and irreverence," offensive because it deals with lowest moral and artistic ideas.

BILLY JACK—Objectable for everyone—Conflict between runaway teenagers and people of an Arizona town. Sadistic violence and nudity, obscene dialogue.

BEGUILLED—Adults, with reservations—Lust and violence in Civil War setting; called a comedy, if you consider nymphomania and murder funny.

BIG JAKE—Adults only—Routine but very bloody Western in which a mean and tough John Wayne invades a bandit lair to rescue his kidnapped grandson.

BLUE WATER, WHITE DEATH—Adults and adolescents—A terrorizing and fascinating documentary about hunting sharks. Great photography, slim plot.

BRAZEN WOMEN—Condemned.

CARNAL KNOWLEDGE—Objectable for everyone—A satiric reduction of human characters to sex-obsessed caricatures: crude language, explicit visuals.

CAT O' NINE TAILS—Objectable for everyone—Gruesome murders in a story about a behavioral-research lab.

DARLING LILI—Adults only—Julie Andrews is a spy against the British in World War I. Songs and comedy and fabulous wardrobe but frothy plot. Not innocent enough for kiddies.

DAUGHTERS OF DARKNESS—Objectable for all—A lesbian vampress gets attached to a young honeymoon couple. Gory, campy but pretty Belgian scenery.

DOC—for adults only—Marshall Wyatt Erp gets involved in a gunfight at O.K. corral. The old-time Western excitement is marred by making the plot a moralizing allegory about the Vietnam War.

EVEL KNEIVEL—Adults only—Fictionalized biography of modern stuntman on motorcycles. Shallow characterization does not solve question of what makes a man want to cycle-jump over 18 cars or how he faces constant injury for money and limited fame.

GRISSOM GANG—Objectable for all—A gruesome gang of thugs kidnap an heiress. Much shooting, crudity, implausibility.

HELLSTROM CHRONICLE—Adults and adolescents—Science-fiction film with various insects starring: the terrible potentialities of insect power.

HOUSE THAT DRIPPED BLOOD—Adults and adolescents—Four British horror tales, non-gory, excellently acted.

HUNTING PARTY—Condemned—Brutal violence and sex.

IN COLD BLOOD—Adults—Retelling of true story of farm-family murders and how the killer was caught.

KLUTE—Adults with reservations—Jane Fonda acts well as a New York call-girl in murder mystery with psychological study. Harsh morals and tough language.

LAWRENCE OF ARABIA—Adults and adolescents—Return of David Lean classic of exciting desert warfare. Drastic cutting of original version makes plot somewhat disjointed. Great acting and photography.

LE MANS—For family—Cars and drivers provide the excitement at the 24-hour road race in France. Great sport scenes as Steve McQueen drives his own car.

LIBERTINE—Condemned for all.

LITTLE BIG MAN—Adults—Dustin Hoffman in autobiography of white boy raised by Indians, who becomes sole survivor of Geronimo's massacre. Commentary on human relationships and the bruises ("murders") which hit us everyday.

LOVE STORY—Adults—Many-Kleenes story of a Harvard-Radcliffe romance which never wins.

MCGABE AND MRS. MILLER—Objectable in part for all—Warren Beatty and Julie Christie in an unusual, moody Western: "an unmotivated and fragmentary story with excesses of crude language and scenes of nudity."

MURPHY'S WAR—For adults—Good exciting tale: Peter O'Toole is sole survivor of British merchant ship sunk by Nazi U-boat. His private vengeance on that sub and its crew is a war in itself.

OMEGA MAN—For adults—A futuristic look at how the last humans on earth may survive.

ON ANY SUNDAY—Family—Thrilling documentary of motorcycle racing in five countries by producer of popular "Endless Summer" about surfing a few years ago.

PINOCCHIO—For family—The classic children's story in lavish Disney style.

PLAZA SUITE—Adults—Three plays set in the same suite in the Plaza Hotel; Walter Matthau shows three men with emotional problems. Humorous but tiring, unless you are a Neil Simon fan.

RED TENT—for adults—A 1928 dirge-like crash in the Arctic: rescue is painful. Adventure theme which might have been good for family trade is spoiled by complicated ethical and psychological ramblings of the dialogue.

SCANDALOUS JOHN—For family—Exciting, crazy Western adults will laugh at as well as the kids.

SHINBONE ALLEY—For family—Disney creation the children will love.

SOUL TO SOUL—Adults and adolescents—A "concert" which will appeal to hard-rock fans: U.S. musical stars go to Ghana to entertain for national holiday.

SUMMER OF '42—Adults, with reservations—How a teenage boy in '42 discovers life and sex from an "older woman."

20,000 LEAGUES UNDER THE SEA—Family—Exciting retelling of Jules Verne classic.

VON RICHTOFEN AND BROWN—For adults and adolescents—World War I film; great air-battle scenes between British and German aces.

WHO IS HARRY KELLERMAN—Adults only—Dustin Hoffman is a successful composer-singer who has crushed people on his way to the top. As his world crumbles he slips into phantasies of bitter paranoia. Sad, not funny.

WILLARD—Adults and adolescents—A horror film about a psychotic who trains pet rats to kill his family's enemy.

WILLY WONKA & THE CHOCOLATE FACTORY—For family—A kids' film, but reviewers agree that adults will like the clever fantasy.

At Home With the Movies

AN AMERICAN DREAM (1966)

Thursday, Sept. 2 (CBS)
Very loosely adapted from a Norman Mailer novel, this stars Stuart Whitman as a tough-on-corruption TV commentator who is stalked by police, gangsters and a former mistress (Janet Leigh) after his wife falls to her death during a drunken, bloody domestic fight with him.

Critics generally lambasted it all. NCOMP rated it B, objectionable in part for all, stating that "the theme of this shallow story, purporting a comment on American mores, is vitiated by its patently false use of sex and violence."

BATMAN (1966)

Sunday, Sept. 5 (ABC)
A feature-length film spawned by the popular TV series, featuring all the characters from the video version: Adam West and Burt Ward as the Dynamic Duo up against Catwoman (Lee Meriwether), The Joker (Cesar Romero), The Penguin (Burgess Meredith) and the Riddler (Frank Gorshin).

Loads of gadgets (make that: bat-gadgets), brisk, comical dialogue, lots of action and good fun.

NCOMP rated it A-1, unobjectionable for all.

BLAST OFF (1966)

Monday, Sept. 6 (ABC)
(Part I of a double feature)

Burt Ives, Troy Donahue, Hermione Gingold, Terry

Thomas and others star in a light, comical adventure yarn about flight, along the lines of Those Magnificent Men in Their Flying Machines. Heroism, romance and that kind of thing.

The plot involves Phineas T. Barnum, who has fled to England to escape creditors in the U.S. after his circus has burned to the ground uninsured. He gets involved in a plan to propel a projectile to the moon and offers to send his own General Tom Thumb along for the ride. An American convinces him it'll need a device to bring it back to Earth—a device he's invented—and volunteers to take Thumb's place. All very timely in view of Apollo 15.

NCOMP rated it A-1, unobjectionable for all.

MARILYN (1963)

(Part II of a double feature)
This was Hollywood's last exploitation of Marilyn Monroe, a "documentary" put together after her tragic death.

It may have some value in retrospect now, but at the time of its release it was rated by the Catholic film office as B, objectionable in part for all, and was given the following commentary:

"This film, a tasteless and unscrupulously commercial exploitation of the late Marilyn Monroe, consists of excerpts from various of her 20th Century-Fox films which mainly highlight suggestiveness in costuming, dialogue, dancing and situations. Particularly offensive is the pornographic and coarse treatment given to a sequence taken from an unfinished film."

COME DINE WITH US



RUND'S In Rochester it's Runds for good food, pleasant atmosphere and smart entertainment. Joe Cody's 7 piece orchestra playing nightly 9:30 p.m. 'til 1:30 a.m. and feature entertainment in our lounge. 473-3891.

Royal Scot Steak House
657 Ridge Road East, Corner Hudson Route 104
Rochester's newest, most distinctive dining spot featuring Scottish atmosphere, delicious food. Luncheons served Monday thru Friday, 11:30-2 p.m. Dinners served Mon. thru Friday 5 to 10 p.m. Sat. 5 'til 12 p.m. Sundays 12:30 to 9. Open every day. Reservations: 342-4220. Entertaining Friday and Saturday in the Scot's Pub.

NATIONAL HOTEL Host to travelers since 1937. Enjoy a meal in this colorful edifice famous for its cuisine, located in historical Genesee Valley, two miles Southwest of Geneva. Steaks, chops, broiled on the open pit. Prime ribs, seafoods, large entree selection. Open weekdays 5 to 11 p.m. Sun. 12 to 9 P.M.

THE VIKING
1485 Mt. Read Blvd. Near Lexington
Jack Bayliss Intimate Lounge, Restaurant. Prime Ribs, Surf & Turf, Lobster Tails every day. Luncheon specials. Entertainment nightly. Serving from 11 A.M. lunch and dinner, 458-0420 for reservations. Closed Monday. Now open Sundays.

BLACK ANGUS
50 EAST AVE.
One of downtown's famous eating spots. Finest in steaks and excellent prime ribs. Serving lunch Mon-Fri. 11:30 A.M. Serving dinners 7 days a week from 3 P.M.. Including Sundays (Serving from 1 P.M.) For reservations call 232-9518.

UNCLE JOHN'S FAMILY RESTAURANT
3420 MONROE AVE.
Complete line of pancakes and waffles. Steaks, salads, omelettes, sandwiches, sundaes and milkshakes. Childrens birthday parties. Where everyone meets after church. 381-2850.

Kar-Mac Manor
Routes 5 & 20 Between Geneva & Waterloo
Thruway Exit 42
Dancing Fri. & Sat. Rts. 5 & 20 Between Geneva & Waterloo. Reservations — 789-1305 or 539-8044.

CINELLI'S COUNTRY HOUSE
4 miles east of Putneyville, on Rt. 18 (Lake Rd.) Overlooking Lake Ontario
Unusual decor, excellent cocktails, superb steaks, seafood & prime ribs of beef, luncheon 12 to 2 P.M. Dinners 5 to 9, Sat. 'til 10, Sundays 1 P.M. to 8 P.M. Closed Mondays Accommodate private parties. Make your reservations now. Opens Easter Sunday. Your hosts: Margaret & Frank Cinelli, 315-483-9508.

NOW OPEN FOR SEASON
Glen Iris Inn
Letchworth State Park, Castile, N.Y.
Stately mansion and former home of Wm. P. Letchworth is situated on the precipice above 107 ft. high Middle Falls, air-conditioned dining room serving the finest foods and beverages. Luncheons 12 to 2, dinner 5:30 to 9. Sunday 12:30 to 7:30. Accommodation and gift shop. Your Hosts Pat and Cora Fitzwill.

AVON INN
ROUTE 5-20, AVON, N.Y.
Beautifully restored to its historical splendor. Traditionally famous for fine foods. Serving Luncheon Daily from 11:30 to 2 P.M. Dinners from 5:15, Sundays from 12:30 P.M. Music from our Bandstand featuring Dick Strub at the organ. Friday, Saturday, Sunday.