

PAT COSTA
As I
See It



See if any of these little phrases ring a bell. "Marsh-malloyed meatballs": "Try it, you'll like it": "I can't believe I ate the whole thing." or "mama, Mia, that's a spicy meat-a-ball."

All have been used to sell Alka Seltzer, a product which has probably added more to our culture slogan-wise than any other item advertised on television.

We have become a nation of commercial watchers, no longer passive and angry because of the number of advertisements foisted upon us during a 30-minute show.

Instead we have learned to separate the chaff from the wheat, realizing that the talent, the money, the direction and the production thrown into the 30-second commercial is far more substantial than that put into a 60-minute program.

Think about it. Who of you can remember an "Ironside", a "Carol Burnett Show" or "a Mod Squad" so memorable that you can remember the lines, the guest stars, the theme song?

On the other hand who could forget "I'd like to buy the world a Coke," "It's the Pepsi generation", or "You deserve a break today — at MacDonald's."

All lilting melodies? True, the country does seem to be partial to messages in song. Who can ever forget the shilling of Rice Krispies to the tempo of that stirring operatic aria? Or yet dismiss the poetry of "New Peter Pan is the P-nuttiest peanut butter you ever tasted?" before Alan Sues became the campy version of the Barrie character?

True, many commercials are still just poor tasteless, pushy, preachy ideas which neither sell nor amuse.

The woman who tells us that her children "come in all shapes and sizes" is an idiot and the announcer who says "look at Mommy smile" (because his product allegedly prevents kids from black heel marking the floor) is two plateaus yet beneath her.

The fat, bizarre, bug-eyed actors chosen because they supposedly look like us, Mr. and Mrs. Average Viewer, are also anathema and not worth one's viewing time.

On the other hand, if there isn't beauty in watching the grace-filled form of the Rams' Alex Karras tossing around a Totems' bag, I don't know where there is.

At Home with the Movies

INTERLUDE (1968)
Thursday, April 20 (CBS)

Oskar Werner stars as a London symphony conductor in this three-handkerchief melodrama about a clandestine love affair between two people married not to each other.

The scenery and the music are charming and the performances are fine.

The national Catholic film office gave it a rating of A-3, morally unobjectionable for adults.

DEADLIER THAN THE MALE (1967)

Friday, April 21 (NBC)

The gals who are deadlier are Elke Sommer and Sylvia Koscina, hired by the head of a business syndicate to murder unsuspecting competitors vying for Saudi Arabian oil rights. The girls go about their murderous work in London and on the Riviera, killing their prey with spear guns, hypodermic needles, time bombs and bullet-loaded cigars.

You might regard it as satire, but the Catholic film office

CBS Withdraws Abortion Film

New York — (RNS) — A scheduled showing of excerpts from a pro-abortion film, "Each Child Loved," that had drawn Catholic protests was cancelled by executives of CBS television.

The 20-minute segment was to have been seen on the "60 Minutes" show on Sunday, April 9. Mike Wallace is host of that program. A CBS spokesman said the feature was dropped because it violated a long-standing network policy against showing controversial material produced by outside sources.

The film was produced by the George Washington University Medical School in cooperation with the National Clergy Consultation Service, an organization of ministers who counsel women seeking abortions.

On Friday, before the scheduled showing, the U.S. Catholic Conference issued a statement formally protesting the showing and asserting, "We believe this telecast will be interpreted as a calculated offense to American Catholics."

A CBS spokesman told RNS that the decision to delete the film had been made the previous day with no knowledge of Catholic protests.

Catholic spokesmen indicated, however, that telegram protests had been sent to CBS earlier from the USCC Division for Film and Broadcasting. Objections were raised both to the absence of a consideration of ethical issues relating to abortion and the plan to show the film during "family viewing time." The program "60 Minutes" is shown at 6 p.m.

rated it B, objectionable in part for all, commenting:

"By lingering on realistic sadism, suggestive costuming and sexual situations, this film's direction frequently loses the pace necessary to sustain it as an unreal, harmless fantasy.

"As a result, the total film tends to be a depersonalizing exploitation of sex and violence for their own sake."

ELMER GENTRY (1960)
Saturday, April 22 (NBC)

A well-done, fascinating study of a charlatan evangelist, played by Burt Lancaster, who becomes smitten with a lady evangelist played by Jean Simmons. Shirley Jones (now Mrs. Partridge) won an Oscar for her performance as a prostitute in this.

It's all adult fare, but fine acting, taut script and tense melodramatics.

Back in 1960, the Catholic film office gave it a B, objectionable in part for all, mainly because "it is developed in a negative atmosphere which does not clearly distinguish between true and sincere religionists and those who would exploit for commercial gain the faith of the people."

But today, the film would come off no worse than an A-4 or even an A-3, for adults, since the film office doesn't use those grounds for judging a film's merit today. (Namely, the film's having to say something nice about religion too.)

FUNERAL IN BERLIN (1966)
Sunday, April 23 (CBS)

Michael Caine was reluctant—

but terribly competent—spy Harry Palmer in this double and triple-cross yarn involving the transport of a top Russian army officer (Oscar Holmoka) who wants to defect but is having trouble leaving.

There are subplots galore, which will be that much more difficult to follow with all the commercials, which have subplots of their own.

The Catholic film office rated it A-3, unobjectionable for adults.

TRIPLE PLAY
Monday, April 24 (NBC)

This is another set of three "pilot" comedies that are hopefully to be scheduled next season. The mixture tonight may well be worth a look.

One is called Keeping Up with the Joneses, the Joneses being two couples — one Black, one White — who live in the same apartment building.

Another is called Wednesday Night Out, and the plot gimmick here is that three ethnically and religiously mixed couples (obviously Jewish and Catholic) and a divorcee meet every Wednesday night for conversation.

There are no Catholic film office ratings for such fare.

Get A New . . . WATER HEATER!
for **\$54.25**
(Cash & Carry)
Glass Lined
458-5000
House of Water Heaters
A Dept of Metzger & Brayer Co.
SINCE 1898



Kenneth Brown, conductor of the Greece Community Orchestra, leads through a Brahms score while chatting with Mrs. Albert Tanchick, arts festival chairman. Mrs. Tanchick is a member of Holy Name of Jesus parish.

Greece Arts Society Sets Weekend Festival

The Greece Performing Arts Society has arranged three concerts and an art show for this weekend, April 21-23.

The price of admission to each event is \$1.50 for adults; 75 cents for students.

The second annual festival will involve 500 performers, including children in a Suzuki violin group and high school musicians who won competitions sponsored by the society.

All events will take place at Arcadia High School, 120 Island Cottage Rd.

At 7:30 p.m. Friday, the Barnard Fire Department Band and the Greece Cadets Drum and Bugle Corps will perform. The Saturday night concert, at 7:30, will feature the Greece Community Orchestra, the Suzuki presentation and the competition winners.

The Greece Choral Society and the Greece Symphony will perform at 3:30 Sunday afternoon. The Suburban Art Group's exhibit will open one hour before each concert.

NAZARETH HALL

180 Raines Park

Co-educational-Private School

All-day Pre School (4 Year Olds) and Kindergarten through Eighth Grade.

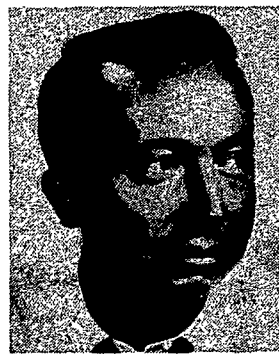
Operated by the Sisters of St. Joseph.

Limited Classes of Twenty Individualized Instruction Lunches included

Humanities, French, Fine Arts, Physical Education

For Information Call 458-3786 or 254-1925
Registration now being taken

Beahon is Back



Rochester's renowned sports columnist George Beahon will write each week for the Courier-Journal.
See Page 5.

GUIDE TO FINE DINING

Glen Iris Inn

Letchworth State Park

Get away from your problems with a restful, relaxing stay at our lovely Inn. See the beauty of "Early Spring" in Letchworth State Park. Telephone 716-493-2622. Open thru Nov. 5.

Hoffbrau-Haus

406 Lyell Ave. Home of real German & American cooking. Wide choice of continental dinners, such as Sauerbraten with potato pancakes and Bavarian beef goulash. Open daily for lunches and dinners. Bavarian music Wed., Fri., Sat. nites. Phone 254-9640. Your hosts, Bill and Betty Oswald.

Royal Scot Steak House

657 Ridge Road East, Corner Hudson. Route 104. Rochester's most distinctive dining spot featuring Scottish atmosphere, delicious food. Luncheons served Mon. thru Fri. 11:30-2 p.m. Dinners served Mon.-Thurs. 5 to 10 p.m., Fri. 5 to 11 p.m.; Sat. 5 to 12 p.m. Reservations: 342-4220. Entertainment Fri. and Sat. in the Scot's Pub.

Kar-Mac Manor

Routes 5 & 20, Between Geneva & Waterloo, Thruway Exit 42. Dinners from \$2.95 — Featuring Prime Rib — Char Broiled Steaks — Chicken Oragano — Liver & Onions — Seafood — Dancing Fri. & Sat. Rte 5 and 20 Between Geneva & Waterloo. Reservations — 789-1305 or 539-8044.

National Hotel

Routes 20A and 39, Cuylerville, N.Y. Host to travelers since 1937. Located in historical Genesee Valley, two miles Southwest of Genesee. 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 Big Elms Restaurant

176 Seneca St., Hornell, N.Y. Our Colonial Room—famous for 50 years! Home baked pastries, our Specialty. Open daily 7 a.m.-12 midnight. Authentic antiques, Tiffany-type leaded shades create the ideal Victorian atmosphere. Luncheon weekdays 11:30. Dinner 5:30, Sunday 12:30. 1-607-324-7450.

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. AAAA AAAA for reservations. Closed Sundays.

House of Lew

533-534 State St. Complete legal beverages, exotic and tropical drinks. Oriental atmosphere. Serving luncheon and dinner daily 11 to 12 midnight. Fri. 2 a.m., Sat. 3 a.m. Sun. 1 p.m. to midnight. 232-7533 or 325-9217.