

A group headed by a Min- neapolis public relations man has named what it considers the 10 most annoying commercials of the year. Products for which the commercials were written are Crest toothpaste, Playtex Cross-Your-heart Bra, Imperial Margarine, Mitchum Anti-Perse pirant, Pristeen feminine deodorant, Hour-After-Hour deodorant, Folger's Coffee, Charmin toilet paper, Geritol, Wisk detergent.

As far as it goes, the list is fine. But the number of offensive, tasteless advertising messages force-fed to us ad nauseam goes far beyond ten.

Here are a few more that must be included in the infamous group.

• New, dry, formula Secret, in which conspicuously ugly women hear the word secret used in a conversation and naturally assume everybody is talking about the deodorant.

• Crisco Oil, in which the actress turns at least one viewer's stomach by sticking her fingers in a serving bowl of salad from which others later help themselves with the aid of a spoon.

• Downy Fabric Softener - in which a callow youth tells his drone wife that she has enough love in her for 10 people because she has two babies in diapers, she's knitting and she uses the softener.

• Head and Shoulders — an idiot bride tells her idiot husband "You probably wouldn't have married me if I didn't use H and

• Bayer Aspirin — in which a this A-III, for adults. police chief, an author, a has been actor among others try to convince people that Bayer is superior to discount aspirin. (it's not.)

 Maxwell House Coffee — ins which two sisters get together with their children after a long separation and decide the childhood enmity is over.

there were Catholic ratings;

but the kids are likely to get caught up in the movie style, and miss the psychological subtleties.

life.

THE COMEDIANS (1967) Thursday, July 27 (CBS)

THE CABINET OF

DR. CALIGARI (1919)

Wednesday, July 26 (PBS)

If you missed Cabinet earlier

in the season, be sure you catch

this classic thriller tonight. Di-

rected by Robert Wiene, this

German film is the story of the

power of one man's imagina-

tion used to dominate another's

The movie was made before

Graham Greene helped write the screen play from his novel of the same title for this political thriller.

It is a stunning indictment of tyranny - to be precise, the corruption of the Haitian Government under Papa Doc Duvallier.

The Catholic film office rated



At Home with the Movies THE AMERICANIZATION OF EMILY

Saturday, July 29 (NBC)

Julie Andrews stars in this movie that the Catholic film office slapped with a B, objectionable.

The picture, about a young London miss who 'rencounters' the American Army during WWII, didn't do well at the box office

The picture is notable, however, for James Garner's convincing performance.

FUNERAL IN BERLIN (1967) Sunday, July 30 (CBS)

Michael Caine stars in this fast-paced, complex and throoughly enjoyable spy flick adapted from Len Deighton's best selling novel of the same title. The Catholic film office rated

it A-III, for adults.

MORITURI (1964) Sunday, July 30 (ABC)

Marlon Brando is great as a pacifist caught up in some dirty doings of the British Army during WWII. He is blackmailed into sabotaging a German ship.

Yul Brynner also gives a splendid performance as the ship's commander who is also a pacifist. Good allegory abounds in this action adventure.

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

NOTHING BUT THE BEST (1964)

Monday, Aug. 1 (ABC)

Picturesque British melodram'a starring Alan Bates as an ambitious young man after an executive position and Millicent Martin, who plays his boss' daughter.

This film, which was rated A-IV, for adults, with reserva-tions, is heavily loaded with strong social comment and laced not lightly with black humor.

THE EYES OF CHARLES SAND Tuesday, Aug. 2 (ABC)

Spook thriller about a young man (Peter Haskell) who inherits a mysterious clairvoyance from his dead uncle.

Among the special effects in this unrated made-for-TV movie is the extraordinary way it fits around the commercial breaks.

MUNROE SERVICE CALL 328-5536 9-9 DAILY, EVES. BY APPT. Guaranteed service on all makes; Color, B & W, Stereos, Radios

OUR TUTORING HELPS GUARANTEE BETTER GRADES!

All the extra help your child can use, individualized instruction (not classes) by certified teachers whose warmth, empathy and tender loving care produces . . .

Success in Learning, We Guarantee It!

94% of our students, grades 1 thru 12, make the grade, in only a few hours a week.

WE'LL TEST YOUR CHILD FREE, no obligation, and our computer will write an individual learning prescription for your child that shows how we can help him get better grades.

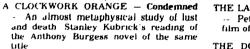
PHONE US NOW 244-3950

For help this summer in only a few air-conditioned hours a week, whether it's first grade or high school.

LEARNING FOUNDATIONS

America's Largest Tutoring Service Staffed by State Certified Teachers For Students In All Grades, and Adults, Too

3385 Brighton-Henrietta Townline Rd.



Once Over Briefly

ANDROMEDA STRAIN - Adults and adolescents Michael Crichton's novel a-bout a deadly virus brought back by a space probe done up in Hollywood's best science fiction tradition

ALRPORT Adults A highly enjoyable film about lives in a very contemporary CEISIS

BEN Enrated Ratty days are here a gain. Strictly for those who enjoyed its predecessor Willard

BUCK AND THE PREACHER - Aduits National critics called this Poitier Bela-fonte vehicle enormously entertaining

CABARET Adults Christopher Ish erwood's Berlin Critics have been going ga ga over Liza Minelli's portrayal of Satly Bowles

FIDDLER ON THE ROOF Everyone Exuberant musical of life in Tsarist Rus 813

Adults with reservations

FRENZY

The motion picture industry slapped an R on this Hitchcock thriller. Hitchcock him self was pleased with this rating, and, reportedly considers this film his best GUMSHOE Adults Albert Finney as an investigator

KLUTE Adults with reservations Critically acclaimed film about a private eye and a call girl

THE LAST PICTURE SHOW - Condemned Peter Bogdanovitch's highly praised film of life in a small town

THE DOBERMAN GANG - Unrated -Heist flick. The action's mostly for the dogs

THE OTHER - Adults - Whoo Boy! If you've just been biding your time to see Father O'Malley in the Exorcist, take in this one Be careful, you may lose your taste for elderberry wine

THE WAR BETWEEN MEN AND WOMEN Adults -- Jack's Lemmon

THE GARDEN OF THE FINZI-CONTINIS Adults Masterpiece of film about the Italian Jews under fascism

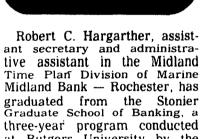
THE HOT ROCK - Adults and adolescents Delightful madcappery about a bunch of bungler burglers

THE LEGEND OF NIGGER CHARLEY -Adults with Reservations Another in the emerging "Blacksploitation" line of movies. Offensive material for its target market

THE POSSESSION OF JOEL DELANY -Adults with Reservations — Cashing in on the current interest in things arcane and fiendish

THE GRADUATE - Adults with reserva-tions Our boy who got out of plastics is back in circulation. Koo-Koo-Ka-Choo, Mrs Robinson

KYJACKED -- Adults -- An airplane bomber makes for one of the most ted-SKYJACKED --



at Rutgers University by the American Bankers Association. Hargarther, who majored in business administration at St. Bonaventure University, joined

Marine Midland' in 1961 as an

GUIDE TO FINE



LeBOUCHER eBOUCHER Aduits — Claude Cha-brol's highly praised film about a butcher in a small French town and what he does to his friends

M+A+S+H Adults with reservations The lunniest adult movie ever made, about a pair of cut-up surgeons gambolling about during the Korean War

NICHOLAS AND ALEXANDRA Adults and adolescents — Costume drama

Adults and adolescents PATTON President Nixon's favorite movie

101° DALMATIONS Everyone - Disney nimation. Fun for the kiddles

PLAY IT AGAIN, SAM Adults The latest, and best, film from the nationally renowned philosopher, who once said 'I don't believe in an afterlife, but I'm bringing a change of underwear " Guess

JUNIOR BONNER Adults and adolescents Steve McQueen toughs it out

SHAFT'S BIG SCORE - **Objectionable** Behave it or not, the Catholic film of fice said of this movie, "Shaft has been given the treatment his name suggests, and so have we

SWISS FAMILY ROBINSON Everyone The version now in circulation is the one by Disney.

TEN DAY'S WONDER -- Adults - Another of Claude Chabrol's thrillers

TOP OF THE HEAP - Unrated - This movie helps open up the blacksploitation market. Sad

THE FRENCH CONNECTION Adults An inhuman cat and mouse game. The film office called it one of the most harshly realistic detective movies in recent years

THE GODFATHER - A dults - A splendid version of Mario Puzo's novel of the same title

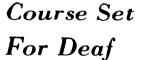
Courier-Journal

ious movies of the year

PRICE CUT - Condemned - The Catholic film office said this one is "larded with enough explicit violence to make it the most gruesome movie of the year."

NAPOLEON AND SAMANTHA - Everyone - An old circus lion is the most en-tertaining character in this Disney Studio's ''adventure'

THE GREAT DICTATOR - Adults and adolescents - Chaplin as Hitler. A remarkable movie



Fifty deaf students from New York state will take a three day course in leadership and per-sonality development from the Gabriel Richard Institute at St. John Fisher College, July 31-August 2.

Through the efforts of Father Thomas Erdle, director of St. Francis de Sales Deaf Association, it is the first time the institute will conduct its course for the deaf.

The aim of the course explained Richard Morales, of the Genesee Finger Lakes Planning Board, who is the director of the local Gabriel Richard staff, "is getting people to think on their feet and communicate."

adjustor. He is a member of the school board at St. Ambrose.

James H. McGuire, senior ice president and head of the Banking Administration Division at Marine Midland Bank - Rochester, has observed his 25th anniversary of service with the bank.

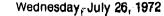
He is a member of the Found-ers Club of McQuaid Jesuit High School, and is a member of the congregation of St. Louis Church. McGuire and his wife reside at 28 Guilford Way, Pittsford. They have five children.

PLAY SCHEDULED

"Sleuth," the 1971 Tony Award winner as the season's best play on Broadway, is to be brought the Eastman Theatre by a New York-originated company for one performance on Wednesday, October 4, it was announced yesterday by Original Performances, Inc.

ITALIAN MASS

The Italian Guild will sponsor a special Mass July 30 in honor of St. Ann at 11 a.m. at Most Precious Blood Church. The liturgy will be celebrated in Italian.





The Big Elms Restaurant 196 Seneca St., Hornell, N.Y. Our Golonial Room-femous for 50 years. Gionial Room-femous for 50 years, Home baked pastries our Specialty. Open daily 7 a.m. - 12 midnight, In-troducing the new Victorian Dining Room (gourmet specials), Cocktalls, Banquet Room. Authentic antiques, Tiffany-type leaded shades create the ideal Victorian atmosphere. Luncheon weekdays 11:30, Dinnar 5:30, Sunday y 12:30, 1-607-324-7450.

Royal Scot Steak House

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

National Hotel

Routes 20A and 37, Cuylerville, N.Y. Host to travelers since 1937. Located in historical Genesse Valley, two miles Southwest of Genesse. Steaks, chops, brolled on the open pit. Prime ribs, seafoods, large entree selection. Open. weekkdays 5 to 11 P.M. Sun, 12 to 9 P.M.

The Viking

1485 Mt. Read Blvd., near Lexington. Jack-Bayliss Intimate Lounge, Restaurant. Frime Ribs, Surf & Turf, Lobster Tails every day. Lunchiton specials. Entertainment nightly, Serving from 11 A.M. Junch and dinner, 158-0420 for reservations, Closed Sundays,

1.

DINING

Hofbrau Haus

Closed Sundays during June, July, and August 406 Lyell Ave. Home of real German & American cooking. Wide choice of continental dinners, such as Sauerbratan with potato pancakes and Bavarian beef goulash. Open daily for lunches and dinners. Bavarian music Fri., Sat, nites. Phone 254-7640, Your hosts, Bill and Betty Oswald.

Kar-Mac Manor

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

Glen Iris Inn

Letchworth State Park

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

House of Lew

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

Page 14