

PAT COSTA
As I
See It



A group headed by a Minneapolis 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-Perspirant, 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 view-

er'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 S."

- Bayer Aspirin — in which a 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 — in which two sisters get together with their children after a long separation and decide the childhood enmity is over.

Once Over Briefly

A CLOCKWORK ORANGE — *Condemned* — An almost metaphysical study of lust and death Stanley Kubrick's reading of the Anthony Burgess novel of the same title

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

AIRPORT — *Adults* — A highly enjoyable film about lives in a very contemporary crisis

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

BUCK AND THE PREACHER — *Adults* — National critics called this Pontier Belafonte vehicle "enormously entertaining"

CABARET — *Adults* — Christopher Isherwood's Berlin Critics have been going gaga over Liza Minelli's portrayal of Sally Bowles

FIDDLER ON THE ROOF — *Everyone* — Exuberant musical of life in Tsarist Russia

FRENZY — *Adults with reservations* — The motion picture industry slapped an R on this Hitchcock thriller. Hitchcock himself was pleased with this rating, and reportedly considers this film his best

GUNSHOE — *Adults* — Albert Finney as an investigator

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

LEBOUCHER — *Adults* — Claude Chabrol's highly praised film about a butcher in a small French town and what he does to his friends

MASH — *Adults with reservations* — The funniest adult movie ever made, about a pair of cut-up surgeons gambling about during the Korean War

NICHOLAS AND ALEXANDRA — *Adults and adolescents* — Costume drama

PATTON — *Adults and adolescents* — President Nixon's favorite movie

101 DALMATIANS — *Everyone* — Disney animation. Fun for the kiddies

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 Who

JUNIOR BONNER — *Adults and adolescents* — Steve McQueen toughs it out

SHAFT'S BIG SCORE — *Objectionable* — Believe it or not, the Catholic film office 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 blackploitation 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 — *Adults* — A splendid version of Mario Puzo's novel of the same title

Courier-Journal

At Home with the Movies

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. Directed by Robert Wiene, this German film is the story of the power of one man's imagination used to dominate another's life.

The movie was made before there were Catholic ratings; but the kids are likely to get caught up in the movie style, and miss the psychological subtleties.

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

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 Duvalier.

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

Business In the Diocese



Robert C. Hargarther, assistant secretary and administrative assistant in the Midland Time Plan Division of Marine Midland Bank — Rochester, has graduated from the Stonier Graduate School of Banking, a three-year program conducted 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 adjuster. He is a member of the school board at St. Ambrose.

James H. McGuire, senior vice 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 Founders 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 to 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 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 "encounters" 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 thoroughly 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 melodrama starring Alan Bates as an ambitious young man after an executive position and Milliecent Martin, who plays his boss' daughter.

This film, which was rated A-IV, for adults, with reservations, 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.

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GUIDE TO FINE DINING

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196 Seneca St., Hornell, N.Y. Our Colonial Room—famous for 50 years. Home baked pastries our Specialty. Open daily 7 a.m. - 12 midnight, introducing the new Victorian Dining Room (gourmet specialties), Cocktails, Banquet Room. 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.

Hoffbrau Haus

Closed Sundays during June, July, and August
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 Fri., Sat, nites. Phone 254-7660. 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 Orzogeno — Liver & Onions — Seafood — Dancing Fri. & Sat. Rte 5 and 20 Between Geneva & Waterloo. Reservations — 789-1305 or 539-8044.

National Hotel

Routes 30A 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.

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.

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 Sundays.

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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.