

PAT COSTA
**As I
See It**



The mail continues to bring more letters about "Maude." Last week we published parts of answers letter writing viewers had received from sponsors to whom they had protested concerning the abortion episode.

Readers last week reported that Thomas J. Lipton, Inc. (Lipton Cup A Soup) and North American Phillips Corp. (Norelco) had decided to withdraw from advertising on the controversial situation comedy, while Whitehall Laboratories (Anacin, Dristan) had neatly passed the blame to CBS.

This week Frito-Lay, Inc. informed Courier-Journal readers who had written that it "has no right of censorship."

It continues: "True, we have the right of purchasing or not purchasing time on a particular show. This was done in the case of 'Maude' on the basis of a pilot film, which was aired last summer. The format of the pilot film did not include the type of objectionable subject matter to which you refer in your letter."

But, most important, Frito-Lay said: "You will be pleased that as a result of the episodes on Nov. 14 and 21, we removed our commercials from the 'Maude' show on Nov. 28 and Dec. 5 and are requesting the subject matter of future episodes in order to determine our further participation on the program."

Of the five companies listed in this column as sponsors of the second half of the abortion episode only General Electric has failed to respond to complaints.

Likewise, CBS, which has the ultimate responsibility for allow-

ing "Maude" to treat abortion as a subject matter for comedy, has not replied although it did forward one local complaint to the show's producer Norman Lear.

Latest area residents to receive answers from sponsors include Clarence C. Zimmer of 355 Wood Road, Rochester; Steven Witkorski Jr. of 122 Rocmar Drive, Rochester; Mrs. H. Pikueta of 460 Chestnut Ridge Rd., Rochester, as well as those listed last week who kindly kept us up to date on the latest material received.

Their help in keeping us informed is greatly appreciated. I particularly liked a footnote Mrs. Pikueta added to the few lines she addressed to the column.

She pointed out that while she wrote to protest the offending "Maude" show she had also written to extend my appreciation for such programs as "America" sponsored by Xerox for which I received a very nice "thank you". She also received a "thank you" for a letter of praise for "The Waltons".

Being a vocal critic is or should be a two-way street. If we complain about shows which we find tasteless and offensive (and we certainly did) then it behooves us to take as much effort to commend the networks and sponsors for good television programming.

Incidentally, the helpful people at the Rochester Public Library Information Department are great at finding addresses and names of company presidents. If you want to write a letter of praise or complaint and don't have all the pertinent information give them a try.

At Home with the Movies

TROUBLE COMES TO TOWN
Wednesday, Jan. 10 (ABC)

Original TV film stars Lloyd Bridges, Janet McLachlan, Pat Hingle, and Larry Rhodes in a drama about racial tensions stirred up in a sleepy Southern town when the white sheriff (Bridges) becomes instant stepfather to a tough ghetto kid (Rhodes) from Chicago, the son of an old Army buddy. You can imagine what happens — and you can be sure the movie milks it for all it's worth.

THE GYPSY MOTHS (1969)
Thursday, Jan. 11 (CBS)

John Frankenheimer's action drama stars Burt Lancaster, Gene Hackman, and Deborah Kerr in an unusual story about rough-and-tumble men who make their livings as sky divers performing at state fairs across the Midwest.

The aerial photography, especially the actual dive sequences, is absolutely breathtaking, but the dramatic portions of this movie, having to do with the personal lives and problems of the divers, lack credibility. (A-III)

Karel Husa To Conduct Philharmonic

Karel Husa will conduct the Rochester Philharmonic Orchestra in his own "Music for Prague 1968" tomorrow night in the Eastman Theatre.

William Masselos will be guest soloist in Saint-Saens' "Piano Concerto No. 2 in G Minor." The program for the fourth subscription concert will include Dvorak's "New World Symphony."

Husa, a native of Prague, has been a professor of music at Cornell University for several years.

PETULIA (1968)
Friday, Jan. 12 (CBS)

Satirizing a sick society, Richard Lester's film has its alienated characters checking in and out of a San Francisco hospital where it is easier to mend broken bodies than damaged lives. An affair between discontented Petulia (Julie Christie) and her divorced doctor (George C. Scott) ends when Petulia's rich but vacant husband (Richard Chamberlain) discovers and beats her. The doctor's wife remarries, Petulia goes back to her husband, and the doctor settles for another old flame.

Typically, Lester handles several plot threads at once, scatters bits and pieces throughout until they finally coalesce, and the effect is as stunning as the humor is dark and the photography brilliant. (A-III)

COMPANY OF KILLERS (1970)
Monday, Jan. 15 (NBC)

This run-of-the-mill police vs. hired killers drama sports nothing exceptional by the way of plot or style. Van Johnson heads

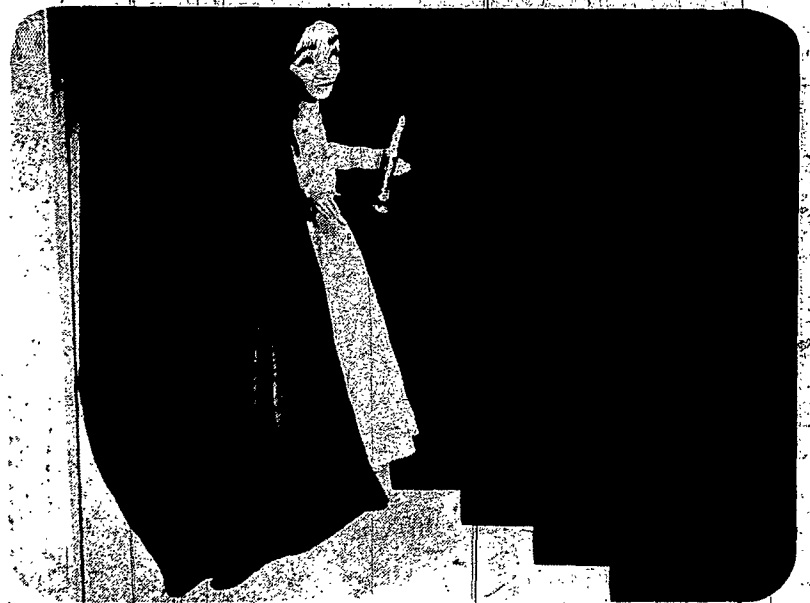
a special police squad trained for unusual assignments, while Ray Milland sets the wheels in motion for a murder to help his financial designs. The rest of the story is a cliched detective adventure already done, with minor variations, a hundred times on television. Mild doses of sex, violence, and religion fail to add interest. (A-III)

VOYAGE OF THE YES
Tuesday, Jan. 16 (CBS)

Original TV feature stars Desi Arnaz Jr., with Mike Evans, Beverly Garland, and Della Reese in an adventurous tall tale about youngsters fighting the elements on a storm-tossed voyage, with an added conflict or two thrown in for good measure via their latent racial prejudices.

GRANDPARENTS' DAY

Sunday, Jan. 28, is Grandparents' and Senior Citizens' Day at all CYO league basketball games. CYO members will bring senior citizens to the games and they will be admitted free. For further information call the CYO office 454-2030.



'Shakespearean' Puppets

Lady Macbeth walks again — but this time with a little help.

She, and other Shakespeare characters, will get their assistance from members of the National Theatre of Puppet Arts in the television debut of "Puppets and the Poet" over the Public Broadcasting Service Sunday, Jan. 14 at 7:30 p.m. on Channel 21.

The hour-long special, produced by the Mississippi Center for Educational Television, is an adaptation of "Excerpts from Shakespeare," which received wide acclaim as a stage production at the 1971 Stratford Shakespeare Festival in Ontario, Canada. The special features dramatizations of scenes from Macbeth, Taming of the Shrew, Richard III, and Hamlet.

FCC to Receive 'Maude' Appeal

Wantagh, N.Y. (RNS) — A Long Island "pro-life" organization will submit a formal appeal

to the Federal Communications Commission for "fairness time" to respond to what it claims was

a "censored" and one-sided view of abortion presented on CBS-TV's "Maude" program.

Accusing CBS-TV of manipulating public morality on the question of abortion, the Long Island Coalition for Life, a non-sectarian coordinating and information agency for pro-life groups, said that its forthcoming appeal to the FCC for fairness time rests on two separate violations by CBS-TV.

"In addition, the Maude abortion series (two one-half hours weekly shows) violated . . . the Code of Federal Regulations in that through the vehicle of these Maude shows an attack was made on the rights of an identified group, viz., all present and future human children in the prenatal stages of developments."

The LICL's action came after CBS-TV rejected the LICL's contention that the Maude program raises any obligations under the fairness doctrine of the FCC personal attack rule.

Robert D. Wood, president of CBS-TV, said in a letter to William Moon, president of the Holy Name Union of the Rockville Centre, N.Y., Catholic diocese — an LICL member — that CBS-TV "respectfully declines your request for fairness time."

The LICL and its member pro-life groups have asked for two one-half hour programs on Tuesdays at 8 p.m., to respond to issues raised in two Maude programs treating abortion.

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Mrs. Charles Salamone, president of the auxiliary, and Mrs. Paul Lortie display the poster advertising the benefit.

'1776' to Benefit Right to Life

A benefit showing of the movie "1776" will take place on Jan. 19, at the champagne theatre party of St. Mary's Hospital staff Auxiliary, at 8 p.m., at the Cine 1-2-3-4 in Greece.

CYO FAMILY SUNDAY

The Catholic Youth Organization is promoting a Family Sunday at CYO basketball games on Jan. 21. There will be a special admission charge of \$1.00 per family, at all 20 game sites.

The show will benefit Rochester Area Right to Life, Inc. Tickets are \$5.00 and checks can be made payable to St. Mary's Auxiliary, and sent to Mrs. Nino Trunfio, 40 poplar Way, Rochester, 14618.

For additional information, call Muriel Trunfio at 244-4707, or Marge Lortie at 244-8541.

GUIDE TO FINE DINING

<p>The Big Elms Restaurant 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 specials). 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.</p>	<p>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 Sauerbraten with potato pancakes and Bavarian beef goulash. Open daily for lunches and dinners. Bavarian music Fri., Sat. nights. Phone 254-9660. Your hosts, Bill and Betty Oswald.</p>
<p>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.</p>	<p>Kar-Mac Manor Routes 5 & 20, Between Geneva & Waterloo, Thruway Exit 42. Dinners from \$2.95 — Featuring Prime Rib — Char Broiled Steaks — Chicken Orzegno — Liver & Onions — Seafood — Dancing Fri. & Sat. Rte 5 and 20. Between Geneva & Waterloo. Reservations — 789-1305 or 539-8084.</p>
<p>National Hotel Routes 20A and 39, Cuylerville, N.Y. Host to travelers since 1937. 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.</p>	<p>House of Law 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.</p>
<p>Mr. Mike's Viking 1485 Mt. Read Blvd., near Lexington. 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.</p>	<p>Special Low Advertising Rate of \$4.90 per inch on 13-week Basis</p>