

PAT COSTA
As I
See It



and now for some of the season's most memorable commercials.

• Most obnoxious. Geritol wins hands down with the series in which the husband tells the wife, "Honey, you're incredible" and the wife replies in at least one episode, "Honey, are you going to keep me?"

• Most nauseating. Purina Puppy Chow. Young man, obviously with infinitesimal I.Q. sidles up to lunch counter and orders, "Burger for me and puppy chow for my dog."

• Most deceptive. Kiōra. This soft drink commercial, screened during kids' shows, claims it "tastes like ice cream soda." To get around the truth in advertising laws, the commercial ends with a little customer saying to the featured huckster "You're not really a jerk." And the huckster says, "And Kiōra's really not ice cream."

• Most Irritating. Arid Extra Dry. An entire series of ads in which one woman misunderstands everything other women say. Uses super ugly women. Repetition is maddening.

• Dullest. Alka Seltzer. This is a drop from the top of the heap when the product was associated with the clever messages.

• Biggest Put-On. Maxim. Even actress Patricia Neal raving about an instant coffee can't convince us, her husband's testimony notwithstanding.

• Poorest Writing. Head and Shoulders. Sexy is as Sexy does (an attribute of condition highly prized in these commercials) and

these characters come off so sterile they couldn't spawn a speck of dandruff between them.

• Most Overdone. Prudential Life Insurance. A piece of the rock! Yuck!

• Most Unbelievable. Camay in which Luciana Pignatelli tells us she "believes in soap and water."

• Funniest. Clairōl. My wife's no longer a pretty girl, she's a beautiful woman! Ha.

If any readers have additional categories or entries, send them in and we'll print them.

Final footnote to Maude. GE, one of the sponsors of the abortion episode, has finally answered protesting letters. Steve Wiktoriski and Irene Alling sent us copies.

Brief excerpts: "Your irritation with the content of the program 'Maude' on the 21st of November is certainly justified. As the father of six children I too found the program very objectionable, and have so indicated to the television network as well as our advertising agency."

The General Electric television commercial, which appeared on Maude was a 'make-good' by the network, because of a network mechanical failure during a football game which eliminated one of our scheduled commercials from being broadcasted."

The letter was signed by Gerald E. Segner, manager of Merchandising and Advertising.

Once Over Briefly

ACROSS 110TH STREET—Condemned — Indeed, as even the buildings are.

AVANTI! — Objectionable — Angels have 47 chromosomes.

BLACK GIRL — Adults — The superbly acted truth, and that's no jive.

DELIVERANCE — Adults, with reservations — Not your ordinary camping trip.

THE EMIGRANTS — Adults and adolescents — Epic masterpiece on the American experience.

THE GETAWAY — Adults, with reservations — Mucho macho.

THE GREAT WALTZ — Adults and adolescents — Oh, those saccharine oom-pah-pahs.

THE HIT MAN — Condemned — Non-entertainment for blacks.

JEREMIAH JOHNSON — Adults and adolescents — Robert Redford as legendary mountain man.

THE KING OF MARVIN GARDENS — Adults, with reservations — Go directly to another movie.

LADY SINGS THE BLUES — Adults, with reservations — The story of Billie Holiday, with everything from Amos' n' Andy to Superfly.

MAN OF LAMANCHA — Adults — The impossible nightmare.

THE MECHANIC — Adults — First-rate spintangler.

PETE N' TILLIE — Adults, with reservations — Awkward serio-comedy.

PLAY IT AS IT LAYS — Adults, with reservations — Existentially, how to buy a hamburger.

THE POSEIDON ADVENTURE — Adults — Sinker stinker.

RAGE — Adults — George C. Scott.

Courier-Journal

THE RULING CLASS — Adults, with reservations — Pokes a sharp, funny finger at British aristocracy.

RUSSIA — Not rated — A documentary.

1776 — Adults and adolescents — The Singing of the Declaration.

THE SNOWBALL EXPRESS — Everyone — The driven snow.

TOMORROW — Adults and adolescents — A sensitive look into William Faulkner's rural ethic.

TRINITY IS STILL MY NAME — Adults and adolescents — Terence Hill throws all the spaghetti back in Clint Eastwood's face.

THE TRAIN ROBBERS — Not rated — The Duke kin make Westerns faster'n you kin say "They went thataway."

TRAVELS WITH MY AUNT — Adults, with reservations — Flim-flam adventure.

UP THE SANDBOX — Adults, with reservations — Barbra's Walter Mitty.

WXXI, Marine Midland Discuss Seniors' Problems

A weekly, 10-part television series documenting and solving problems faced by the elderly in retirement has been launched on WXXI-TV for Sundays at 5:30 p.m.

The series, "The Next Move," is sponsored by Marine Midland Bank-Rochester, and features a panel comprising prominent Rochester medical, social, and financial experts who will offer solutions to topics such

as physical and mental health, nutrition, housing, education, income, employment, retirement roles and activities, transportation and spiritual well being.

Each session will have a section in which the panel will answer questions mailed in. The main portion of the show will feature vignettes of actual case histories of retirees' problems, acted out by a cast of professional actors.

Wednesday, February 14, 1973

At Home with the Movies

POOR DEVIL
Wednesday, Feb. 14 (NBC)

The network's tribute to Valentine's day is this 90-minute fantasy starring Sammy Davis as a bumbling devil who in the course of 1,400 years of service to Lucifer has failed to deliver a single lost soul. As you can imagine, this one is not to be taken seriously, as Davis and co-stars Christopher Lee and Jack Wadsworth man do a take-off on "The Devil and Daniel Webster."

VALLEY OF THE DOLLS
(1967)
Thursday, Feb. 15 (CBS)

Trashy melodrama taken from Jacqueline Susann's trashy novel, it doesn't even reach the level of a TV soap opera. In this story about decadence in show business life and the further deleterious effects of gulping pep and sleeping pills, insight is nil, photography ordinary and most of the acting embarrassingly poor. As it grinds on remorselessly toward its vapid conclusions, it fetches only pained disbelief at its amateurishness and a few laughs where none were intended. (B)

THEY CALL ME MISTER TIBBS! (1970)
Friday, Feb. 16 (CBS)

A sequel to "In the Heat of the Night" that doesn't come off as well as its predecessor. Sidney Poitier stars as a scientific homicide investigator who slithers through slimy red herrings to fish out the strangler of an overworked call girl. Plenty of stam-bang action, including a careening car-chase through (where else?) San Francisco.

Martin Landau, Anthony Zerbe, Barbara McNair, and Juano Hernandez make a fine supporting cast. (A-IV)

IVAN THE TERRIBLE (1943)
Saturday, Feb. 17 (PBS)

Sergei Eisenstein's epic historical masterpiece on the life of Russian Tsar Ivan IV, played by Nikolai Cherkasov as "Ivan," was significant departure from Eisenstein's earlier films. The director was to a certain extent repressed by the Soviet government because the film was misunderstood.

THE ALAMO (1960)
Saturday and Monday, Feb. 17 and 19 (NBC)

Yahoo! John Wayne dishes up some dandy drama based on the things America remembers about the famed Alamo. The Duke stars, produced, and directed the picture — so you can expect a rip-roaring adventure and maybe just a little patriotic preaching. This is a fine adventure film, a bit deficient in historical accuracy, but with minimal distortion.

Watch for Richard Boone's magnificent guest role as Sam Houston. (A-1)

GAME ON RADIO

The Edison at East basketball game in the City-Catholic High School League will be broadcast over WROC-FM at 4:15 p.m., Feb. 16. Joe Cullinane will do the play-by-play for the game at East High.



Sergei Eisenstein's classic film "Ivan the Terrible" will be aired this Saturday night as part of the PBS Film Odyssey series. Nikolai Cherkasov plays the title role in the 1943 epic.

THE TEN COMMANDMENTS
(1957)
Sunday, Feb. 18 (ABC)

Cecil B. DeMille's landmark production of the story of Moses finally comes to TV land, where the audience must undergo the horrors of the eighth plague — ABC, bless them, has extended the three-hour film to more than four hours of television, replete with commercials.

If you and your family can stand being subjected to this unique torture, your final reward will be great. You will see the parting of the Red Sea and much dramatic spectacle loosely based on Biblical information.

Starring are Yul Brynner, Anne Baxter, the late Edward G. Robinson, Nina Foch — and, oh, yes, Charlton Heston is played by Moses. (A-I)

RIOT (1968)
Monday, Feb. 19 (ABC)

Filmed in the Arizona State Penitentiary, this picture conveys the grime and frustration of prison life while recreating a supposedly factual drama of a

riot. The action is fast-moving, some of the scenes violent and bloody, and the dialogue is a bit raw. Jim Brown stars. (A-IV)

FOOL'S PARADE (1971)
Tuesday, Feb. 20 (NBC)

Jimmy Stewart, Strother Martin, Kurt Russel, George Kennedy, and Anne Baxter, in a sometimes funny, most of the time corny spoof of the depression era. The plot is too mucky, and it's really not all that funny, even if you like your comedy with lots of hoke. (A-III)

A BRAND NEW LIFE
Tuesday, Feb. 20 (ABC)

Original made-for-TV drama explores a happily married middle-aged couple's "surprise" prospect of parenthood after 18 years of childlessness. Inevitably, the question of whether or not to have the child comes up, and the film takes its time making up its mind. Cloris Leachman and Martin Balsam play the would-be parents. No, this isn't a "Maude" episode; it handles adult themes adultly.

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Closed Sundays during June, July, and August
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Royal Scot Steak House
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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 539-8044.

National Hotel
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