



AS I SEE IT

Pat Costa

Rewriting the Commercials:

Cascade—"We were giving our first party when a bachelor friend noticed not one but three spotted glasses. That's when I told him to mind his own business or find another party."

Geritol—"I've never been happier. Except the time before our eldest was hauled off to jail, our daughter ran away with the fly-by-night driveway surfer and the baby of the family left for Watkins Glen."

Palmolive dish detergent—"Madge, you mean I'm soaking in it?"

"Don't worry dear, your fingernails might turn green but it conditions your hands."

Bayer—"All aspirin is not alike. Ours, for instance, has a bubble gum center."

Prell—"I like the idea of nature — plus the 32 chemicals that leave my hair shining clean."

Kellogg's—"Put the milk on Kellogg's corn flakes and eat 'em all up. Or you'll get almost as much nutrition just looking at 'em sitting in the bowl."

Maxim—"My husband is not a demanding man but he wants his

coffee first thing in the morning. Later in the day when his eyes are open he refuses it every time."

Clorox 2—"Mustard on my green dress, what'll I do? Dyeing it yellow is the only thing for you."

Alka Seltzer—"I can't believe I ate the whole thing, but since I can't find the classified documents or the paper shredder what am I to think?"

Cheer—"One detergent for all three temperatures. Nothing makes any difference with this stuff."

Exon—"We've changed our name but not our stripes. We're still the biggest-mouthed tiger in town."

Crisco Oil—"I cooked four pieces of chicken and except for one tablespoon all the oil came back which proves the chicken may be dead but not dumb."

Tang—"What's good enough for the astronauts is good enough for the Froelichs. We discovered that the spacemen don't actually drink it and neither do we."

Zest—"He's still out of soap and has been for months. That's why this place always smells like a gym."

'Maude' Has Abortion Again; Local Outlet Drops Two Shows

From Courier-Journal Services

Bishop James S. Rausch, general secretary of the U.S. Catholic Conference and the National Conference of Catholic Bishops, has charged the CBS television network with "irresponsible action" in rebroadcasting the two segments of the comedy series "Maude" which deal with abortion.

In a protest letter which was sent to 20,000 parishes throughout the U.S., Bishop Rausch said that in light of earlier communications with CBS (after the two episodes were broadcast last November) "I feel that it represents a breach of good faith on the part of the network."

He said that after "widespread" protests of the November programs he felt assured "that the error would not be repeated," adding "the decision to rebroadcast these episodes not only repeats it but compounds it."

CBS re-ran the first of the two Maude abortion segments on August 14. The next is scheduled for August 21.

In Rochester, however CBS affiliate station WHCC, Channel 10, has decided not to broadcast the two-part show, and is substituting documentary programs in the time slot.

Station manager Jack Decker said that the station had received many recent inquiries concerning the reruns, but that Channel 10 had decided "long before" not to rebroadcast them.

The shows created "such a problem" when they were first aired, Decker said, that another showing would cause "unnecessary" difficulties.

Furthermore, he added, "We showed them once already."

In a separate action, the Catholic League for Religious and Civil Rights unsuccessfully urged the national network to cancel the shows.

The organization, which is devoted to fostering the religious and civil rights of Catholics, charged in a telegram to CBS president Robert D. Woods in New York that "millions of Americans were understandably shocked and astounded" when CBS originally presented the Maude episodes.

The telegram observed that CBS would now twice "deride and ridicule" the fundamental convictions of a majority of its viewers.

The protest was sent by Father Virgil Blum, SJ, league president and professor at Marquette University, Milwaukee, and Stuart Hubbell of Traverse City, Mich., executive director of the league. the controversial episodes, the spokesmen said "we cannot avoid the conclusion that CBS is motivated . . . by an undeniable malice and a calculated intent to offend the sensibilities and deeply held beliefs of a substantial portion of the American public."

Citing CBS' decision to re-run

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At Home With the Movies

LAST OF THE SECRET AGENTS [1966]
Thursday, August 16 [CBS]

Deceptively puerile "spy spoof" with Marty Allen and Steve Rossi, who used to be a comedy team. In a film with a nonsensical plot and a pair of stars whose appeal is to the infantile, it is a breach of taste to stuff the footage of over-stuffed starlets in underslung costumes. Not recommended, now very funny. B

LORD LOVE A DUCK [1966]
Friday, August 17 [NBC]

Sophomoric comedy about high school kids of the Dobie Gillis ilk, with Roddy McDowall (who is now a monkey) and Tuesday Weld (who is not). Under the guise of its black-ish comedy, this film tries to offer a biting commentary on the meaningless lives of a certain segment of contemporary society. This in itself isn't so bad, but a plot complication involving hypnosis in order to regulate students' love lives only complicates and confuses things. A-IV

THE BLUE MAX [1966]
Sunday, August 19 [ABC]

George Peppard fans will be

Once Over Briefly
BADGE 373 — Objectionable — Another French Connection type tale about New York's Finest.
CAHILL, UNITED STATES MARSHAL — Adults — John Wayne. Need we say more?
CESAR AND ROSALIE — Adults, with reservations — Romantic melodrama, with acting that far exceeds the so-so script.
CLEOPATRA JONES — Adults — Hilarious in parts, but black exploi nevertheless.
COFFY — Condemned — Takes the God out of Godmother.

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treated to their hero's high-flying exploits as a German WWI fighter pilot, whose flirtations with danger and death in the air are matched only by his pursuit of fleshly pleasures back on the ground. Buxom Ursula Andress provides grist for his amorous mill, and craggy James Mason as his commandant, tries to maintain a semblance of teutonic discipline. Historically, the film deals with the period surrounding the epic Battle of the Somme in 1918, which further weakened Germany's faltering fight. B

THE CEREMONY [1963]
Tuesday, August 21 [NBC]

Robert Walker impersonates a priest in order to gain access to his jailed murder-bank robber brother, Laurence Harvey, and hatch a plot to spring the convict. Waiting at home is sweetheart (and escape mastermind) Sarah Miles — but the big question is, which one of the brothers is she waiting for? (And who really cares?) A-III

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