

AS I SEE IT



Pat Costa

Without actually planning it, I find this week's column seems to be dealing with television and the female or perhaps more accurately with TV and the feminist movement.

It began a week or so ago when I noticed a commercial for a floor product call Mop N' Glo. I blinked a couple of times when I saw it, but sure enough there was a man mopping the floor. It would seem to be a first for that TV Never Never Land inhabited by women whose sole concerns in life are how to keep the toilet bowl blue, the towels non-static and their men vacuous.

What the floor-mopping male was saying was even more significant than what he was doing. It was to the effect that now that his wife was holding down a full time job he felt it was only fair that he help with the household chores. And the product, of course, made his job super easy.

Madison Avenue, it would seem, is bowing to the inevitable. And that in itself may be a better indication of how the feminine revolution is faring than any other yardstick. When sponsors who put their money where their mouths are concede that the distribution of labor is changing, then it is time to take notice.

On the same front the people who make Fab, a laundry detergent are featuring women who once bragged how dirty their little boys got now exclaiming over the grubby condition of their little girls. And in the process boasting of their own former tomboyish proclivities.

Presumably these changes in the commercial pantheon were brought about by the same tactics which, Courier-Journal Right to Life columnist Nancy Murphy brings to our attention.

In this case it regards programming, specifically the new hit situation comedy "Rhoda." The title character has apparently been talking possible pregnancy and thus has become the target of the Zero Population Growth movement. ZPG's magazine "National Reporter" urges members to write to the CBS network to complain even to giving them instructions on how to be most effective:

"Parenting responsibilities would certainly change Rhoda's carefree image and would limit her plot possibilities. Mention that Rhoda represents the type of intelligent, active woman who appeals to you and is refreshing change from the numerous family sitcoms."

And finally this week in the mail came a post card from a reader complaining of the offensive commercials which hawk intimate feminine products in a living room atmosphere where children, visitors and others congregate. The solution? Write to the sponsor and tell him you refuse to buy any product which has proven embarrassing on TV. State that such advertising should be limited to newspapers and magazines which can be read privately.

At Home With The Movies

ATTACK ON TERROR Thursday, Feb. 20

The FBI versus the Ku Klux Klan is the second part of the double-barrelled title, and the made-for-television thriller will be run in two installments, Thursday and Friday. It is an interminable adventure based on actual FBI files dealing with the handling of nasty Klan activity in the South. The plot spins around the brutal murder of some civil-rights workers in the early Sixties. Andrew Duggan, Wayne Rogers, and Ed Flanders join Dabney Coleman in some nice turns at character acting—but the trouble is they are really playing the part of too-familiar caricature cut-outs that we've all seen before.

THE TRAIN ROBBERS [1973] Saturday, Feb. 22

There's a half million in stolen gold stashed away in the Mexican wastes, and how's the poor widow going to smuggle it home past a horde of avaricious outlaws? If she's as smart and shapely as Ann-Margret, she just might share her burdens with the Magnificent Seven rolled into one, John Wayne. Bringing along a couple of professional sidekicks more for company than out of actual need, the Duke blasts his way through the baddies and brings home the bacon, more or less. Along the way there's plenty of entertaining action, slowed only by a few too many cornball speeches on the old days with Ben Johnson and Rod Taylor.

A-II

HUSTLING Saturday, Feb. 22

This made-for-TV film, starring Lee Remick, is fashioned out of a prize-winning series of magazine articles. (later a book) by Gail

Sheehy, about the life and bad times of New York's street-walkers. The articles described the hustlers as young, mostly black girls who were physically debilitated and aged by the time they reached their mid-twenties. Miss Remick is a classy looking white woman of forty-ish radiance. The subject matter, ipso facto, suggests a mature audience.

A FISTFUL OF DOLLARS [1967] Sunday, Feb. 23

Pasta Western. This is a classic of its ilk, which isn't really saying much. It launched the meteoric career of Clint Eastwood as the squinting, black-hatted, cheroo-chomping gunslinger known as The Man With No Name. Sergio Leone directed an absolutely senseless but charming screenplay about mayhem down Me-hi-co way. Eastwood is a stoical man who hires himself out to one side of the other or both at once, in the settling of a border dispute. The action is swift, the violence plentiful, and the vengeance Clint's.

B

BUTTERFLIES ARE FREE [1972] Monday, Feb. 24

Goldie Hawn and Edward Albert team with Broadway veteran Eileen Heckart in a sparkling adult comedy based on the long-running hit play by Leonard Gershe about a young blind man and the two women who figure in his life. Miss Hawn is a flighty, amoral kook who winds up in love with him, and Miss Heckart, repeating her Broadway role, is his over-protective but ultimately very wise mother. Sharp character interaction and hip, swiftly witty

dialogue make the film surprisingly fluid. All of the leads are excellent.

A-III

JOURNEY FROM DARKNESS Tuesday, Feb. 25

Made for television. This absorbing melodrama about a young man whose brilliant future is seemingly crimped by the fact that he is blind is based on a true story. Starring Marc Singer as the young man, Journey traces the student's efforts to overcome the biases and other obstacles in his path — he wants to go to medical school and become a practicing doctor. Kay Lenz does a nice turn as the beautiful, sensitive girl who helps take some of his cares away.

MODERN THEATRE

The Nazareth-St. John Fisher College Drama Club will host an evening of comedy, tragedy, and absurdity in "Hello Out There and Other One-Act Plays" in the Nazareth Arts Center Auditorium at 8 p.m., Friday, Feb. 28 and Saturday, March 1. The plays include Lemonade, by James Prudeaux; Chamber Music, by Arthur Kopit; Loveliest Afternoon of the Year, by John Guare; and Hello Out There, by William Saroyan.

TV-10 TO FEATURE ST. MARY'S OB UNIT

The St. Mary's Hospital obstetrical unit is the subject of a three-part documentary edited by Wyoma Best for television broadcast this week. The series will be aired during the Channel 10 news report that begins at 6 p.m. tonight, tomorrow and Friday, Feb. 19-21.

For Enjoyable Dining

Gourmet dining under tiffany lamps The Big Elms Restaurant 196 Seneca St., Hornell, N.Y. Our Colonial Room—famous for 50 years. Home baked pastries our Speciality. 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

Roman Forum Restaurant Home of the emperor's favorite PIZZA • old tyme movies • free popcorn • draft beer and wine • hero sandwiches 1313 Ridge Road E.—Phone 286-9352 Between Goodman & Portland Ave. Next to Vallo's DINE IN OR TAKE OUT

Hof Brau Haus Now open Sundays 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 254-9660. Your hosts, Bill and Betty Oswald.

Kar-Mac Manor Routes 5 & 20, Between Geneva & Waterloo, Thruway Exit 42. Dinners from \$3.25 — Featuring Prime Rib — Char. Broiled Steaks — Chicken Oregon — Liver & Onions — Seafood — Beef & Sea Smorg. every Friday — Dancing nightly except Tues. & Thurs. Reservations — 789-1305 or 539-8044.

MR MIKE'S LUNCHEONS IN OUR NEW LOUNGE Tiffany Lamps, Log-Burning Fireplace JUDY DAILY at the Piano Bar MON., TUES., WED., THUR., NITES 1485 MT. READ Near Lexington 458-0420 DINNERS IN OUR BEAUTIFUL DINING ROOM Beginning Fri., Feb. 7 DICK MULLANEY and Orchestra FRI. & SAT. NITES 9:30 'til ...

"Planning a Party" THE MANHATTAN RESTAURANT HAS A ROOM AVAILABLE FOR GROUPS OF 25-100. A MENU PLANNED JUST FOR YOU! CHOICE OF COCKTAILS 25 EAST AVE. PHONE 454-7158 Convenient Parking in Midtown also Euclid or Elm Street

"Just for the two of you" Prime Rib Dinner Every Thurs. Fri. Sat. Night \$9.95 for two Sunday Chicken Dinner for the Family ADULTS 3.25 CHILDREN 1.95 serving every Sunday • Noon to 8 P.M. Strolling Troubadours TO ENTERTAIN YOU Thurs. Fri. Sat. Lunches Served Mon to Fri 11:30-2:30 Dinners Served Mon. to Thurs. 5 to 9, Fri & Sat. 5 to 10 Banquet facilities available Cafe Avion MONROE COUNTY AIRPORT 328-7553 3 Hours Free Validated Parking RESERVATIONS APPRECIATED

Restaurateur... Can we toss you an idea? Your message in this column will reach 140,000 adult readers. To reserve your space call 454-7050



St. Pa Sch... speak St. Ch 23: P... making St. Fr... Surda Holy wit... Corn... Gosp... Tues... Corri... Calla... Hall... South... 21, 3... 80th... Drive... Justi... Dirc... Plym... Publ... Notr... tom... Gab... Feb... Mpt... Rich... You... Cdn... Corr... Scci... Mbi... Cou... relat... Shey... mee... Mar... 454... Cal...