

AS I SEE IT



Pat Costa

An independent television producer writing in the Sunday New York Times has come up with an idea for additional revenue for public broadcasting stations that many will consider revolutionary, and many more downright offensive.

Dick Hubert who produced the recent 90-minute PBS special "World Hunger: Who Will Survive" thinks commercials (yes, you read it correctly) might be the answer.

After weighing what he says and re-evaluating the notion of commercials, I am inclined to agree — even though I astonish myself by doing so.

Hubert reminds us that the public stations get the money to stay on the air in three ways: 1. a station's own operating fund; 2. the coalition of stations which pools money for nationally distributed programs and 3. foundations, private corporations, government agencies and the Corporation for Public Broadcasting.

For various reasons there is never enough money to do everything PBS might want to do or should be doing. Hubert who is understandably concerned with the small number of investigative documentaries produced by public television tells us we are better off watching commercial television when it comes to muckraking.

He says that the reason for the dearth of such shows on PBS include the following: Local PBS managers don't wish to risk offending influential individuals in their communities; corporations can hardly be detached or wholly objective when it comes to underwriting documentaries, and

the CPB which gets its money from Congress is motivated by political considerations which make it "highly cautious as to where its dollars are spent."

How accurate are Hubert's charges? I'm not sure, although certainly there is some grist there for the mill. But that is beside the point.

The point is that we do know that PBS never has enough money. All we have to do is turn to Channel 21 and listen for a moment between programs for the pleas to "send money in now."

In suggesting commercials as a solution, the producer points out that foundations concerned with certain causes could advertise their point of view right along side that of government agencies or corporations. It would, he says, "take a good deal of the present inbred hypocrisy out of the system."

My reasons are less noble. There may have been some charm to the first Channel 21 Auction. It has over the years become something of a drag for those who watch, possibly much more so for those who must do all the work.

And I fail to see the difference between being inundated with commercial messages between shows and being bombarded with offers of a chic Channel 21 umbrella or tote bag if we will just subscribe.

The truth is that I have never found commercials per se objectionable. Rather it is the frequency, the repetition, the tastelessness, the interruption of a program by commercials that is abhorred. Ostensibly PBS could get around those problems, notably by clustering them at the beginning and end of shows in the European tradition as Hubert suggests.

The producer notes that "PBS is a cheap buy for anyone eager to reach the upper socio-economic strata." Corporations eager to reach the upper middle class do not resort to tasteless advertising. The other problems of interruption, frequency, and repetition could be dealt with according to strict guidelines set by the PBS.

The time has come that PBS should at least consider the idea

At Home with Movies

ONLY WITH MARRIED MEN
Wednesday, June 25

Repeat of an off-color joke of a TV movie. The war of the sexes is waged in a curious battle: bachelor David McBirney meets a cutie he'd like to date, only there's one obstacle in his path to bliss — the girl will date only married men. So, McBirney pretends to be married. Bad means to a bad end? Michele Lee is comely as the mixed-up girl. But that's about it, Folks.

THE MCKENZIE BREAK
[1970]
Thursday, June 26

An absorbing if not unfamiliar war story. The McKenzie Break surprisingly manages to avoid most of the cliches inherent in prison camp pictures. Centered around two strong personalities (Brian Keith, a hard-boiled career officer sent to quell a riotous prison camp for Nazi officers, and Helmut Greim, an indomitable German officer fomenting trouble to cover up espionage tactics), the film is nicely paced, with strong performances by the entire cast, a creditable script, and an attempt at characterization uncommon in this type of little film.

Except for some obvious cutting to make Break more manageable, director Lamont Johnson has made a tight, coherent and thoroughly enjoyable movie.

A-III
YOU CAN'T WIN EM ALL
[1970]
Saturday, June 28

Carving through post-World War I Turkey as a pair of roguish mercenaries, Tony Curtis and Charles Bronson periodically betray each other for the least whiff of beauty or booty.

Unfortunately for moviegoers, they have already been betrayed by Leo Gordon's numbing screenplay. Even so, Gene Corman's production makes fine use of the picturesque Turkish countryside where the film was shot, and the period sets and buildings hold the interest between the various fights and triple crosses.

Turkey's top matinee idler, Kret Hakan, exudes a powerful

presence during his scenes, but the film's real star is a beautiful old steam-engine lovingly photographed by cameraman Kenneth Higgins and director Peter Collinson. Pay no attention to the terrible dialogue and just relax with the backgrounds to the adventure, especially that gorgeous train.

her lovers' old and new, respectively.

The trick is for her to choose between them, which creates an emotional tug of war. The trick for the viewer is, first of all, to overlook the obvious moral flaws in the plot's premise, and, secondarily, to overlook some glittering mush in treatment.

All in all, the acting outweighs all else in the film, although the Paris locations do relieve tension and tedium. But the residue of love on the sly leaves a bitter taste overall.

A-II
GOODBYE AGAIN [1961]
Saturday, June 28

Instant nostalgia abounds in this corny, naughty comedy of errors starring Ingrid Bergman as a woman-about-town and Yves Montand and Anthony Perkins as

National Hotel
Routes 20A and 39, Cuylerville, N.Y. Host to travelers since 1837. Located in historical Genesee Valley. Two miles southwest of Genesee. Steaks, chops broiled in the open pit. Prime ribs, seafoods, large entree selection. Open weekdays 5 to 11 P.M. Sun. 12 to 9 P.M.

Hicks
Heating & Cooling
271-7414 271-4650

builders of the pool that
CLEANS ITSELF AUTOMATICALLY
POOLMAID NO-VAC (No Vacuuming System)
377-1410
If No Ans. 377-5366

- Residential - Commercial
- Professional Planning
- Quality Construction
- Service & Supplies
- Equipment

D. MATZ Inc.
Building The Same Quality Pool Since 1958
19 Briggs Ave., Fairport, N. Y.

JOHN J. CURRAN FUNERAL HOME

ROBERT E. KINGSTON
Licensed Funeral Director

JOHN J. CURRAN
Owner and Licensed Manager

535 Oxford St. 473-3170

Courier Adds 2 Correspondents

The Courier-Journal has added two regional correspondents to its staff. Mrs. Lorraine Drazek for the Ithaca area and Mrs. Stella DeGaetano in Hornell, it has been announced by Anthony J. Costello, general manager.

Parishes and organizations with news for the Courier-Journal in the Ithaca area should contact Mrs. Drazek at 19 Kimberley Drive, Dryden, 607-844-8073. In the Hornell area, Mrs. DeGaetano should be contacted at 206 Greley Ave., Hornell, 607-324-5929.

Mrs. Drazek, reared in Trumansburg and Ithaca, has been a resident of Dryden for the past two years. Her husband, Francis J. Drazek, DVM, is assistant director of the Division of Animal Industry, State Department of Agriculture and Markets with offices at Cornell University.

Mrs. Drazek is a CCD teacher at Holy Cross, vice president of the Parish Guild, is in charge of publicity for the 25th parish anniversary, is vice president of the Steering Committee for the Parish Council, and has been nominated for the Parish Council, results expected soon.

She works part-time in Dryden's Southworth Library and is a member of several veterinarian auxiliaries. In addition she is editor of the Holy Cross monthly newsletter and

enjoys bridge and landscaping as hobbies.

She was local editor for the Earlville area of the Mid-York Weekly of Hamilton, was winner of third place and champion correspondent in 1972 and 1973 of the New York State Press Association.

Her husband was mayor of Earlville for 21 years. They have two children at home, Evan and Beth, and two married daughters, Mrs. Mary Cook and Mrs. Anne Bowen.

Mrs. DeGaetano is a graduate of St. Ann's School and Hornell High School. She is principal of the CCD elementary program at St. Ann's and taught sixth grade.

She also is a member of the Religious Education Board of St. Ann's, the St. Ann's Mothers' Club and a life member of AZB Sorority, the largest national non-academic sorority in the country. She also is a former member of the Women's Board of St. James Mercy Hospital.

Her husband Vincent is owner of DeGaetano's Shoe Service in Hornell. He also is a life resident of Hornell, as is Mrs. DeGaetano, and attended St. Ann's and Hornell High School.

The DeGaetanos have a daughter, Debra, who recently graduated from Alfred State and a son, Michael, in the eighth grade at St. Ann's.

WINE & DINE

Gourmet dining under tiffany lamps

The Big Elms Restaurant
1925-1975
Celebrating Our 50th Year
196 Seneca St., Hornell, N.Y.

Only a one and one half hour drive from mid-town Rochester to our location in scenic Canisteo Valley. Famous for home baked desserts and sumptuous home cooking. Before or after your meal, peruse our interesting display of antiques. Open daily 7 a.m. - Midnight. Luncheon weekdays, 11:30. Dinner, 5:30. Sunday 12:30. 1-607-324-7450.

Hof Brau Haus
Closed Sundays 'til Oct. 5th.
406 Lyell Ave. Home of real German & American cooking. Wide choice of continental diners, 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 - 749-1305 or 539-8044.

A BOILED DINNER EVERY SATURDAY NIGHT!

Corned Beef & Cabbage
EVERY SATURDAY 5 P.M. to 10 P.M.

BUS HORGAN'S TAVERN
DAVIS at SECOND ST.
ELMIRA, N. Y. 732-9381

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.

MR MIKE'S

LUNCHEONS IN OUR NEW LOUNGE:
Tiffany Lamps, Log-Burning Fireplace
JUDY DAILY at the Piano Bar
MON., TUES., WED., THUR., NITES

DINNERS IN OUR BEAUTIFUL DINING ROOM
Enjoy Dick Mullaney and his orchestra
Fri. & Sat. Nites 9:30-1:30

1485 MT. READ Near Lexington 458-0420