

Johnson Asks, Does Media Promote Violence

Critics of the American way of life have long deplored the violence seen in movie houses and on television screens.

But it took the brutal public murder of Senator Robert F. Kennedy to bring the Federal government into the problem, and the resulting pledges of cooperation from the entertainment media.

President Johnson issued the call for concern in the naming of the National Commission on the Causes and Prevention of Violence to be headed by Dr. Milton Eisenhower.

A key question for the commission to determine may well be the role of mass media in causing violence. In Johnson's own words:

"Are the seeds of violence nurtured through the public airwaves, the screens of neighborhood theaters, the news media and other forms of communication that reach the family and our young?"

DOES THE PORTRAYAL of violence lead to violent behavior? There are two trends of thought on the matter:

1. Some argue that by viewing dramatized violence, human beings get rid of their repressed emotions. This theory was expressed by Aristotle, who declared that art could function as a catharsis so that tragedy through pity and fear, effects the proper purgation of destructive emotions.

2. Others believe that repeated exposure of impressionable minds to sadistic and criminal behavior on the screen is bound to result in imitative action.

The latter concern was considerably increased with the advent of television. Today youngsters are exposed to dramatized violence before they are even able to talk or to read.

Many social observers have viewed with special alarm the Saturday morning shows aimed at the very young audience. The shows are almost totally cartoons, and the majority of them are of a violent nature, either on the cat vs. mouse or the superhero vs. villains level.

THE TELEVISION networks have responded to the President's call in different ways. CBS President Frank Stanton stated: "CBS shares the President's concern as to the possible effect of the content of televi-

Dressing Up Hall

Want a quick dress-up treatment for an entrance hall? Try stripes. You can create a dramatic striped effect by applying 1x2-inch battens right over the existing wall surface. Just nail the Douglas fir 1x2s vertically, leaving a three or five-inch spacing -- or more -- between them. But first, run a long piece of fir 1x2 along the top of the wall, next to the ceiling. Next add a 1x4 at the bottom of the wall for a base-board. If you don't already have one, then cut the battens to fit between.

The wall can be finished many different ways. Probably the most exciting is to paint the wall white and finish the battens either clear or with dark stain.

Sweet Answer to 'Weighty Problems'



Weight watchers who crave a sweet dessert should certainly try the deliciously sweet yet low-calorie recipe below. Designed especially for dieters, this heavenly dessert combines peaches and rice in a rich-tasting custard. Result is one of the best low-calorie treats you've ever tasted.

Secret of the recipe's low-calorie success is the use of the calorie-free sweetener, Sucaryl, rather than sugar. Just with its help nearly 100 calories have been slashed from every serving. Best part is, non-dieters in the family will enjoy this dessert every bit as much as the dieters. Do add this recipe to your file of good and low-calorie desserts.

Make 1 1/2 servings. Each 1 1/2 CUPS (LOW-CALORIE). 2 grams fat; 18.5 grams carbohydrate. (With sugar 211 Calories.)

on entertainment programs upon the nature of our society. We will, of course, cooperate in every way possible."

Stanton added that it might take "a considerable length of time to determine whether there is a causal relationship between the two. The commission will report on the violence in the mass media and any increase of actual violence in American life." He said that CBS would sponsor meetings between its programmers and series producers and writers in an effort to de-emphasize violence.

NBC declared: "The assassination of Sen. Kennedy has given rise to discussion of violence in our society and violence as reflected in the entertainment and news media, including broadcasting. In the news field, we seek to cover, through reporting an analysis, all developments on which public information is vital in a democracy, and we regard such coverage as an important part of our obligation. In the entertainment field, we have established policies and procedures to guard against the depiction of violence for its own sake.

"We intend to continue pursuing these policies with responsibility and vigilance and we will certainly cooperate with the inquiry to be conducted by the commission appointed by President Johnson."

ABC withheld any statement pending the return of television chief Elton Cole from England, but the network declared it is studying the subject of violence "as a matter of concern."

SPEAKING by telephone from his Washington headquarters, Jack Valenti, president of the Motion Picture Association, said the film industry would cooperate wholeheartedly with the commission.

"I hope the commission will help establish psychological and social measurements of the effect of violence, not only in movies but in all media," said Valenti, former White House aide. "That would be enormously helpful, because no one really knows the answer now."

Valenti remarked that he has been pleading for self-restraint on the part of film makers and said that his pleas have met with "more success than disappointment." But he pointed out that he deals only with the eight member companies of the producers' association.

"We have no jurisdiction over the making of pictures abroad that might be purchased for distribution here by our companies," he said, "but brings up the Italian Western situation. Nor do we have any control over non-members among American film makers. But I have been talking to every top theater circuit head in an effort to bring some control over the situation."

The Italian Westerns have brought a new brand of brutality to American screens; although made outside the production code, they are nevertheless released by companies that are subject to the code.

AMERICAN - INTERNATIONAL is not a member of

the producers association. The company, which once aimed at the teen market with innocent beach movies and Edgar Allan Poe fantasies, discovered the box-office appeal of motorcycle gangs and dope parties. Its latest release was given a condemned rating by the National

Catholic Office for Motion Pictures for "wanton exhibition of sadistic brutality and coarse sex." American-International says it is now, like the rest of the industry, re-examining its programming.

The major companies have also offered a share of film violence with such films as "The Dirty Dozen," "Bonnie and Clyde," the James Bond films, "The Mercenaries," "Rosemary's Baby," "The Long Days Dying," "The Detective," etc., etc.

The concern of one segment of the public over the outpouring of

violence was expressed in an advertisement that appeared in the Los Angeles Times. It was paid for by students of Monroe High School in nearby Sepulveda.

The text: "PLEASE... We, students of James

Monroe High School, wishing to express our sincere concern with the violence in our country and its effects on the future of our nation, feel obligated to take some positive action.

"We feel that the presentation and glorification of acts and words of violence, especially

through mass media, are creating a society insensitive to human suffering and death. We therefore urge our parents, friends, and members of the community to join us in a boycott of any media or product which resorts to such advertising."

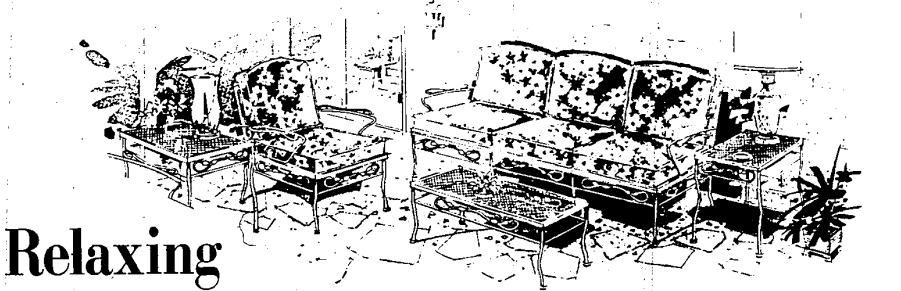
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Lounge in comfort indoors or out. Group includes sofa, chair, coffee table and two matching end tables. All reversible floral cushions are thickly foam filled and covered with strong supported vinyl. Sturdy angle-iron frames have baked-on white enamel finish that resists weather and chipping.

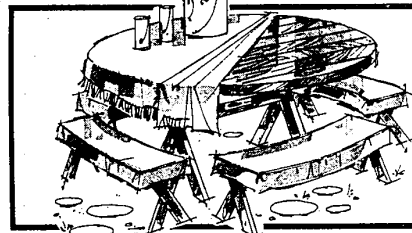
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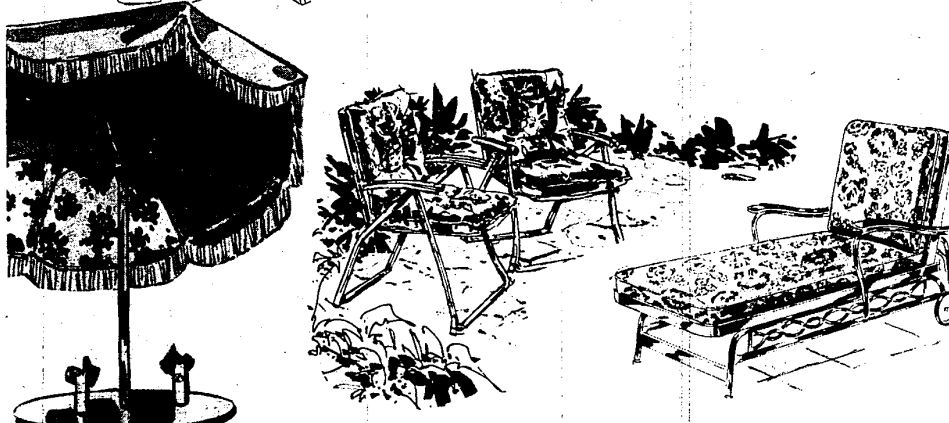
Were 49.95

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Charge It

Knotty rustic stock, naturally preserved is worked into a 45" round table and 3 curved benches. All pieces feature sturdy slatted legs. Benches measure 39 1/2 x 11 x 17". High hole in table top for patio umbrella.

Barbecuing table covers available



Colorful 8' Patio Umbrella

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Citron, yellow or turquoise with floral interior and thick all-around fringe. 12-ft. with heavy aluminum pole and convenient crank lift.

Loungers' Delight... Padded Aluminum Patio Pieces

Brightly Colored Lawn Chair

Take a break on a comfortably padded chair gaily cushioned with big yellow and orange flowers on supported vinyl. Sturdy polished tubular aluminum frames. Double tubular arms. 2-position back. Folds for storage.

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Luxurious cushioned comfort! Thickly padded cushions are covered in supported vinyl. Reversible turquoise floral covers allow twice as much wear. Sturdy, tubular aluminum frames, arms, 3 position back.

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