

arts & entertainment

Commercials

By TV Aunt Hannah

Aunt Hannah watched TV Tuesday evening—a normal occurrence. But she didn't watch the shows. This time she watched 75 commercials shown during four hours of prime time, from 6:30 to 10:30 p.m.

TV advertising has developed a set of traditions and conventions. Advertisers know this, and they know the public knows it. So they use this mutual knowledge to devise commercials that grab attention.

One tradition is the man-on-the-street testimonial.

Another traditional form is the celebrity testimonial. Perry Como talks about the virtues of a television brand in one. What makes it different is that the commercial demonstrates other brands failings.

A final note on those 75 commercials: they were bad. TV advertising has a long way to go before it reaches the heights of, say, bathroom wall graffiti.

The only enjoyable ad was one for cat food that showed a lot of cats. Aunt Hannah happens to like cats.

For the coming week, avoid the commercials but don't miss:

The New, Original Wonder Woman (Friday, Ch. 7, 7 p.m.) Based on the old comic-book heroine, starring Lynda Carter as the immortal woman who helps defeat the Nazis. Cloris Leachman, Lyle Waggoner and Red Buttons also star.

The Sugarland Express (Saturday, Ch. 3, 8 p.m.) From Steven Spielberg, the director who has since given us *Jaws*, comes this tale of a kidnapping in Texas. Goldie Hawn, William Atherton and Ben Johnson star.

Grand Ole Opry at 50 (Tuesday, Ch. 7, 7:30 p.m.) Hal Holbrook hosts the whole gang. Included are Roy Clark, Bill Monroe and His Blue Grass Boys, Johnny Cash, Freddy Fender, Loretta Lynn and others.



'Arsenic and Old Lace' features veteran actor

John Carradine, stage and screen star, makes his Lincoln debut Friday as Jonathan Brewster when the Lincoln Community Playhouse opens its production of *Arsenic and Old Lace*.

This special fund-raising project is sponsored by interested Lincoln businesses to enable enlargement of the Playhouse's entertainment and community service programs.

Carradine, a New York City native, has been onstage since 1925 when he appeared in *Camille* in New Orleans. The 67-year-old

actor has performed in numerous productions around the country, including *The Madwoman of Chaillot*, *Galileo*, *The Duchess of Malfi*, *Volpone* and *A Funny Thing Happened on the Way to the Forum*.

His film credits, in excess of 300, include *The Hound of the Baskerville* with Basil Rathbone and Nigel Bruce, *Around the World in 80 Days*, *The Ten Commandments* and *The Grapes of Wrath*.

The Playhouse's 8 p.m. production of *Arsenic and Old Lace* runs through Nov. 11th.

Nightfall

Tip or not tip—the customer decides

By K. Alice Betts

To tip or not to tip, that is the question. Do you tip only when service is commendable? Do you tip regardless of service? Do you tip five per cent, 10 per cent or 15 per cent?

Tipping is the customer's option, usually a token of appreciation for sincerity and attention. Usually.

After speaking with several waitresses, the majority contend that tipping primarily is determined by the type of customer, not quality of service.

For example, women lunching together have established a reputation for not tipping. I suppose they are preoccupied with not paying more than their share.

Businessmen, however, seldom neglect to express their gratitude. Men actually argue over who has the privilege of picking

up the tab. I side with the male's approach to tipping.

Women are not the only stingy patrons, though, nor are men always generous.

Tips are a basic source of income for waiters and waitresses because their hourly wage is negligible. Restaurants and lounges are not required to pay employees minimum wage because of their relatively high overheads.

Tips paid directly to a waitress compensate her hourly wage. Consequently, the establishment's overhead is reduced and this lowers the food's retail price.

If tipping were banished, restaurants would have to pay employees, particularly waitresses, minimum wage or more, since waitressing is a demeaning, demanding position.

As a result, food prices would increase considerably. The incentive to render quality service also would diminish if a gratuity no longer was expected.

However, I don't believe tips should be automatic. A tip should be a reward, relative to the service.

If service is offered with sincerity, smiles and a pleasant disposition, demonstrate your appreciation. Fifteen per cent is the accepted norm, but even a quarter for a \$5 check is sufficient.

If the service was merely adequate because of an overcooked steak or too few employees, don't blame the waitress. Take your complaints to the management or ask the waitress to relay your discontent.

Don't expect something for nothing. Ideally, a waitress should always put forth effort, but reality is at the mercy of money.

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1 THE DAY OF THE LOCUST ENDS THURS. KARIN BLACK

2 JESUS CHRIST SUPERSTAR ENDS THURSDAY a special return of the FIRST rock opera! A NORMAN JEWISON Film

PLAZA 3 STARTS TOMORROW

"The way movies used to be made and ought to be made more often!" —GENE SHALIT, NBC-TV

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THE WAY WE WERE

PG PARENT STRONG CAUTION CHILDREN

Coffee House presents:

Mark Berenson

Thursday Evening Nov. 13—7:30

Cost: Free as Air!

Watch for him one week from tonight.

Coffee House Committee sponsored by the Union Program Council