Coca-Cola in TV trash race

Networks compete for sleaziest Sunday night movie

"Sunday night movies: Trash vs. trash vs. trash," read the headline in *USA Today*. That paper's television reviewer Monica Collins rarely pronounces moral judgment on the networks' inane offerings. But Miss Collins apparently reached the point at which she could no longer silently endure. (Some viewers, seeing the direction of television, reached that point years ago.)

The three movies to which Collins referred were MAFIA PRINCESS (NBC), CLUB MED (ABC), and PASSION FLOWER (CBS). The trashy three competed for Sunday night prime-time viewers on January 19.

Miss Collins called MAFIA PRINCESS a TV version of DADDY DEAREST, with daddy being a gangster who alternately loves and hates his daughter. She compared CLUB MED'S male lead to a LOVE BOAT captain on shore. Describing PASSION FLOWER, the writer referred to the offensive, explicit steamy love scenes.

Domestic violence, adultery, profanity in 'Princess'

NBC's MAFIA PRINCESS features family violence, bitter hatred between father and daughter, abortion, and a lot of profanity—some of it in the church during the father's funeral. Gangster Sam Giancana blames his daughter for her mother's death, he accuses her of being a prostitute, and he has his hitmen to beat up the only man she ever loved.

Sam plans for his daughter to be a nun, but when she opts for acting, he reacts with bitterness. In one scene he strikes her violently, knocking her down onto a bed.

Among the sponsors were:

Chrm. E.T. Pratt, Jr., Pfizer, Inc., 235 E. 42nd Street, New York, NY 10017, Ben-Gay rub,Coty perfumes, Stetson cologne, Unisom, Visine eye drops.

Chrm. John G. Smale, Procter & Gamble, P.O. Box 599, Cincinnati, OH 45201, Cheer detergent, Comet cleanser, Head & Shoulders shampoo, Luv's diapers, NyQuil decongestant.

ABC offers adulterous love boat on shore

Reviewer Collins was quite apt with her description of ABC's CLUB MED leading male as a "Love Boat captain." Not only does he help others who come to the Club to enhance their sex lives. He also runs into an old flame only to discover that he has a six-year-old son. The two old lovers take up their illicit affair where they had left off years earlier.

A 17-year-old girl comes on to a man in his fifties in order to get him to act as her uncle so she, a minor, can make the trip to Club Med. When she discovers he has been widowed for two years and has not had sex during that time, she apparently prepares to go to bed with him.

Advertisers included:

Chrm. J. W. Culligan, American Home Products, 685 Third Avenue, New York, NY 10017, Anacin pain medication, Dristan decongestant, Old English oil, Pam cooking spray lubricant.

Pres. T. Arakowa, Nissan Motors, Box 191, Gardena, CA 90247, Datsun motor vehicles, Nissan motor vehicles.

'Passion Flower' is Coca-Cola production

"Deadly web of power, murder and lust," read the promo for Columbia Pictures' PASSION FLOWER on CBS. Columbia is owned by Coca-Cola. The movie relies for "appeal" on a tawdry string of loosely connected adulterous bed scenes, including near or semi-nudity. The offensive scenes are sometimes little short of those found in straight porn films.

As it turns out the adulteress is really double-crossing her lover in order to have him do away with her father. Then she and her husband can take over the business.

Advertisers included:

Chrm. Hamish Maxwell, Philip Morris, Incorporated, 120 Park Avenue, New York, NY 10017, Gaines pet foods, General Foods International Coffees, Post cereals, Sanka coffee.

Chrm. Samuel C. Johnson, S.C. Johnson & Sons, Inc., 1525 Howe Street, Racine, WI 53403, Curel skin lotion, Halsa shampoo and conditioner, Pledge wax, Soft Sense lotion.

Adultery is theme of Disney sitcom

The January 11 episode of GOLDEN GIRLS highlighted a plot in which Rose, one of the aging women on the show brought a man home to have sex with. The following morning, one of the women she shares a house with discovered the man dead in Rose's bed. (The incident elicited loud laugh tracks.)

Rose's friends convinced her that she must call her dead lover's sister. The height of the "humor" came when Rose called the dead man's home number and discovered that the woman was not his sister, but his wife. The widow, however, is very understanding and the two women deal with their shared grief very sympathetically.

GOLDEN GIRLS is produced by Touchstone, a Walt Disney subsidiary. Sponsors included:

Chrm. Richard L. Gelb, Bristol-Myers Company, 345 Park Avenue, New York, NY 10154, Dry Ban anti-perspirant, Lady Clairol hair care products, Ultresse hair coloring, Windex glass cleaner.

Chrm. William S. Cashel, Jr., Campbell Soup Company, Campbell Place, Camden, NJ 08101, Campbell's soups, juices, and canned foods, Le Menu frozen dinners, Swanson prepared foods.

Parents lose control in ABC 'family' hit

The January 7 and 14 episodes of GROWING PAINS on ABC continued the direction established earlier in this "family" sitcom. On January 7 teenage son Michael makes smart-aleck remarks in a class at school. The teacher, of course, is prime-time's typical authority figure--harsh, unyielding, and insensitive to teenagers. In response to Michael's disruptive behavior in class, she hurls a chalkboard eraser at him.

In the same episode, Michael pays his sister Carol to write a poem for him. He says it is his own so he can impress Juliet, his latest love. He fabricates a family history—this, too, to impress Juliet—and distributes printed copies to family members so they will know what to say in Juliet's presence.

In the January 14 episode, Michael again lies to a girl friend. This time it's Jennifer, and he doesn't want to go out with her, so he lies, telling her he has previous plans. Carol makes a crude motel room joke. And young brother Ben, about eight, comes on the scene throwing hockey equipment about the room while his parents watch unperturbed.

Ben's psychiatrist-father goes with him to see the hockey coach about Ben's problems. The coach is telling the young boys to play dirty; he fines the boys when they aren't tough enough. The coach calls Ben's dad a wimp and the two men get into a fist fight.

Typical "family" fare for an evening with ABC. Among the sponsors on these episodes were:

Chrm. J.E. Burke, Johnson & Johnson, One Johnson & Johnson Plaza, New Brunswick, NJ 08933, Band-Aid adhesive bandages, CoTylenol pain relief, Johnson's baby products.

Chrm. G. Lloyd Bunting, Noxell Corporation, Box 1799, Baltimore, MD 21203, Cover Girl cosmetics, Moisture Wear make-up, Noxzema skin cream.

Illicit sex is movie's main ingredient

ABC's January 20 movie, PRINCE OF BEL AIR, told the story of Robin, who cleans swimming pools for a living in Bel Air. In the opening sequence, he appears early one morning at a home, ostensibly to clean the pool. As soon as the husband leaves for work, the wife takes him inside to go to bed. The movie consistently continues this kind of innuendo throughout.

As a favor to a friend, Robin hires the man's teenage son (perhaps 17 or 18) to work with him for the summer; the father wants Robin to teach the boy how to get women into bed. Of course he is successful so that, by summer's end, the boy is sleeping with one girl after another.

Advertisers included:

CEO J. Tylee Wilson, R.J. Reynolds Industries, Inc., World Headquarters Building, Winston-Salem, NC 27102, A.1. Steak Sauce, Hawaiian Punch fruit drink, Kentucky Fried Chicken, Life Savers candy.

Chrm. Joseph D. Williams, Warner-Lambert Company, 201 Tabor Road, Morris Plains, NJ 07950, Dentyne chewing gum, Halls cough drops, Rolaids antacid, Trident chewing gum.

Falcon Crest priest ends affair; incest, suicide take spotlight

Father Chris, the FALCON CREST priest, apparently ended his adulterous affair on the January 17 episode of the prime-time soap opera. One segment that evening featured the priest's mother asking him why he left the church.

"I fell in love," he explained, "and I did the unthinkable—I broke my vows."

A later scene had the broken-hearted priest telling the married parishoner he had an affair with: "I really did love you, Melissa. And I'll always be grateful for what happened between us." Thus he announced his decision to return to the priesthood, thankful for having had an affair with a married woman in his parish.

With the adulterous priest plotline apparently ending, something equally tittilating had to occur. What better than a beautiful attorney and her deep, dark hidden secret—an incestuous relationship with her father, who is running for governor?

In the same episode, the attorney revealed that, as a pre-teen, she had been the victim of years of incestuous advances from her father. In a touching scene father and grown daughter embrace, reconciling their differences and apparently ending the daughter's years of hatred. As they embrace, the father begins to stroke her hair and whisper suggestive endearments to her. She responds predictably with renewed and vitriolic hatred to the incestuous innuendo. In the January 24 episode, the father commits suicide.

Believing that adulterous priests, incest, suicide, and assorted other perversions are good TV fare for prime-time family viewing, Procter & Gamble and Chesebrough Pond's helped sponsor the January 17 episode. Lever Brothers and S. C. Johnson advertised on the January 24 episode.

Chrm. Ralph E. Ward, Jr., Chesebrough-Pond's, 33 Benedict Place, Greenwich, CT 06830, Aviance perfume, Bass shoes, Pond's skin cream, Ragu' Italian foods.

Chrm. John G. Smale, Procter & Gamble, P.O. Box 599, Cincinnati, OH 45201, Downy fabric softener, Head & Chest cold remedy, Joy detergent, Pepto-Bismol.

Chrm. Gordon G.K. Stevens, Lever Brothers, 390 Park Avenue, New York, NY 10022, Caress soap, Dove soap, Snuggle fabric softener, Wisk detergent.

Chrm. Samuel C. Johnson, S.C. Johnson & Sons, Inc., 1525 Howe Street, Racine, WI 53403, Agree shampoo, Halsa shampoo J-Wax, Johnson Wax, Soft Sense lotion.

ABC special: 'Funny'?

ABC aired a special called FUNNY on January 19. It was promoted as a look at humor. It was in reality a collection of spots, many of which were sleazy and totally tasteless. It opened with a comedian doing homosexual jokes. It progressed to a feature on a Japanese television show with two teenage girls asking men on the street to show them their underwear.

It progressed further still to a Richard Pryor routine and numerous other crude routines based on sexual innuendo.

Sponsors included:

Chrm. William E. LaMothe, Kellogg Company, 235 Porter Street, Battle Creek, MI 49016, Corn Flakes cereal, Mrs. Smith's Pies, Nutri-Grain cereal, Whitney's yogurt.

Chrm. Colman Mockler, Jr., The Gillette Company, Prudential Tower Bldg., Boston, MA 02199, Adorn hair products, Dry Look hair products, Silkience, Soft & Dri anti-perspirant.

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