

SIN TO BE PRETTY?

Church Glamour Girls Featured On New TV Show

Pretty girls' pictures help sell toothpaste, cigarettes and magazines, so why shouldn't they help sell religion? This logic is being applied by churchmen producing the new filmed TV series called *This Is The Life*.

This Is The Life

Realizing the potentialities of TV as a selling medium, and knowing that most TV viewers want to be entertained, officials of the Lutheran Church-Missouri Synod decided to launch a \$500,000 series of 26 films which dramatize simple moral truths (without sermonizing) as they affect an aver-

This comely blonde plays major role in TV film dealing with problems of average American home life.



In episode on "Christian stewardship" Pete Fisher squanders first pay check on his beautiful young girl friend, learns about thrift vs. girls the hard way.

age American home. And because such homes are frequently populated by pretty girls, *This Is The Life* doesn't try to hide them.

It is rated the "most televised program in the world" because it's on 67 stations (representing all networks) compared to *I Love Lucy's* 64, and *Uncle Miltie's* 63.

Filmed in Hollywood and distributed in cooperation with the National Council of Churches of Christ in the U.S.A., the stories tell of incidents in the life of the "Fisher" family, are professionally acted and written. Some of the actresses wear low-cut dresses, form-fitting blouses, and tight sweaters. They don't look promiscuous—just normal, healthy and attractive. "After all—it's no sin to be pretty," Rev. L. C. Wuerffel of St. Louis, chairman of the Lutheran TV Productions Committee, told PEOPLE TODAY, adding: "This realistic television project is an effort to reach approximately 65,000,000 un-churched Americans."

Churchmen say that the pulchritude angle is strong proof that religion isn't the domain of narrow-minded dogooders.

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