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## The New Sin

H. B. Furay

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impede the spiritual, but what is becoming increasingly clear behind the Iron and Bamboo Curtains is that in the long run they wreck the material prosperity of a country too.

In brief, the Catholic Church starts from outside to build up inside, the Communists from inside to betray to Russia outside. The Church begins with sacrifice, advances through years in hope, rejoices finally in a self-supporting clergy and laity; Communism begins with traitors, progresses through fear, ends with new slaves for the most voracious imperialistic tyranny of all ages.

FRANCIS X. CLARK

## The New *Sín*

The book may be innocent, morally speaking. This does not stop or even slow down the publisher's advertising experts. They splash sex across the cover, underscore loose-mouth situations in the dust jacket write-ups. Books of the pocket variety particularly offend in this regard.

The movie may be innocent, morally speaking. This does not stop or even slow down that group of mental giants who do the promotion, which is packaged and shipped with the print all over the world. They slapdash down for the theatre lobbies any one of the thousand unspeakable pictures their sort of mind is evidently crawling with, they grind out deathless prose of one-syllable suggestive words (just a step above what is commonly written on the walls of latrines) for the newspaper notices. And the newspapers, locally at least, gobble it up.

All these people have conspired to compound a new and complicated moral situation for self-respecting customers. Suppose I know from another source that the book is all right, that the cover and blurb publicity is (as it often is) an outright lie. May I, nevertheless, condone this sort of scurrilous salesmanship by buying the book? The same for an immorally

advertised movie. Don't I aid and abet the indecent advertising whenever I put my peso down at the cashier's window and walk gaily in past all the ordure? The sort of mind that spawns such stuff obviously will conclude that it was the lurid lie which got me in and will be substantially encouraged to persevere, even to explore and exploit still lower levels of sensationalism.

The moral question of the extent and gravity of the individual's responsibility to refrain in such cases is not our concern here. That is a matter for personal direction from a confessor.

But it would be well for all book readers and movie goers to remember that the only effective remedy to these descending degrees of indecency in advertising is boycott. The hypothetical mind we have here to deal with lives only in the pocket-book. You approach (and reproach) this mind there and there only. If such people were capable of thinking on any other level, the pandering would not have happened in the first place.

This is for mothers and fathers, present or future. Do not wonder at the whirlpool of sensuality your growing children now have to agonize through (in their minds and in their tastes) before they achieve the steadiness of maturity. And perhaps some do not achieve it ever, but succumb; and are stamped for life with the slack mouth and mind, and the deadened eye. But do not wonder. Do not wonder at all so long as you are yourselves helping, perhaps, to pay their passage to agony or to long years drowned in lust.

H. B. FURAY