## Los Angeles Papers Ask Leaders Of Movie Industry to Clean Up Ads

Los Angeles — Stating that its members are "getting more and the LANPA said that Los Angeles more complaints about the current theatre advertising," the Los Angeles Newspapers Publishers' Association has complained about motion picture advertising to leaders of the cinema industry.

Arthur G. Pollock, chairman of wertising.

Mr. Pollock said there was but one response to these 20 letters. This respondent said his organization "would cooperate." On the whole, he indicated, there was no noticeable change in ads as a result of the verbal campaign.

Mr. and Mrs. Warren Mrs. Warren Mrs. Warren Mrs. Capture and Mrs. Warren Mrs. Capture and Mrs. Aug. 20—Mr. and Mrs. Frank McIntosh with the companies and mrs. Warren Mrs. Capture and Mrs. Frank McIntosh with the companies about the current about the current whole about the theatre advertising for some time. "We can always look whole, he indicated, there was no noticeable change in ads as a result of the verbal campaign.

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Mr. and Mrs. Frank McIntosh was pent a few days at Myrtle Beach, the manufacture was but and mrs. Frank McIntosh was pent a few days at Myrtle Beach, the companies of the companies was pent a few days at Myrtle Beach, the manufacture was but and mrs. Frank McIntosh was pent a few days at Myrtle Beach, the manufacture was but and mrs. The manufacture was pent a few days at Myrtle Beach, the manufacture was pent a few days at Myrtle Beach, the manufacture was pent a few days at Myrtle Beach, the man

The group has sent a letter on the subject to 100 movie studio ex-Since June 3, local Stewart-Everett theatre ads have not ap-peared in THE NEWS-TIMES. The theatres have refused to ad-vertise because THE NEWS-TIMES rejected some of their lurid, sensational ads which in our opinion were not fit for fam-ily consumption. ecutives, theatres, and independent movie distributors. The letter asks the industry to act as its own cen-

The letter notes that the news papers do not want to censor all theatre copy. "This can easily be prevented if you will see that those responsible for your copy keep in mind that young people of impres-sionable age read these advertise-ments and more and more parents

The second control of the present theatre copy."

Those receiving the letters included everyone known to be responsible for preparing or placing theatre advertising in Los Angeles newspapers. In the case of major studios, the letters went to New York offices where advertising is prepared.

The second ball warnings by succeeding the past four months. In his conversations, he has particularly stressed theatre advertising in Los Angeles ically objectionable in the manner they are used. This was followed York offices where advertising is prepared.

Game Laws 1.

Tierra Amarilla, N. M. (AP)—One fisherman didn't quite understand New Mexico game laws. It expressed with 67 fish, he told a judge, "I thought you were allowed 12 fish for every day you fished." The judge didn't think so. The daily limit and the possession limit are the same—12 fish.

Mrs. Alex Golden of Morehead City visited with her sisters, Mrs. Melvin Styron and Mrs. Wiley Ma-Aug. 20—Each Saturday at 12:30 the men meet and work on the Methodist Educational Building.

This project has to be completed by Jan. 30, 1959. All men are asked to strive toward the finishing of the building. It is a \$30,000 project and a very substantial building for the use of Scouts and any worthy events for the community. Atlantic Home Demonstration events for the community.

Women are asked to please contribute punch, lemonade or other cold drinks for the men.

and there will be plenty of water for wading. So all members will be able to attend the time has been changed to Aug. 29 (5th Friderick) The Methodist Church needs 50 day).

gallons of paint to finish the outside. So far, 16 gallons have been donated. This means 34 gallons are needed. Only \$5 per member or family would have this project settled.

Mr. and Mr. and

Mr. and Mrs. J. D. Hatcher of She visited Fontana Dam and Cherokee and saw the outdoor drama, Unto These Hills. She was accompanied by the control of the co

accompanied by her sister, Mrs.

Ross Archer and Mrs. Murray
Stillwell of Greensboro.

Mrs. Cecil Morris is at Duke
University attending the Methodist

Mrs. Thomas W. Price III and three children, T. W. IV, Rose was the children was the childre

University attending the Methodist School of Missions.

Mrs. Inomas w. Frice 3r. and granddaughter, Eddie Lucinda of Mr. and Mrs. Leon Salter and Leaksville are visiting for two Leon Norman and Mrs. William Nelson made a recent tour of Blow-Lee Morris and son, Timothy Lee.

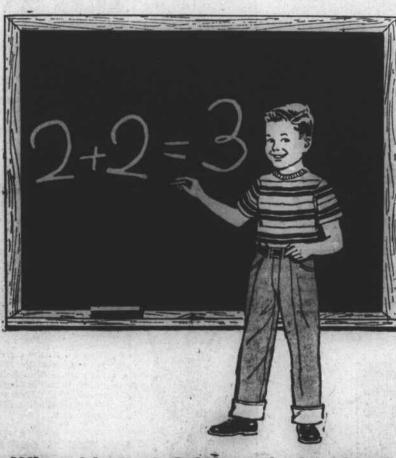
He noted that newspapers had taken action with respect to the "objectionable" title of a movie

"objectionable" title of a movie within recent weeks.

He said the motion picture was "Respectable Prostitute." The newspapers agreed that this title was not to be used in advertising few days with her grandparents at Otway. An ad was accepted in which the at Otway. title was shown as "censored" with the copy stating that the actual name could be learned by telephoning the theatre at which it over a long period and is increas-ing. The matter can no longer be was showing

(Reprinted from Publishers' Aux





## What kind of Arithmetic is this?

Doesn't exactly make sense, we'll have to admit. But neither do some of the present tax laws.

For instance, a strange twist in federal law lets several million American people and businesses escape paying all the taxes in their electric bills that you pay in yours. More than 23¢ out of every dollar you pay for electricity goes for taxes—but members of this "privi-leged class" pay only a small fraction of that. The reason: They get their electricity from federal government elec-tric systems that you help support.

Most Americans think everyone should pay his fair share of taxes. How do you feel about it?

CAROLINA POWER & LIGHT CO.



Aug. 20-Mr. and Mrs. Warren Taylor of Crab Point Road and Mr. and Mrs. Frank McIntosh

Otway were in the community a short while Sunday.

Mr. and Mrs. Marvin Willis and

Mrs. Charles Pake, Nancy Meden and Martha Lupton visited Mrs. Hazel Mason and Miss Lillian Mason at Atlantic last Thursday, Mrs. Pake's daughter, Regina and her cousin, Letitia Meden, who had spent a few days with the Masons returned home with her.

Monday to spend some time here with Mrs. Sophia Lupton and family.

New Bern Road visited his grandmother, Mrs. Brittis Day the past ful gifts.

day. Mrs. Pake's daughter, Regina and her cousin, Letitia Meden, who had spent a few days with the Masons returned home with her.

Mr. and Mrs. Monroe Simpson took a party to Shackleford Sunday evening. Special guests were Mr. and Mrs. Clarence Knight and Mrs. Monroe Simpson, day evening. Special guests were Mr. and Mrs. Clarence Knight and Mrs. Burton Daniels, Mrs. and Mrs. Burton Daniels, Mrs. Guilford, N. C., and Mr. Knight's daughter, Grace, of Guilford, N. C., and Mr. Knight's daughter, Grace, of Guilford, N. C., and Mrs. Monroe Simpson, Mr. and Mrs. Gray Fulcher.

Mrs. Monroe Simpson day evening. Special guests were Mrs. Burton Daniels, Mrs. Guests were Mr. and Billy Jordan, Charlie Pittman Mrs. Burton Daniels, Mrs. Guests who attended were Miss Martha Lupton, Sophia and Carrie Dickinson, Beverly Ferrier, and Vicki Sue Pittman and Mrs. Burton Daniels, Mrs. Guests who attended were Miss Martha Lupton, Sophia and Carrier Dickinson, Beverly Ferrier, and Vicki Sue Pittman Art., Steve Beacham Jr., and Fermie Gray Fulcher.

Mrs. Mars. Harvey Daniels, Mrs. and Mrs. Harvey Daniels, Mrs. New Order of Monks Frank Lewis, Mrs. Emily Parkin, Mrs. William Willis, Mrs. Roy Dickinson, Mrs. and Mrs. Jack Jackson.

New Order of Monks

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New Order of monks, the Camaldolese, is being established in this country, with a monastary in the nearby Santa Lucia mountains. So far, 20 Americans have applied for mem-

Americans have applied for mem-Mr. Reuben James Taylor of Refreshments of lime punch and bership.

16 Women Go To Workshop

Sixteen Carteret women atte the crafts workshop Tuesday through Thursday at Manteo.

They were Miss Nina Garner, Mrs. Ed Comer, Mrs. Floy Gar-ner, home agent, all of Newport's Mrs. Harry Venters, Morehead City; Mrs. M. L. Davis, Mrs. Ethel Davis, Mrs. C. R. Wheatly, Mrs. Charles Clifton, all of Beaufort.

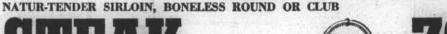
Mrs. C. S. Rogers, Beaufort.
RFD; Mrs. Jim Miller, West
Beaufort; Mrs. Luke Turner, Mrs.
Kuch Williams, Mrs. J. T. Hardesty, Mrs. John Ives, Mrs. E. C.
McLawhorn, and Mrs. Bill Motes,
all of Harlowe.

Sept. 1 is Labor Day.

25-INCH SWATH CUT "MR. ARISTOCRAT

Compare with mowers selling at more than

- New 3-hp, 4 cycle Briggs and Stratton engine
- · Lifetime guaranteed ball-bearing wheels with tractor tires
- 14-guage steel deck with lifetime guarantee
- Adjustable cutting heights 1 to 5 positions
- · Stop-and-start deluxe band throttle • 1/8-inch chrome-on-steel handle





Prices in this ad effective thru Saturday of this week August 23. Quantity rights reserved. None sold to dealers.

Quality Controlled Fresh Ground

Beef . . 🛚 55°

Gorton's French Fried

Flounder \*\*-01.49c

Floridagold Frozen

Limeade 2 cox 25c

Economical Red Rind

Cheese • 59°

Fresh Crisp Pascal

Celery STAIR 10c

Fresh Crisp California

Carrots LE CRLO

Low, Low Food Prices Plus Free SAV-A-STAMPS



OR FREE WITH 9%

SAV-A-STAMP GIFT BOOKS

LADIES' REMINGTON SHAVER (Regular \$17.50) \$10.95 OR FREE WITH 64 SAV-A-STAMP GIFT BOOKS

With Chicory! Hot Cup

COFFEE

Chef's Pride Potate

• 335 FRONT ST. — BEAUFORT • 1010 ARENDELL ST. — MOREHEAD CITY