

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

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

The group has sent a letter on the subject to 100 movie studio executives, theatres, and independent movie distributors. The letter asks the industry to act as its own censor.

The letter notes that the newspapers 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 impressionable age read these advertisements and more and more parents are rebelling against their children being exposed to some 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.

Arthur G. Pollock, chairman of the LANPA said that Los Angeles newspapers have been concerned about the theatre advertising for some time. "We can always look for some complaints no matter what we do, but the volume of complaints received from the pub-

lic about such ads had continued over a long period and is increasing. The matter can no longer be ignored."

The letters follow a series of verbal warnings by Mr. Pollock to industry representatives over the past four months. In his conversations, he has particularly stressed "sex and violence" as being specifically objectionable in the manner they are used. This was followed six weeks ago by letters to 20 of the principal sources of movie ad-

vertising. 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.

He noted that newspapers had taken action with respect to the "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.

An ad was shown as "censored" with the copy stating that the actual name could be learned by telephoning the theatre at which it was showing.

(Reprinted from Publishers' Auxiliary Aug. 9, 1958).

One Fisherman Learns Game Laws Hard Way

Tierra Amarilla, N. M. (AP)—One fisherman didn't quite understand New Mexico game laws. It cost him \$100.

Arrested 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.

ing Rock and other interesting places in western North Carolina. Thursday night the Young Adult Class of the Methodist Church met at the educational building at 8 p.m.

Mrs. Alex Golden of Morehead City visited with her sisters, Mrs. Melvin Styron and Mrs. Wiley Mason.

Atlantic Home Demonstration Club will celebrate "Recreation Month" by having a picnic on the shore side, back of Mrs. Dee Mason's home. All members and their families will take a picnic basket 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 Friday).

Mrs. Ira S. Morris Sr. is visiting Miss Hallie Wagoner, at Misenheimer. She and Miss Wagoner will attend the Holiness Church Conference at Kernersville.

Mr. and Mrs. J. D. Hatcher of Mr. Olive are visiting friends in Philadelphia, Pa. They will return and visit with Mr. and Mrs. Dee Mason who have been keeping their three children.

Sunday, Thomas W. Price III and three children, T. W. IV, Rose Marie, and Monica Jo of Leaksville visited with Mr. and Mrs. Donza L. Morris.

Mrs. Thomas W. Price Jr. and granddaughter, Eddie Lucinda of Leaksville are visiting for two weeks with Mr. and Mrs. Donza Lee Morris and son, Timothy Lee.



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

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.

Mr. and Mrs. Ray Lawrence of Otway were in the community a short while Sunday.

Mr. and Mrs. Marvin Willis and daughter, Judy of Smyrna visited Mrs. Julia Pake and family Saturday.

Jamie Lawrence is spending a few days with her grandparents at Otway.

Mrs. Baker Lupton and daughter, Mrs. Ralph Tanner and baby daughters of Suffolk, Va., arrived

New Bern Road visited his grandmother, Mrs. Brittie Day the past weekend.

Mrs. Jimmie Lupton and daughter, Patricia, and son, James, who spent the summer in Cameron, La., is expected home this week.

Mrs. Clarence Rose visited Mrs. Julia Pake and family Saturday night.

A surprise birthday party was given for Mrs. Charles Pake at the home of Mrs. Julia Pake last Saturday night. Guests were Mr. and Mrs. Burton Daniels, Mrs. Guy Daniels, Mrs. James Willis, Mr. and Mrs. Harvey Daniels, Mr. and Mrs. Warren Taylor, Mr. and Mrs. Monroe Simpson, Mr. and Mrs. Harry Willis, Mr. and Mrs. Frank Lewis, Mrs. Emily Parkin, Mrs. William Willis, Mrs. Roy Dickinson, Mr. and Mrs. Jack Jackson.

Refreshments of lime punch and

block cake were served.

Mrs. Pake received many useful gifts.

Wiener Roast

A wiener roast was given for Miss Nancy Meden last Wednesday night at the shore to celebrate her 14th birthday.

Guests who attended were Miss Martha Lupton, Sophia and Carrie Dickinson, Barbara Sue Simpson, Dorothy Jackson, Beverly Ferrier, and Vicki Sue Pittman and Billy Jordan, Charlie Pittman Jr., Steve Beacham Jr., and Fernie Gray Fulcher.

New Order of Monks

Fresno, Calif. (AP) — A new, rigidly secluded Roman Catholic order of monks, the Camaldolese, is being established in this country, with a monastery in the nearby Santa Lucia mountains. So far, 20 Americans have applied for membership.

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

They were Miss Nina Garner, Mrs. Ed Comer, Mrs. Floy Garner, home agent, all of Newport; 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.

# 16 Women Go To Workshop

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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.

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

The Methodist Church needs 50 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.

Mrs. Winston Hill has returned home after visiting important places in western North Carolina. She visited Fontana Dam and Cherokee and saw the outdoor drama, Unto These Hills. She was accompanied by her sister, Mrs. Ross Archer and Mrs. Murray Stillwell of Greensboro.

Mrs. Cecil Morris is at Duke University attending the Methodist School of Missions.

Mr. and Mrs. Leon Salter and Leon Norman and Mrs. William Nelson made a recent tour of Blow-

**LEWIS 66 RESERVE**

**\$2.00** PINT **\$3.20** 4/5 QUART

86 PROOF

J. T. & BROWN'S SON CO., LAWRENCEVILLE, N.C.  
BLENDED WHISKEY, 86 PROOF  
70% GRAIN NEUTRAL SPIRITS

**25-INCH SWATH CUT "MR. ARISTOCRAT" ROTARY MOWER**

Compare with mowers selling at more than double this price!

**\$49.95**

**SPECIAL SALE!**

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

**COLONIAL STORES**

NATUR-TENDER SIRLOIN, BONELESS ROUND OR CLUB

**STEAK . . .** **79c** LB.

ALL POPULAR BRANDS —SOFT

**DRINKS . . .** **19c** 6 BOTTLE CARTON (Pins Bottle Deposit)

SAVE AT COLONIAL! CS EVAPORATED

**MILK . . .** **29c** 3 NO. 1 TALL CANS

REDGATE PURE TOMATO

**CATSUP . . .** **29c** 2 14-OZ. BOTS.

SAVE ON FRESH PRODUCE! FRESH YELLOW

**CORN . . .** **49c** 12 LARGE EARS

MOTHER'S CREAMY-FRESH

**MAYONNAISE** **49c** QUART JAR

SAVE 8c AT CS! SUNKIST FROZEN

**LEMONADE 3** **29c** 6-OZ. CANS

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

Quality Controlled Fresh Ground

**Beef . . .** **55c** LB.

Gorton's French Fried

**Flounder** **49c** 9 1/2-OZ. PKG.

Floridagold Frozen

**Limeade** **25c** 2 6-OZ. CANS

Economical Red Rind

**Cheese** **59c** LB.

Fresh Crisp Pascal

**Celery** **10c** STALK

Fresh Crisp California

**Carrots** **10c** LB. CELLO

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

Special Value! Men's

**Remington Rollectric SHAVER**

REGULAR \$32.50 VALUE! **\$17.95**

OR FREE WITH 9% SAV-A-STAMP GIFT BOOKS

**LADIES' REMINGTON SHAVER (Regular \$17.50) \$10.95**

OR FREE WITH 6% SAV-A-STAMP GIFT BOOKS

Save At CS! Premium

**SALT . . . . . 2** 24-OZ. BOXES **19c**

With Chicory! Hot Cup

**COFFEE . . . . .** **49c** LB.

Our Pride Sliced Wiener

**BUNS . . . . .** **25c** PKG. OF 12

Chef's Pride Potato

**SALAD . . . . .** **29c** 16-OZ. CUP

Your Total food bill is less when you Shop at **COLONIAL STORES**

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

**2+2=3**

**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 "privileged class" pay only a small fraction of that. The reason: They get their electricity from federal government electric 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.**