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RIVIERA PLAZA STARTED . . . An ultramodern Safeway Store will be the key commercial facility in the new Riviera Plaza Shopping Center now under construction by Ernest W. Hahn, Inc., in Hollywood Riviera. Developer of the project is Paul O'Kane. Completion is scheduled for July.

Law to License Advertising Counselors Under Heavy Fire

By CHARLES E. CHAPEL, Assemblyman, 46th District

During 1961, several constituents asked me to confer with a public relations expert who was interested in the enactment of California laws to license and regulate "advertising counselors." I attended several conferences and agreed to investigate the subject. I said that I would not submit any bill on the subject unless the majority of those who would be affected wanted the proposed new laws.

On Jan. 8, 1962, I issued a press release regarding the organization of an informal, unofficial citizens' advisory committee to study the proposed legislation, but the main point to the release was that I wanted all members of the advertising profession to write to me at Post Office Box 327, Redondo Beach.

numbers that it has been impossible to answer all communications without hiring a full-time secretary to handle nothing but mail on this one subject. The majority are against the proposed laws.

For several months I have consulted lawyers who have worked for the State of California and who have had experience in administering the laws in the Business and Professions Codes, which license and regulate various trades and professions. In addition, I have written to lawyers in other states who have had similar experience.

Without exception, they tell me that any new California laws regulating and licensing "advertising counselors," or other members of the advertising profession would create more evils than such laws would cure.

position on the part of the overwhelming majority of members of the advertising profession who have written to me, and the advice of many lawyers, I have not introduced any bill on the subject and do not intend to do so. This closes the subject as far as I am concerned although I am willing to receive any suggestions and questions with the understanding that I can answer them only as fast as I can, consistent with the usual work load of mail from my constituents.

Finally, I earn my living as an author of non-fiction magazine articles and books. I would not want to be licensed or regulated by the state as an author.

THURSDAY, April 12, is the last day to register to vote at the June 5 primary election. Since the primary election is held principally for the selec-

tion of political party candidates, a person registering must designate his party preference. In case of doubt about your registration telephone the Registrar of Voters for Los Angeles County.

The League of Women Voters has asked me to include in my column the following statement regarding their organization, in their words, quoted as follows:

"The League of Women Voters is a non-partisan organization whose purpose is to promote political responsibility through informed and active participation of citizens in government. Membership is open to all women citizens of voting age. Associate memberships are open to men and non-citizens. Dues are \$5 annually. The league studies governmental issues independently and takes action only after substantial agreement of its members."

New Gordon Suspense Reissued

"Experiment in Terror," a new paperback novel by The Gordons, a pseudonym for Mildred and Gordon Gordon of Sherman Oaks, was this week released to the nation's book stores and newsstands by Bantam Books.

A best-seller when published last year as a hard-back, "Experiment in Terror" has a Hollywood-Los Angeles background, the suspense thriller, which also was serialized in Ladies Home Journal, deals with a girl bank teller terrorized by a rapist-killer while he plots a crime and forces her to execute it.

The Gordons also wrote the motion picture version, which is being released this month by Columbia Pictures. Glenn Ford stars as the FBI agent, a role once played by Gordon Gordon in real life, and Lee Remick plays the heroine terrorized in "Experiment in Terror."

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