

## Legislators Get **Several Schemes** For Advertising

to restrict its use in one form or another. Some of them have already bitten the dust, either through committee action, or at the author's request. Enough remain alive as of now, however, to assure several committees some interesting meetings.

ADVERTISERS, the advertising business, and news media which depend on advertising for revenue, all have long fought vigorously for truth and good taste in advertising. As a matter of fact, California for many years has had a law prohibiting false or misleading ads, or those wilfully designed to hurt a competitor, and these to hurt a competitor, and these groups have been active in sup-port of its enforcement.

The purposes of the current measures fall into several categories. Some would prohibit certain kinds of advertising, as certain kinds of advertising, as for instance, telephone solicitation. Others would further limit advertising of certain products, such as alcoholic beverages or tobacco. Another class would restrict expenditures by local government for advertising. Still another group relate to outdoor advertising distributions of advertising as for instance, as when the vehicle sumps forward but advertising of certain products. Authorized the vehicle sumps forward but and the vehicle sumps for advertising as for instance, as well as the vehicle sumps for when the vehicle sumps for when the vehicle sumps for a vehi

ONE MEASURE would have prohibited the advertising of cigarettes or other tobacco products in school and college newspapers and magazines. When the bill was heard in committee, the editor of a state college newspaper pointed out that 34 per cent of the advertising revenue of his paper comes from tobacco products. The bill went to its final test without further ceremony. One bill would prohibit

boards of county supervisors box, they said.

By VINCENT THOMAS
Assemblyman, 68th District
One area in which freedom of speech, efficient distribution of goods, and fierce competition for markets seem to tangle frequently is in advertising. Perhaps that is why we Legislators are often called upon to consider legislation which would affect one or more kinds, of advertising.

Some of our more ticklish and demanding problems popup in this area, and are not easy to deal with.

Our current session is similar to its predecessors in this respect. A total of some 25 or 30 bills have been introduced in both houses which relate, directly or indirectly, to advertising. Most of them seek to restrict its use in one form or another. Some of them have already bitten the dust, either

There has been much official complaint about the difficulty of controlling out-of-state subdividers who advertise for misleading descriptions.

These two would seem to contrast somewhat with another which would set up a new state tourist agency, with responsibility to advertise our California attractions.

A THIRD GROUP of bills would apply to real estate advertising, especially to that of real estate located outside the state. There has been much official complaint about the difficulty of commerce or boards of trade from tax funds. An even from tax funds. An even from derm text any allocations of funds by a county or city to a cham-term to contrast somewhat with another which would seem to

A hotly controversial group of bills would further restrict

treated lightly. Our committees considering these bills will certainly keep this in mind in dealing with them.

One bill would prohibit rez against a large metal tool

## **New Discovery Now Makes It Possible To Shrink And Heal Hemorrhoids Without Surgery**

Stops Itch - Relieves Pain In Minutes

Stops Itch — Relieve New York, N. Y. (Special): A world-famous institute has discovered a new substance which has the astonishing ability to shrink hemorrhoids without surgery. The sufferer first notices almost unbellevable relief in minutes from itching, burning and pain. Then this aubstance speeds up healing of the injured tissues all while it quirely reduces painful swelling.

Tests conducted under a doctor's observations proved this so even in cases of 10 to 20 years' standing. The secret is the new healing substance (Bio-Dyne®) — now offered in

both cintment or suppository form called Preparation Hs. In addition to actually shrinking piles – Preparation H lubricates and makes bowel move-ments less painful. It helps to prevent infection (a principal cause of hemorrhoids).

Only Preparation H contains Only Preparation H contains this magic new substance which quickly helps heal injured cells back to normal and stimulates regrowth of healthy tissue again. Just ask for Preparation H Ointment or Preparation H Suppositories (easier to use away from home). Available at all drug counters.



CHICKEN O' SEA & STARKIST hunk Tuna

**FOREMOST** 

YOUR CHOICE Cling Pel **Spiced** 

BEVERAGE BUYS!

CANADA DRY 12 for \$1

BEER

HUNT'S PORK & BEANS 21/2 BANQUET MEAT PIES ... 8-oz.

STRAINED BABY FOOD

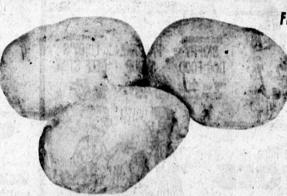
WYLERS SOUP MIXES PEANUT BUTTER CALO DOG FOOD

SCHILLINGS SEASONING - Reg. Jan KERNS GRAPE JELLY 12-02, Jur COTTAGE CHEESE



STUFFED OVEN-BAKED PORK CHOPS

Buy 6 thick park lain chops and make a packet in the chop by simply cutting a slit on the bane side so the slit edge, will be drawn together during the baking, holding the stuffing in place without teothpicks. Prepare the stuffing by melting 2 tablespoons drippings or shertening in a heavy skillet and adding ½ cup chopped caiery and ½ cup chopped anien. Gook covered over low heat for 5 minutes, Mix together 1½ cups soft bread crumbs, ½ teaspoon soils, ¼ teaspoon marjoram, ½ teaspoon to the cooked online and colery to the crumbs, then add ½ cup finely chopped tart apple. Blend all ingredients well, and stuff the chops. Brown evenly in the same skillet that held the vegetables. Remove to a baking dish or pan, sprinkle over the top 1 cup enter nings, and over the onion rings sprinkle ½ teaspoon sidditional rosemary. Pour over all 1 cup Sauterne or other white table wine (dry). Cover pan or dish and bake in a preheated oven at 350 for 1½ cours, Baste the chops at least twice during the baking. At the and of the baking remove chops to a heated platter and to the liquid in the pan add 2 tablespoons flour and ½ cup cold water. Blend to mix, then cook over medium heat until thickened. Pour over the chops and serve at once. Makes a portions.



FRESH, SPARKLING FRUIT 'n VEGETABLES!

MARCAL PAPER NAPKINS 80 ct. Pkg. 10 for \$1

U.S. No. 1 WHITE ROSE **POTATOES** 

Sound, Clean fresh potatoes that will add to the main course of any menu . . . For good health and sound budgets - serve potatoes.

œ Large size **Fuertes** 

Extra fancy Red Winesaps

Crisp-fresh,

large heads.

GARDEN SUPPLY LE

50 ft. GarPl Hose



LIQUID FERTILIZER

DELICATESSE

Franks

SWIFT PREMI

**Luncheon Meat Smokie Links Biscuits** LUCKY BRAND .

PRICES EFFECTIVE

THURSDAY THRU W

MORTON MACARONI & CHEESE

12-oz. Pkg. 43c

ORE IDA HASH BROWN POTATOES 2-lb. Bag 29c

ZEE **TOILET TISSUE** 4 roll Pkg. 37c

KOTEX SANITARY NAPKINS 12 ct. Box 45c

KITCHEN CHARM WAX PAPER 100 ft. Roll 19c

NORTHERN FACIAL TISSUE 300 ct. Box 19c