

# Bogus Letters Suggested As Movie Publicity Ruse

One of the most interesting—and well read—features of many newspapers is the Letters to the Editor section.

It is also a feature that produces headaches for editors.

## Obituaries

**EFFIE COX**  
Services were held at 2 p.m. Friday at Halverson-Leavell Mortuary for Mrs. Effie P. Cox, 85, of 22438 S. Harvard Blvd., who died Tuesday in her home. A native of Illinois, she had lived in Torrance 19 years.

She is survived by two daughters, Mrs. Lola M. Wade of Torrance, and Mrs. Elma I. Window of Elgin, Ill.; a son, William C. Cox; five grandchildren; and 24 great-grandchildren.

Interment was in Green Hills Memorial Park.

**MONTY DARLING**  
Funeral services for Monty Luke Darling, an early Torrance home builder and contractor, will be conducted in Redlands Tuesday morning and be followed with graveside services here in the afternoon.

Mr. Darling, who was born in Dodge City on July 4, 1885, had been residing in Redlands since 1958. He came to Torrance in 1920 and built many of the homes on Post Avenue, El Prado, and Beech Avenue.

Conducting funeral rites at the Emerson Mortuary in Redlands at 11 a.m. Tuesday will be members of the Redlands Elks Lodge. Graveside services have been scheduled at Roosevelt Memorial Park on Tuesday at 2:30 p.m. Members of the Redondo Beach Elks Lodge will officiate at the grave.

Mr. Darling is survived by his widow, Georgiann; a son, Richard of Redlands; two daughters, Dorothy Price of Redlands and Marguerite McLean of Torrance; nine grandchildren, and twelve great-grandchildren.

**JOE H. KRUGER**  
Funeral services for Joe H. Kruger, 912 Beech St., were held at the Stone and Myers Chapel Thursday afternoon with the Rev. H. Milton Sippel of the First Christian Church of Torrance officiating.

Mr. Kruger, a long time Torrance contractor, died July 6. He was born Nov. 22, 1893 and had lived here for 35 years.

Surviving him are his widow, Beatrice; his father, four brothers, and seven sisters.

**GLADYS EFTERFIELD**  
Funeral services for Mrs. Gladys M. Efterfield will be held at the First Baptist Church of Waverly Monday afternoon at 1 p.m. Mrs. Efterfield lived at 24226 Ward St.

She is survived by a son, Charles W. Brennan of Torrance, and two daughters, Clara Jaynes and Jane McClung.

Interment will be in Green Hills Memorial Park. Pierce Bros. Southwest Mortuary is in charge of services.

**GRACE MAE TAYLOR**  
Funeral services for Grace Mae Taylor, 63, of 5340 Doris Way, Torrance, will be conducted Monday at 10 a.m. by Rose Hills Mortuary in Rainbow Chapel, with the Rev. William E. Thiele officiating. Interment will follow in Rose Hills Memorial Park.

Mrs. Taylor, a resident of California for seven years, was born in Oklahoma, and died Wednesday in the U.S. Naval Hospital in San Diego. She is survived by two sons, Gilbert F. Walker of San Jose; Robert M. Taylor of the U.S. Army; three daughters, Mrs. Catherine C. Resman of the home address, Mrs. Betty Lou Connor of San Diego, Mrs. Marjorie Enright of El Monte; two brothers, Ed and Charles Burks of Oklahoma; eight grandchildren, and four great-grandchildren.

There are correspondents who don't sign their names. Most newspapers handle this problem by adopting a policy of not printing anonymous letters.

More troublesome are the letter-writers who sign fictitious names or list fictitious addresses. Some correspondents sign other people's names.

During political campaigns, particularly for bal-

lot issues, papers are often bombarded with canned letters, produced by a press agent who persuades other people to sign them.

The most flagrant abuse of the Letters to the Editors columns ever to come to light, however, is the recent trade promotion of a Paramount Pictures film, "Lady in a Cage."

In a promotion booklet sent to moving picture houses in major cities

throughout the country, the distributor suggested a campaign of "planted" letters to local newspapers, which "will surely result in heated discussion within your community," and presumably draw people to see "Lady in a Cage" in droves.

The campaign consists of two canned letters—the first a "protest" letter and the second a "rebuttal" letter. The first letter castigates

the film as "brutal, sick, immoral, perverse, and full of sexy filth. It's no wonder that crime, adultery, and everything else results from our young people seeing this garbage."

The second letter comes valiantly to the picture's defense: "If it's true that this picture is filthy, brutal, and sick, it's because it holds a mirror up to society. Those who are not afraid of being shocked can only com-

ment the makers of 'Lady in a Cage' for its honesty. Shocking—yes, wrong—no."

Following exposure of the promotion kit in national magazines, it is doubtful if any of these impassioned letters to the editor will get written—or published.

Meanwhile, most movie reviewers are finding "Lady in a Cage" brutal, sick, immoral, perverse, full of sexy filth—and boring.

## NEW CAR DIRECTORY

G.M.C. TRUCKS  
OLDSMOBILE - CADILLAC  
**CECIL L. THOMAS & SONS**  
PACIFIC COAST HWY. AT VERMONT—HARBOR CITY

For Space In This  
Directory —  
Phone FA 8-4000

GO CLASSIFIED

**EVERYTHING for fun n Sun**

**Sav-on**

We Give BLUE CHIP STAMPS

**CREST Tooth Paste**  
83c Family Size **57c**

**2-Tube WADING POOLS**  
Heavy duty vinyl pools in two-tone colors and contrasting print bottom. Easily inflated, push in valves.  
98"x24" **15.98**  
70"x15" **7.98**

**Swim Rings**  
Ideal swimming aids for the child—or as cushions. Colorful designs. Easily inflated.  
Square Ring 15 1/2" **49c**  
Round Ring 21" **69c**

**Swim Board**  
Unsinkable foam plastic board—for the beach or pool. 12"x21" **69c**

**Big Surfer**  
Light foam plastic surfboard. Supports over 200 lbs. 18x51 1/2" **2.89**

**Jr. Surfer**  
16x42" Unsinkable foam plastic. **1.98**

**Swim Board**  
26"x14 1/2" light foam plastic. **98c**

**Surf Rider with ROPE**  
Fabric covered inflatable plastic air mattress with rope for tying or pulling. **4.69**

**Beach Ball**  
12" diam. ball of heavy plastic, 6 bright solid color panels. **49c**

**PRO Goggles**  
Distortion free lens, white rubber body and adjustable head strap for snug fit. **79c**

**WIDE ANGLE Goggles**  
White rubber. Sidewind angle, shatterproof lens, waterite contour fit and wide head strap for a snug fit. **98c**

**Oval Masks**  
White rubber. Extended vision, shatterproof lens. Adjustable head strap. **1.49**

**ICE CREAM Arden**  
Square Pak 1/2 Gal. **2:1.00**

**GARDEN HOSE**  
60 foot—9/16" bore "Brand X" Unconditionally Guaranteed **2.39**

**Liquid Detergent**  
• IVORY Giant Size  
• JOY  
• THRILL **2 for 1.00**

**PRELL LIQUID SHAMPOO**  
Large 1.00 Size **56c**

**Lawn Sprinkler**  
EVERAIM — Oscillating. Waters areas up to 2400 sq. ft. Automatic dial control. **2.98**

**3-Tube Pool**  
Inflatable heavy duty vinyl pool. Two-tone color with contrasting bottom. Oval shape — 78"x85"x12". **8.39**

**SUNTAN LOTIONS**  
Sea & Ski Lotion **79c to 2.59**  
Sea & Ski Oil-less Oil. 4 oz. **1.65**  
SNOOTIE For the Nose. 1 oz. **79c**

**Tanfastic IR-9** **89c to 1.50**  
**Tansion Plus** **1.25 to 2.25**  
**Tanfastic** 4 oz. **1.50**  
**Tanfastic** **79c to 1.35**

**PURCHASE BRECK HAIR SET MIST**

**Colonial Dames DRY SKIN Cleansing Cream** — Extra rich... contains special skin softening elements. Reg. 2.50 Size **1.50**

**Colonial Dames DRY SKIN Cleansing Lotion** — Cleanses deeply... maintains and protects moisture balance. Reg. 2.50 Size **1.25**

**4-Way Skin Care REVLON** — Especially good for blemished skin. Trial Size FREE with 8 oz. Purchase. **3.50**

**Nail Polish Remover BEAUTY SALON** — with cuticle conditioner. 4 oz. **29c**

**POLAROID FILM** Black & White Type 107 or 47 **1.79**

**KODACOLOR** Choice of 120, 127, or 620 **88c**

**VERICHROME PAN** 120, 127 or 620 **3:1.00**

**KODACHROME II** 35mm KR-135 20 Exp. **1.39**

**KODACHROME II** 8mm 50 ft. of Color Film **1.69**

**RECEIVE FREE 2 1/2 oz. BOTTLE OF CREME RINSE** 1.65 Value **1.29**

**Introductory OFFER BEAUTY SALON "Glo & Behold"**

Liquid Make-up & Delicate Powder Finish for the Natural "Matte" Look... Choice of 10 Beautiful Shades Reg. 1.25

**FREE** with Purchase of any one of these Beauty Salon Products.

**Night Cream**  
Scented Moisturizing Cream with the Heart of Lanolin. 3 1/2 oz. **2.50**

**Cleansing Cream**  
Removes heaviest of make-up... yet is safe for sensitive skin. 7 1/2 oz. **1.75**

**Hand Cream**  
Moisturizes, softens & protects... use also as an over-all body cream. 7 1/2 oz. **1.75**

**Perennia**  
Keeps skin youthful, supple and smooth, by reducing moisture loss. 1 1/2 oz. **3.50**

**Skin Freshener**  
Mild, effective, non-alcoholic astringent lotion. 12 oz. **1.75**

**RAID Insect Spray**  
Kills most flying and crawling insects. Pint **47c**

**BLACK FLAG Insect Spray** — Contains DDT. **49c**

**BLACK FLAG All Purpose Sprayer** — Pt. **39c**

**ANTROL ANT KILLER**  
Set of 4 Traps. Reg. 50c **49c**

**BLACK FLAG Aerosol Spray** — 12 oz. Aerosol **88c**

**BLACK FLAG Ant & Roach Killer** — 13 1/2 oz. **73c**

**PROTECTO**  
Moth Preventive — 6 oz. Cake. 30c Size **29c**

**"OFF" Insect Repellent**  
Keeps mosquitos and other insects away from body. **59c**

**Swing & Car Seat**  
WELSH — Plated tubular steel frame. Adjustable chain attachment for swing. Strong plastic auto seat in plaid print. **5.98**

**Stroller**  
WELSH — Fully collapsible. Tubular plated steel frame. Hand brake, ring locking latch, wire foot-rest. Plaid plastic coated fabric, board seat. **6.99**

**Nursery Chair**  
WELSH — Chrome plated legs and frame. Contour seat, vessel and deflector. Back serves as step stool. **3.98**

**Car Seat**  
WELSH — Tuck & roll padded plastic chair trimmed in white. Plastic steering wheel, gear shift lever, and horn. Swing open front bar. **3.98**

**Sav-on SELF-SERVICE DRUG STORES**  
AD PRICES PREVAIL July 12th to July 15th Sunday through Wednesday  
Open 9 A.M. to 10 P.M. — 7 Days A Week

**9x12' Rugs**  
Viscose rayon pile beautifully woven in assorted pastel colors. Foam rubber backed to prevent slipping. **18.88**

**Bed Pillow (20x26")**  
Dacron-polyester... pure white fine cotton ticking. Finest quality obtainable at this low price. **3.33**

**Beverage Pitcher**  
"Star Bright" — Sparkling crystal cut plastic in star & diamond design. 2 qt. capacity. **99c**  
Matching Tumbler... **25c**

**Chaise Lounge Cover**  
Heavy cotton terry cloth in pastel colors. Elasticized to fit all one piece chaise pads. **2.79**

**Cuticura Soap**  
Mildly Medicated for Skin Care  
Does not dry or irritate even tender, sensitive skin. Reg. 29c  
**4 for 1.00**

**BBQ Cover**  
Heavy weight plastic, ass't colors. To protect your brazier. **89c**

**Re-Webbing Kit**  
Contains all necessary items to reweb patio furniture. 5 colors to choose from. **59c**

**Chamois**  
Genuine full skin English cod oil tanned chamois. Approx. 25x29" size, ideal for cars, boats, etc. **2.49**

**Toyo Caps**  
Ventilated caps with a hard brim. Assorted colors. Ideal for golf, beach, driving, etc. **23c**

**Summer FOOT CARE Aids**

**QUINSANA MENNEN** — For athlete's foot and daily foot care & protection. 4 oz. 80c Size **63c**

**N-P 27**  
For athlete's foot and other fungus infections. 2 1/4-oz. Liquid and 1 1/4-oz. Powder Combination. Reg. 98c ea. Both for **1.39**

**ABSORBINE JR.**  
LIQUID with Press-O-Matic Top. Antiseptic liniment. 4 oz. 1.45 Size **1.23**

**DESENEX Powder** — Kills athlete's foot fungi. Relieves itching. 1 1/2 oz. 80c Size **79c**

**OUTGRO**  
Relieve pain of ingrown nails. 80c Size **79c**

**FREEZONE**  
Removes corns & calluses. 49c Size **43c**

**AMMEN'S Medicated Powder** — Promotes healing of minor skin irritation. 5 1/2 oz. 69c Size **59c**

**AIR-O-PED**  
Light cooling non-absorbent shoe insole. Reg. 1.00 **77c**

**BLOOD SAVES LIVES**

**BE A DONOR of the Bloodmobile**