

... Judge Says:

Chord acts affection

Ads Often Worse Than Films

By RAYMOND L. BANCROFT
Virginian-Pilot Staff Writer

NORFOLK — Movie ads — in newspapers and on billboards outside the theaters — caught the eyes of the Mayor's Youth Commission Thursday.

sexy advertising for these movies," said Juvenile Court Judge Edwin A. Henry, a member of the commission.

"You wouldn't want your teenage son or daughter to see these films but often the advertising is worse than the movies," the judge added.

Henry urged the commission to take the matter of lurid and sexy movie ads under consideration as well as the cheap sexy novels displayed on drugstore newsstands.

"Some of those book covers make your hair stand on end," he said. "This seems like a considerable problem to me."

But what Judge Henry didn't know was that The Virginian-Pilot and Ledger-Star have had a policy banning objectionable sexy or horror movie advertising for some months.

A movie operator a few days ago ran this ad in The Pilot for a movie called "Blood Feast":

"The Norfolk newspapers will not run any illustration scenes... it was made only for thrill-hunters who really can take it."

And the papers ran an ad in the newspaper business weekly magazine Editor & Publisher of Aug. 29 which said:

"We operate a censorship of movie advertising. Maybe we are a bit old-fashioned, but we think some of the advertising prepared by movie people is pretty filthy and we don't want that kind of stuff in our newspapers."

"It's not that we have an exaggerated sense of moral guardianship," the ad continued. "We're just careful about the kind of newspapers we publish."

Henry also complained about the large posters movie houses use on their marquees advertising sexy films.

The assistant to the city manager, Evelt N. Allen, who attended the meeting, noted the Police Division has a special squad which has checked movie posters and ads for the last 18 months.

He said the members of the squad talk to theater owners and "suggest" that risque posters or ads be changed.

The commission took no formal action on Henry's suggestion for further consideration of the matter.

It came up during discussion of a doctor's suggestion that old wholesome films be shown at a Norfolk theater to try to offset the effects of modern sexy films.

Movie owners contacted about the suggestion said it was economically not feasible.

Norfolk Youth Corps Expansion Expected

NORFOLK—After a highly successful first year, the Norfolk Youth Cadet Corps probably will be expanded in 1965. The Mayor's Youth Commission unanimously adopted a subcommittee report on the first year of the Youth Corps Thursday and sent the recommendations for expanding the program on to the City Council.

The 60-member job corps was set up in June and ran for nine weeks. The boys participating in the program came from all Norfolk high schools, public and private.

They cleared underbrush and did other clean-up jobs on city-owned land during the summer. They were paid 75 cents an hour.

"They just did a fantastic amount of work," said commission member George Sinkez who headed the subcommittee which organized the corps.

"The boys worked well together and the morale was high," he added. "The success of the program emphasized the fact that young people in Norfolk want something to do in the summer. If we can get this point across maybe more private employers will be encouraged to hire high school students during the summer."

Sinkez and fellow subcommittee members Winston Douglas and Mrs. Virgil F. Laws recommended the corps be expanded from 60 to 80 boys next summer.

Other recommendations included paying boys who become team leaders \$1 an hour instead of 75 cents an hour and having the boys also do constructive work such as building picnic benches in addition to their clearance projects.

Both Douglas, former principal of Booker T. Washington High School, and Sinkez noted that the summer work teams were inte-

grated and two team captains were Negroes. Of the 60 members of the corps about 16 were Negroes, Sinkez said.

Douglas said the "commencement" exercise held for the boys and their parents at the end of the program Aug. 21 "was one of the finest experiences I've ever had."

"The parents were very enthused about the program," Sinkez said. "Many of the boys had never been employed before."

Commission member Corbin B. White II asked Sinkez about the corps dropout rate.

"Only one boy dropped out and that was to take a better paying job so we didn't have any real dropouts," Sinkez said.

"That's fantastic," said White.

"It's amazing, agreed commission chairman Edward J. Brickhouse, also a city councilman.

The Council probably will get copies of the Youth Corps report by next Tuesday's council meeting.

GOP Session

ARLINGTON (AP) — Virginia Republican leaders will get together Saturday in Roanoke to review the campaign and plan new strategy.

The closed session starts at 1 p.m. at the Hotel Roanoke, State Chairman Robert J. Corber said Thursday. A press conference will be held at 4 p.m.