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APR 6 REC'D

DEPARTMENT OF JUSTICE  
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MEMORANDUM TO THE PRESS

FOR RELEASE: THURSDAY P. M. APRIL 6, 1967

Sacramento--Please make the following corrections in the Attorney General's  
Report to the California Legislature on Obscenity:

Page 3, add to the Law Enforcement Advisory Committee on Obscenity,  
Earl Reinbold, Chief of Police, Santa Monica.

Page 61, last paragraph, please change \$1,200 to read \$3,000.

*File*

A REPORT TO THE CALIFORNIA LEGISLATURE



THOMAS C. LYNCH  
ATTORNEY GENERAL

April 6, 1967



A REPORT TO THE CALIFORNIA LEGISLATURE

ON

OBSCENITY: THE LAW AND THE NATURE OF THE BUSINESS

April 6, 1967

THOMAS C. LYNCH  
ATTORNEY GENERAL

CHARLES A. O'BRIEN  
CHIEF DEPUTY ATTORNEY GENERAL

SUBMITTED IN ACCORDANCE WITH A REQUEST OF THE 1965 GENERAL SESSION



OFFICE OF THE ATTORNEY GENERAL

## Department of Justice

ROOM 500, WELLS FARGO BANK BUILDING  
FIFTH STREET AND CAPITOL MALL, SACRAMENTO 95814

April 6, 1967

TO MEMBERS OF THE LEGISLATURE:

This is a frank and detailed report. It is being made available in this form only to Legislators, staff consultants, to appropriate legislative committees, law enforcement agencies which assisted in the study and accredited newsmen.

At a later date it is our intention to prepare an edited version which would be available to the general public.

We hope the report meets with your approval. It gathers together, we believe, more factual information about the California obscenity law and the business than any previous testimony or report. Scores of individuals involved in the industry of sex-oriented material were interviewed and many court and grand jury documents examined. Local law enforcement agencies throughout California cooperated in this effort. In addition, information also was received from several federal offices and agencies.

The task of preparing a report of this nature is not easy. We have attempted to make this presentation factual and straightforward. We hope that we have succeeded.

Sincerely yours,

THOMAS C. LYNCH  
Attorney General

This report was prepared under a special budget authorization voted in the General Session of the State Legislature, 1965, to the Office of the Attorney General and the Department of Justice. The study on which the enclosed material is based was carried on under the direction of:

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Arlo E. Smith, Chief Assistant Attorney General,  
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And, with the assistance and guidance of the Attorney General's Law Enforcement Advisory Committee on Obscenity:

Hon. Jay R. Ballantyne, Judge, Superior Court, Tulare Co., Chairman  
Edward T. Butler, City Attorney of San Diego, Co-chairman  
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## FOREWARD

On June 16, 1965, the Assembly Criminal Procedure Committee announced that the Joint Budget Conference Committee of the Senate and the Assembly was allocated \$50,000 for an investigation by the Attorney General into the problem of obscenity in California. This allocation also called for the Attorney General to aid local enforcement agencies in obscenity prosecutions. The funds were approved on June 18, 1965.

In consultation with the Legislature, Attorney General Lynch developed a program to achieve maximum use of the funds available. It was decided that he should report to the 1967 Legislature concerning his efforts.

The first step in this program was the appointment of an advisory committee to the Attorney General, composed of leading law enforcement authorities in the obscenity field.

This was followed by the development of a professional staff composed of experienced investigators and attorneys.

The staff under the direction of Attorney General Lynch and his advisory committee then proceeded with a program aimed at fulfilling the legislative intent of this budget item. The program entailed:

- investigating the sources of obscene material in California and determining the nature and economics of this industry;
- assisting local prosecutors in legal proceedings against pornographic materials;
- exploring the current situation surrounding legal actions against obscene materials and their purveyors;

- gathering data for use by the Legislature in drafting more effective obscenity legislation;
- preparing drafts of obscenity legislation for consideration by the Legislature.

This report will set forth the results of that effort.

The role of the advisory committee merits special mention. This committee, comprised of men distinguished in public law, met regularly with the special Attorney General's unit formed to carry out the project. Among the members were several who had prosecuted some of the most difficult and complex obscenity cases in California. Others had directed officers in similarly difficult investigations and arrests. It was experience of this calibre which the committee made available to the special unit over the 15-month period.

Specific concepts for legislation were evolved with the guidance of the committee, which also suggested the planned training seminar and the manuals on investigations and prosecutions which will be drafted by the Attorney General's Office.

During the period of this study the committee also addressed itself to matter of a California initiative measure on obscenity which had serious constitutional questions as to its ultimate legality. Deeming such a measure pertinent to the longrange objectives of the committee in seeking proper and constitutional legislative relief, the members issued a critical analysis on the ballot proposal in September of 1966.

The members of this advisory group deserve the highest praise for their contribution to California and its law.

## OBSCENITY AND THE LAW

To define a legal term, a lawyer normally reads the leading court decisions in the pertinent field, examines the textbook writers in that field, and then sits down to develop a reasonably cogent and pointed definition. However, there are those fields of law in which the task is not so easily accomplished. The law of search and seizure in criminal arrests is a legal field rife with conflicts in cases as well as disparate viewpoints among the finest legal scholars. Certainly, a legal field equally in turmoil, is the field of obscenity.

The decisions of the United States Supreme Court in obscenity have evolved from great internal court conflict.

In their last three major decisions in the field of obscenity Mishkin, Ginzburg, and the "Fanny Hill" case -- the nine Supreme Court Justices produced fourteen separate and often conflicting opinions. Beyond the lack of unity among the justices of the U. S. Supreme Court, one finds compelling disparities between that court and many state appellate courts, including those of California.

Certainly, the community interest suffers as a result of such disharmony. For example, a person complaining of a crime normally goes to the local prosecutor and lodges a complaint. Assuming the facts are credible and spell out a crime, the prosecutor issues a criminal complaint. He is guided by the statutory law and applicable criminal court decisions.

In the crime of murder or robbery, for example, one finds a rather uncomplicated and well-accepted definition of these crimes. The field of obscenity, however, lacks a basic definition on which all of the prosecutor's normal guiding sources agree. Therefore, he may prosecute a case that is later reversed by an appellate court. Or, he may not prosecute this same case because the changing law in this field raises too many doubts -- and later he may discover that similar prosecutions are upheld on the appellate levels. Such a dilemma

should not and need not exist, even in the complex field of obscenity.

We shall examine the leading federal and state court decisions in this field, and also point out how proposed legislation will lead to more harmony in California in this field. It should be noted at the outset that when we talk of materials within the orbit of obscenity, we are not merely referring to books. We are also referring to movies, still pictures, photo magazines, sexual devices, etc. We are not referring only to the material which appeals to the prurient interest of the so-called average man. We are also including material which appeals to such specific sexual inclinations as the homosexual, lesbian, sadomasochistic, and bestial. As will be demonstrated in other sections of this report, we are dealing with a field of materials and persons that take us from the "blue" Jiggs and Maggie comics books of yesteryear to current nudist publications for teenagers with photographic emphasis on the genitals of adolescent and young adults. From the risque "girlie" publications of a decade ago, we now travel to the materials designed for every sexual taste involving enough people to provide a buying public.

There is a distinct and immediate public demand for greater legal scrutiny of this field. This demand has reached substantial proportions in various parts of our state. Thus, the legal guidelines which aid the local prosecutor in doing his job are of prime importance.

#### The U. S. Supreme Court and California Case Law:

A lengthy journey through old legal decisions is not necessary to determine the applicable law in the field of obscenity and the constitutional guidelines which must be observed for acceptable prosecution of any given case. In 1966, the U. S. Supreme Court issued three lengthy decisions which give us the legal requisites of a proper prosecution in this field:



Mishkin v. New York, 16 L. Ed. 2d 56, 86 S. Ct. 958, Ginzburg v. United States, 16 L. Ed. 2d 31, 86 S. Ct. 946, and "John Cleland's Memoirs of a Woman of Pleasure" v. Massachusetts, 16 L. Ed. 2d 1, 86 S. Ct. 975. (more commonly referred to as the "Fanny Hill" case)

In the "Fanny Hill" case, the court made it abundantly clear that the test of obscenity propounded by the court in the 1957 case of Roth v. United States, 354, U. S. 476, 77 S. Ct. 1304 1 L. Ed. 2d 1498, still is the applicable test for assessing obscene material today.

"We defined obscenity in Roth in the following terms: '[W]hether to the average persons, applying contemporary community standards, the dominant theme of the material taken as a whole appeals to the prurient interest.' 354 U. S., at 489, 77 S. Ct. at 1311. Under this definition, as elaborated in subsequent cases, three elements must coalesce: it must be established that (a) the dominant theme of the material taken as a whole appeals to the prurient interest in sex; (b) the material is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters; and (c) the material is utterly without redeeming social value."

It would appear that with such a definite statement of what the law is in this field, no great legal problem should exist for a prosecutor to determine what action he should take in a given case. However, the California Supreme Court interpreted the Roth test, supra, to mean that the material being assessed must be "totally devoid of social importance" and that "the only material that falls into the latter category is hard-core pornography." Zeitlin v. Arnebergh, 59 Cal. 2d 901, 920 (1963).

It is not difficult to imagine the problems such interpretative language causes a prosecutor in California.

A basic example, while generated in jest, is worthy of consideration. Suppose one is considering a film depicting a couple engaging in sexual intercourse

and certain acts of perversion. At this stage of our example, there would appear to be no problem in concluding that such material is obscene and even satisfies the appellation of "hardcore pornography." However, let us add a scene to the end of the film in which a performer enters and recites the Gettysburg address. No one can argue against the social importance of the Gettysburg address.

Thus, under the Zeitlin case, supra, it could be seriously argued that the "hard core pornography" test is not satisfied because the material is not "totally devoid of social importance."

It is, of course, obvious that faced with such a factual situation, the California Court would undoubtedly modify their test to embrace such things as the "good faith" nature of the material offered as having social value.

However, a prosecutor in this field cannot deal with what the court might do. He must be guided by what the court has presently stated in their current decisions, and the California test requires material to be "totally devoid of social importance." Thus, the example generated in jest could become a real problem beset with legal frustration and indecision.

While the test laid down by the California Supreme Court in the Zeitlin case, supra, is still the law in our state, the three 1966 United States Supreme Court opinions cited above definitely state that "obscenity" and not "hard core pornography" is the constitutional guideline for material which falls outside the protection of the First Amendment.

Thus, when we examine our hypothetical stag movie with the Gettysburg address finale in light of the Roth test, supra, and the three-part test as spelled out in the "Fanny Hill" case, -- 1) dominant theme, 2) patently offensive because it affronts contemporary community standards, and 3) utterly without redeeming social value -- it does not appear difficult to legally

conclude that prosecution of the hypothetical film is in order. We see that the three elements coalesce when applied to the example.

Turning from the hypothetical case to an actual case which demonstrates the legal confusion existent in the Zeitlin interpretation of the Roth Test, supra, let us consider two cases decided together in one opinion on December 13, 1966, by the Appellate Department of the Superior Court in Los Angeles County, to wit, People v. Noroff (Super. Ct. No. CR A 7110) and People v. Mac's Incorporated, etc., et al. Super. Ct. No. CR A 7111).

These cases involved the same magazine, to wit, "INS International Nudist Sun, Vol. I, No. 5." In the words of the court itself at pages 3 to 4 of the memorandum opinion:

"The magazine or matter involved is 32 pages in length. In that span there are 62 photographs (mostly in color and many of full-page size) of both males and females, alone or together, with complete exposure of their genitalia and pubic areas. There are 2 pictures of nude women without exposure of genitalia. The written portion purporting to set forth an article on nudism entitled "Fundamental Philosophy" may be disregarded for the dominant theme of the publication is depiction of a series of photographs of nude human beings. None of the pictures, however, portrays an act of sexual intercourse or of sexual perversion.

Even if the publication 'goes substantially beyond customary limits of candor in ... representation of such matters' <sup>6/</sup> and should prima facie <sup>7/</sup> appear to be matter 'which is utterly without redeeming social importance', our State Supreme Court in Zeitlin, supra, holds that the statutory meaning of "obscenity" as employed in Penal Code, Section 311 (a) must be construed to mean "hard-core pornography". (Zeitlin v. Arnebergh (1963) supra, 59 Cal.2d 901, 918.)

The Court went on to recognize a specific definition of "hard-core pornography" at page 5 of its opinion, to wit:

"So far as Justices Harlan <sup>10/</sup> and Stewart <sup>11/</sup> are concerned, they mean the term "hard-core pornography" to be that type of undercover or black-market matter described in the Solicitor General's brief in United States v. Roth (1957) supra, 354 U.S. 476 [1 L.ed.2d 1498]. They were materials depicting "men and women engaged in every conceivable form of normal and abnormal sexual relations and acts". <sup>12/</sup>

But, as a result of the Zeitlin interpretation of the Roth test, supra, in which the California Supreme Court proscribes only "hard-core pornography" the

Appellate Department of the Los Angeles Superior Court held that the publication could not be prosecuted.

Illustrative again of the confusion in this field, even among members of the same court, one of the Appellate Department Judges lodged a vigorous dissent. Of interest, is the dissenting Judge's vivid description of the magazine at page 8 of the memorandum opinion:

"The publication does not depict the normal family activities at a nudist colony or sun-bathing camp. The emphasis throughout is upon the male, and more particularly, the female, genitalia, both shaved and unshaved. It is not merely another "girlie" or "nudist" magazine. As pointed out by appellant, nudity itself has been held not to be obscene. Sunshine Book Co., v. Summerfield (1958) 355 U. S. 372, 2 L.ed.2d 352, 78 S.Ct.365. But nudity, when coupled with lewdness or dirtiness, not only may be obscene (see Excelsior Pictures Corp. v. Regents of the University of the State of New York (1957) 3 N.Y.2d 237, 144 N.E.2d 31, 34) but in the case at bench, as hereinafter set forth, actually is obscene per se, and without constitutional protection. The nudist aspect herein is a mere sham, and a false front, contrived for the purpose of selling a clutch of lewd, obscene, hard-core, pornographic pictures for the munificent sum of \$4.00 a copy.

The pictures themselves are not reasonably calculated in any manner to exemplify or support the inane purposes weakly articulated in the accompanying script. The settings themselves, some outdoors and crudely bucolic, and many others indoors and strangely artificial, are largely incompatible with the photographs which they background.

The photographs depict men and women, both individually and together. Some are holding hands, while others are holding each other, and still others are dallying and gamboling on the green.

These pictures were obviously posed to invite particular attention to the pubic hairs and the sexual organs for the deliberate purpose of arousing sexual passion. Nearly all are seductively and suggestively posed in such a manner as to appeal solely to the prurient interest. Emphasis throughout the magazine is upon the lewd and enticing positions and postures of the women, upon the fact that the pubic areas are both bare, and fully exposed and upon the fact that the poses and poseurs over-accentuate their pubic areas and their genitalia. Several of the women are lying flat on their backs. Some are lying on their backs with their arms and legs fully spread-eagled, obviously for the purpose of appealing to prurient interest. Genitalia are prominently and flagrantly displayed. Primary and secondary sex organs are patently and offensively exhibited. Nothing is left to the imagination. As in Ginzburg v. United States, supra (1966) 383 U.S. 463, 16 L.ed.2d 31, 37, 86 S.Ct. 942, 946.) The material needs no further description. It speaks for, or rather against, itself.

This dissent concretely illustrates the real confusion which exists in the legal requisites for an obscenity case in California. There are legislative

changes which would materially assist in bringing harmony to the discordant tunes played almost simultaneously by the U. S. Supreme Court and California's courts. These will be discussed later.

#### THE NEW "VARIABLE" CONCEPT IN OBSCENITY

Before turning to some of the proposed legislative changes consideration will be given to the new concept to which the three recent U. S. Supreme Court opinions gave birth -- Pandering:

"Where the purveyor's sole emphasis is on the sexually provocative aspects of his publications, that fact may be decisive in the determination of obscenity. Certainly in a prosecution which, as here, does not necessarily imply suppression of the materials involved, the fact that they originate or are used as a subject of pandering is relevant to the application of the Roth test." Ginzburg v. United States, supra, 86 S. Ct. 942, 947.

In Ginzburg, the Court found that the purveyor himself had proclaimed the obscenity of his material; that the Court could accept the purveyor's evaluation of his own material. The Court declared the material obscene in this criminal case against the purveyors, as opposed to a trial against the material itself. The Court observed that the prosecution had presented the offenses in "the context of the circumstances of production, sale, and publicity and assumed that, standing alone, the publications themselves might not be obscene." Ginzburg v. United States, supra, 86 S. Ct. 942, 944. Thus, we have the variable concept that allows a conviction where a defendant purveys given material in a background of "exploitation" of the material "solely for the sake of [its] prurient appeal." (86 S. Ct. at page 945.)

This, of course, is a concept that is distinguishable from the "constant" concept that is employed when viewing the material itself through the prism of the Roth test, supra. It is a concept which would allow successful prosecution of a panderer of material even though the material itself might

not be obscene. In addition to the reference to this proposition in Ginzburg, supra, it should be noted that the U. S. Supreme Court found the book in the "Fanny Hill" case not to be obscene under Roth, mainly on the "redeeming social importance" aspect of the Roth test. The Court went on to observe at page 978 (86 S. Ct.):

"Evidence that the book was commercially exploited for the sake of prurient appeal, to the exclusion of all other values, might justify the conclusion that the book was utterly without redeeming social importance. It is not that in such a setting the social value test is relaxed so as to dispense with the requirement that a book be utterly devoid of social value, but rather that, as we elaborate in Ginzburg v. United States, 382 U. S. 86 S. Ct. pp. 947,948, where the purveyor's sole emphasis is on the sexually provocative aspects of his publications, a court could accept his evaluation at its face value. In this proceeding, however, the courts were asked to judge the obscenity of Memoirs (Fanny Hill) in the abstract, and the declaration of obscenity was neither aided nor limited by a specific set of circumstances of production, sale, and publicity." Emphasis added)

This new "variable" concept in obscenity is, of course, of great value to the prosecution. Prosecution is aimed and should be at the men who pander conceptually to the prurient interest of their intended audience--rather than at the bookstore or newsstand that is primarily purveying material designed to stimulate the intellect. Naturally, legislation that will insure the availability to the prosecutor of this new constitutionally sanctioned concept is desired.

As far as legislation to implement the pandering concept, one might question whether or not it already exists in Penal Code section 311.5 relating to advertising, which section reads:

"Every person who writes or creates advertising or solicits anyone to publish such advertising or otherwise promote the sale or distribution of matter represented or held out by him to be obscene, is guilty of a misdemeanor."

However, the California courts have restricted application of this law to the technician who prepares the advertising material or to the person who

who solicits the advertisement and who usually is someone other than the actual promoter. Thus, the promoter is, in effect, released from legal responsibility for promotion of his obscene product.

To correct this a clarifying amendment of section 311.5 as presently interpreted is needed.



## LEGISLATIVE RECOMMENDATIONS

These new cases with their factual tests for obscenity and their evidentiary rules which introduce the element of pandering, broaden the area of prosecution and have been incorporated into Senate Bills 78 and 79.

By incorporating these rulings this legislation not only remains in harmony with constitutional principles as determined by the United States Supreme Court, but allows California to command a better law enforcement position against smut and smut peddlers.

### 1. Senate Bill 78:

Senate Bill 78 amends sections 311, 311.2, 311.5, and 311.9 of the California Penal Code.

Section 1 of Senate Bill 78 amends section 311 and incorporates the Ginzburg decision which changed the concept of obscenity from a "constant" one to a "variable" one, supra. In short, the definition of redeeming social importance is modified when acts and circumstances (i.e., the defendant's conduct) indicate that the violator is disseminating or advertising the material in such a manner as to appeal to prurient interest rather than to accentuate any possible value the material might have. This concept looks to an individual's conduct (pandering) and takes his standard of value (as measured by his own advertising) as the determination of any social importance the material might have. It should be noted that the amendment of section 311 quotes language directly from the United States Supreme Court opinions. The literal incorporation of these decisions should enable a lay jury to better understand these concepts through utilization of proper jury instructions.

Section 1 of Senate Bill 78 also amends subsection (e) and adds subsection (f) (Penal Code section 311) to incorporate model Penal Code suggestions and the United



States Supreme Court decision in Smith v. California, 361 U.S. 147 (1959). The Smith case requires proof of scienter (knowledge) of contents on the part of a defendant charged with distributing or selling obscene material. Our present statute ( 311.2) has been interpreted by the courts to require not merely knowledge of the contents but knowledge that the contents are obscene. The amendment makes it clear that the defendant have "knowledge of the contents of the matter" which is an objective test. Both subsections (e) and (f) can be found in A.L.I. model Penal Code section 251.4 (2) (1962).

This model Penal Code provision was approved in the recent United States Supreme Court decision in Mishkin v. New York, supra, p. 63, fn. 9. Moreover, the incorporation of the model Penal Code "presumption" gives great assistance to prosecutors in aiding the proof of the element of knowledge.

In many cases prosecutors, although able to prove obscenity, are unable to prove knowledge because of the lack of certain circumstantial evidence to substantiate the proof of this element. With the "presumption," prosecutors are not only aided in the shift in the burden of proof but they are further assisted in that jury instructions are directly on this point of law. This presumption is in accordance with section 607 of the Evidence Code.

Legislation is also needed to activate the new principle announced in the Mishkin case relating to the group to whom obscene materials are being disseminated. The argument was often made (including the Mishkin case) that subject materials, such as lesbian publications, did not appeal to the prurient interest of the average person but actually repelled the average person. Mishkin held at page 963 (86 S. Ct.):

"When the material is designed for and primarily disseminated to a clearly defined deviant sexual group, rather than the public

at large, the prurient appeal requirement of the Roth test is satisfied if the dominant theme of the material taken as a whole appeals to the prurient interest in sex of the members of that group. The reference to the 'average' or 'normal' person in Roth (cited) does not foreclose this holding."

This principle is recognized in section 1 of Senate Bill 78 by adding to Penal Code section 311(a) a new subsection.

2. Senate Bill 79:

This bill is an Act to add Chapter 7.6 to Title 9 of the Penal Code relating to the distribution of "harmful" obscene material to children. The purpose of a chapter separate and distinct from one dealing generally with obscene matter is to distinguish between adults and children as to matter deemed fit for each.

Recently the New York Court of Appeals in Bookcase, Inc. v. Broderick, 218 N. E. 2d 668, upheld the validity of a statute (Penal Law, section 484-h) establishing different content standards for persons under 18 years than for adults. The United States Supreme Court has also indicated that a separate statute regulating the distribution of sexually provocative material to children may well be constitutionally protected and yet not meet the constitutional guidelines that the court laid down generally for obscene matter. See Jacobellis v. Ohio, 378 U.S. 184 (1964).

Therefore, in Senate Bill 79 the definition of "harmful" allows for a great latitude in prosecution when dealing with the distribution of material to juveniles by balancing the prurient appeal of the material with its social value. If the prurient appeal (i.e., its sexual content) outweighs its social importance, then the material may be deemed "harmful" and its distribution to children would be punishable. Senate Bill 79 also incorporates the recent United States Supreme

Court decisions of Ginzburg and Mishkin and applies them in this statute.

The intent of Senate Bill 79 is to prohibit the distribution to children of obscene material, which, while not proscribed for adult consumption, is nevertheless deemed harmful to children.

### 3. Mail Order Resolution

It is recommended that the California Legislature adopt a Joint Resolution urging the Congress of the United States to enact regulatory provisions for mail order list brokers.

Such provisions could offer the citizen some recourse and relief from repeated mail solicitations on sex-oriented materials ranging from books to devices. Such solicitations led to some 200,000 complaints to the Post Office last year. The extent of the problem is fully discussed later in this report.

Several bills are pending in both houses of the Congress, and a Senate Judiciary subcommittee is working with the U. S. Justice and Post Office Departments on a new proposal.

The postal department has suggested the creation of administrative machinery within the Post Office to provide for the required removal of an individual's name from a mail solicitation list under certain circumstances.

Such circumstances would hinge on the citizen lodging a formal complaint with the postal authorities that unsolicited material of a pandering sexual nature was being received. The Post Office would then send an official notice to the mailer requesting the removal of the complainant's name from all mailing lists owned or controlled by the mailing firm. The option of filing such a complaint could be exercised by a parent in behalf of minor children.

This type of statute would be a purely administrative procedure which would not consider the advertising itself for its possible criminal content. The offense,

if any, would be the sending of pandering circulars to a postal patron who had utilized the administrative machinery for relief.

Constitutionally, this type of proposal rests on the belief that a postal patron has the right to secure the privacy of his home against the invasion of unwanted pandering advertisements.

#### 4. Collection of Obscenity Arrest and Disposition Reports

It is requested that the Legislature indicate its desire to have the Attorney General initiate, pursuant to P.C. Section 13,000, full reporting from local law enforcement agencies on cases brought under the California obscenity law--P.C. Section 311.

The Attorney General and the Department of Justice, Bureau of Criminal Statistics, receive many requests for a comparative annual statistics on criminal arrests, prosecutions, and dispositions in the field of obscenity. These requests come from legislators, legislative committees, and local governmental units, as well as from the public. Information to answer such requests is not available.

At the present time the work of the Bureau of Criminal Statistics is generally limited to the collection of felony case reports (the major exception being narcotic offenses where there is full reporting.) Local law enforcement agencies are not required to submit misdemeanor crime statistics. Therefore, because Penal Code Section 311 is generally a misdemeanor offense, statistics are not kept.

As part of this study a special survey of cases in the fiscal year 1965-66 was made. To give a more accurate picture of the obscenity law we recommend that full reporting be instituted in this category.

## OBSCENITY PROSECUTIONS IN CALIFORNIA

There are two methods in which material can be adjudged obscene as a matter of law. The criminal prosecution for the sale, distribution or exhibition of obscene material is most often used. A civil proceeding "in rem" can also be brought by a state to adjudge the content of material.

The basic difference between these two proceedings is that in the criminal trial the state is proceeding against the conduct of the defendant in selling the material, while in the civil proceeding the state is seeking adjudication of the content of the book together with an injunction prohibiting further sale of the material should it be judged obscene.

In California, the state, through local prosecuting agencies, has proceeded consistently on the theory that by punishing the conduct of the actor (purveyor) you can best curtail the spread of obscenity. However, when one proceeds criminally, in most instances a court or jury may never reach a final determination as to the obscene nature of the material involved. This is so mainly for two reasons: (1) the defendant may plead guilty to the charge, in which case adjudication of the material is not necessary; (2) a judge or jury may acquit a defendant, not because the material he sold wasn't obscene but, rather, that the defendant did not have the requisite knowledge (scienter) of the contents or the obscene nature of the material.

This latter element, knowledge is a key element in the prosecution's proof in the criminal proceedings, i.e. the Smith case, supra. Without evidence of knowledge, the material itself is never reached by the court for a determination of whether or not it is obscene. At the present time, our California courts have limited the local prosecuting agencies to a hard-core pornography standard when the obscenity issue is reached. Typically this type of material involves

films of sexual intercourse, sexual perversion or other lewd and lascivious acts. Until very recently there has been little or no prosecution attempted on other sex-oriented material such as: (1) nudist magazines, (2) "girlie" magazines, (3) sado-masochistic literature, (4) homosexual and lesbian publications, or (5) paperbacks with deviant themes and a bare minimum of social importance which places them just outside the California Supreme Court's delineation of hard-core pornography.

Therefore, this type of material has not been judicially adjudged obscene because prosecutors have either been unable to prove knowledge of the contents and/or the trial courts have been limited to ruling that this material falls within the pale of the First Amendment under our statute as interpreted by the California Supreme Court.

While local prosecuting agencies have many pleas of guilty, and convictions adjudging hard-core films obscene, there have been a meager handful of cases in which a jury could finally reach a determination that sex-oriented publications were obscene as a matter of law.

It must be noted that since the restrictive interpretation placed upon the California obscenity statutes by the California Supreme Court, to proceed in rem against sex-oriented material would be a futile gesture. Until such time as California law can be placed in harmony with the less restrictive United States Supreme Court decisions the number of publications which can be adjudged obscene will be few indeed in this state.

The Legislature should in fact give serious thought to the enactment of workable in rem proceedings once they have decided that California should have statute involving the standards set by United States Supreme Court decisions.

## PROSECUTIONS REPORTED

During the last fiscal year -- 1965-66 -- there were a total of 271 prosecutions initiated in California under Penal Code Section 311, which covers the regulation of obscene matter. (See Exhibit). There were no in rem actions.

Of the total, all but 71 have been adjudicated. Of the 200 cases disposed of there have been 139 successful prosecutions which included 78 pleas of guilty to the offense charged, 41 convictions by trial on the offense charged, and 18 pleas of guilty to a lesser offense. Two were found guilty at trial of a lesser offense. There have been 45 dismissals and 16 acquittals. Thirty-eight cases have been appealed.

By far the bulk of the prosecutions have been for alleged violation of 311.2 which covers sale and distribution of obscene matter. 228 cases were filed throughout California under this subsection. Of the 160 cases adjudicated, 67 have resulted in guilty pleas as charged, with 31 convictions by trial as charged. There were 12 pleas to a lesser offense than the original charges brought under this subsection. There were 35 dismissals and 15 acquittals.

There were a total of 18 filings under 311.3, which is sale or distribution of obscene matter to a minor. Nine persons pleaded guilty as charged, two were convicted as charged, and five pleaded guilty to a lesser offense. There were two dismissals.

Of two cases filed under 311.4, one was dismissed and one is yet to be adjudicated. This subsection covers the hiring of a minor to assist in the sale and distribution of obscene matter.

Sixteen actions were undertaken within the scope of 311.5 which covers some aspects of advertising obscene matter. There was minimal

success in this area. There were seven dismissals and one acquittal. Two pleaded guilty as charged, and one found guilty at trial as charged. There was one plea to a lesser offense and one conviction on a lesser offense. (The problems in proceeding under this subsection have been discussed in the previous legal analysis.)

Finally, there were seven actions brought under 311.6 which deals with singing in public of an obscene song. All the actions were brought in one county, and the seven individuals were found guilty as charged at trial. Six of the cases were appealed.

Statewide statistics on this Penal Code section -- which is a misdemeanor unless conspiracy is charged -- normally are not available. This is because only felony offenses are reported by law enforcement agencies to the Department of Justice, Bureau of Criminal Statistics.

This special compilation was undertaken by the Attorney General's special unit on obscenity, in cooperation with district attorneys and city prosecutors. While there are no comparable statistics for any other year, it is known from talking to prosecutors that the number of prosecutions during 1965-66 climbed from the 63-64 and 64-65 periods. This would be primarily because of the Ginzburg case, supra, with another factor being the assistance provided by the Attorney General's special unit to local law enforcement.

With regard to prosecutions in previous years, it has been learned that in the County of Los Angeles there were about 70 actions initiated in fiscal 1964-65, as opposed to 104 for 1965-66. In fiscal 1963-64 there were probably less than 50, with about the same number estimated for fiscal 1962. The 1965-66 figure appears then to indicate a 50 percent increase in actions brought under Penal Code Section 311.



STATISTICAL STUDY OF  
OBSCENITY PROSECUTIONS  
IN CALIFORNIA

STATEWIDE TOTALS  
JUNE 1965 -- JUNE 1966

	TOTAL FILED	DISMISSALS	ACQUITTALS	PLEA OF GUILTY TO OFFENSE CHARGED	PLEA OF GUILTY TO A LESSER OFFENSE	FOUND GUILTY BY TRIAL - OFFENSE CHARGED	FOUND GUILTY BY TRIAL - LESSER OFFENSE	APPEALS
Penal Code § 311.2 (Sale, distribution of obscene matter)	228	35	15	67	12	31		22
Penal Code § 311.3 (Sale, distribution of obscene matter to minor)	18	2		9	5	2		2
Penal Code § 311.4 (Hiring minor to assist in acts described in § 311.2)	2	1						
Penal Code § 311.5 (Advertising, promo- tion of matter repre- sented to be obscene)	16	7	1	2	1	1	1	8
Penal Code § 311.6 (Singing obscene song)	7					7		6
TOTAL STATEWIDE FIGURES	271	45	16	78	18	41	1	38

STATISTICAL STUDY  
OF  
OBSCENITY PROSECUTIONS  
IN CALIFORNIA  
(County by County)  
JUNE 1965 - JUNE 1966

<u>COUNTY</u>	<u>TOTAL FILED</u>	<u>CONVICTIONS/PLEAS OF GUILTY</u>	<u>DISMISSED/ACQUITTED</u>	<u>APPEALS</u>
Alameda	15	12	3	10
Alpine	0	0	0	0
Amador	0	0	0	0
Butte	0	0	0	0
Calaveras	0	0	0	0
Colusa	0	0	0	0
Contra Costa	2	1	0	0
Del Norte	0	0	0	0
El Dorado	0	0	0	0
Fresno	1	1	0	0
Glenn	0	0	0	0
Humboldt	0	0	0	0
Imperial	0	0	0	0

<u>COUNTY</u>	<u>TOTAL FILED</u>	<u>CONVICTIONS/PLEAS OF GUILTY</u>	<u>DISMISSED/ACQUITTED</u>	<u>APPEALS</u>
Inyo	0	0	0	0
Kern	0	0	0	0
Kings	0	0	0	0
Lake	0	0	0	0
Lassen	0	0	0	0
Los Angeles	159	60	40	19
Madera	0	0	0	0
Marin	3	2	1	0
Mariposa	0	0	0	0
Mendocino	0	0	0	0
Merced	8	8	0	0
Modoc	0	0	0	0
Mono	0	0	0	0
Monterey	5	4	1	0
Napa	0	0	0	0
Nevada	0	0	0	0
Orange	5	1	1	1
Placer	0	0	0	0
Plumas	0	0	0	0

<u>COUNTY</u>	<u>TOTAL FILED</u>	<u>CONVICTIONS/PLEAS OF GUILTY</u>	<u>DISMISSED/ACQUITTED</u>	<u>APPEALS</u>
Riverside	1	1	0	1
Sacramento	5	3	2	0
San Benito	0	0	0	0
San Bernardino	2	2	0	0
San Diego	12	6	1	0
San Francisco	14	4	7	3
San Joaquin	2	2	0	0
San Luis Obispo	0	0	0	0
San Mateo	4	2	2	2
Santa Barbara	0	0	0	0
Santa Clara	15	15	0	2
Santa Cruz	4	4	0	0
Shasta	0	0	0	0
Sierra	0	0	0	0
Siskiyou	0	0	0	0
Solano	0	0	0	0
Sonoma	5	5	0	0
Stanislaus	2	2	0	0
Sutter	0	0	0	0

<u>COUNTY</u>	<u>TOTAL FILED</u>	<u>CONVICTIONS/PLEAS OF GUILTY</u>	<u>DISMISSED/ACQUITTED</u>	<u>APPEALS</u>
Tehama	0	0	0	0
Trinity	0	0	0	0
Tulare	0	0	0	0
Tuolumne	0	0	0	0
Ventura	7	6	1	1
Yolo	0	0	0	0
Yuba	0	0	0	0

## THE INDUSTRY: ITS NATURE AND ECONOMICS IN CALIFORNIA

To discuss the economics of obscenity, one must look at the basic industry from which it springs: sex-oriented materials. It is from this industry that all litigious materials come. While any given product, publication, or its advertising in the industry, may or may not be obscene, it will be sex-oriented.

Such items will have been conceived, created, and marketed with a dominant theme of sexual excitement and titillation. Whether or not it violates the law in the matter of appealing to the prurient interest is a question to which the producer and seller hope that the satisfied customer will answer "yes" and the courts "no."

It is impossible in an economic analysis of this kind to separate the obscene from the legally permissible without casting one's self in a judicial role. We, therefore, have looked at the entire industry, mindful, of course, that within the dominant theme there are degrees.

Any survey of the obscenity and the sex-oriented market today leaves little question that California, and more particularly metropolitan Los Angeles, is a central source nationally of materials.

In any given segment of the smut industry, e.g., magazines, films, etc., the number one or number two producer-distributor nationally will be found in this state.

Los Angeles is the home of the undisputed "king" of the "girlie" and "hodie" magazines.

California's biggest paperback publishing house is exceeded in volume only by one New York firm.

In the bondage-flagellation-fetish field, four of the six major publishers in the business are located in Los Angeles and San Diego.

The commercialization of sex devices started in Los Angeles and today the field is centered in the city, with over 100 firms engaged in the mail order business.

Films and photos likewise are a leading item for California, a situation originally stemming from the close proximity of the motion picture business and its abundant supply of technical labor.

California's share of the country's "girlie" and "nудie" magazine publishing volume has been placed as high as 50%; in sexually-oriented paperbacks, 35-40%; in sexual devices, 80%; in bondage and flagellation literature, 75%; and in mail order films and photos, in excess of 50%. The latter will vary greatly in any given year because of the ease with which operators may move their equipment and set up shop in another state. It is, of course, much more difficult for a publishing or manufacturing firm to pull up stakes and relocate.

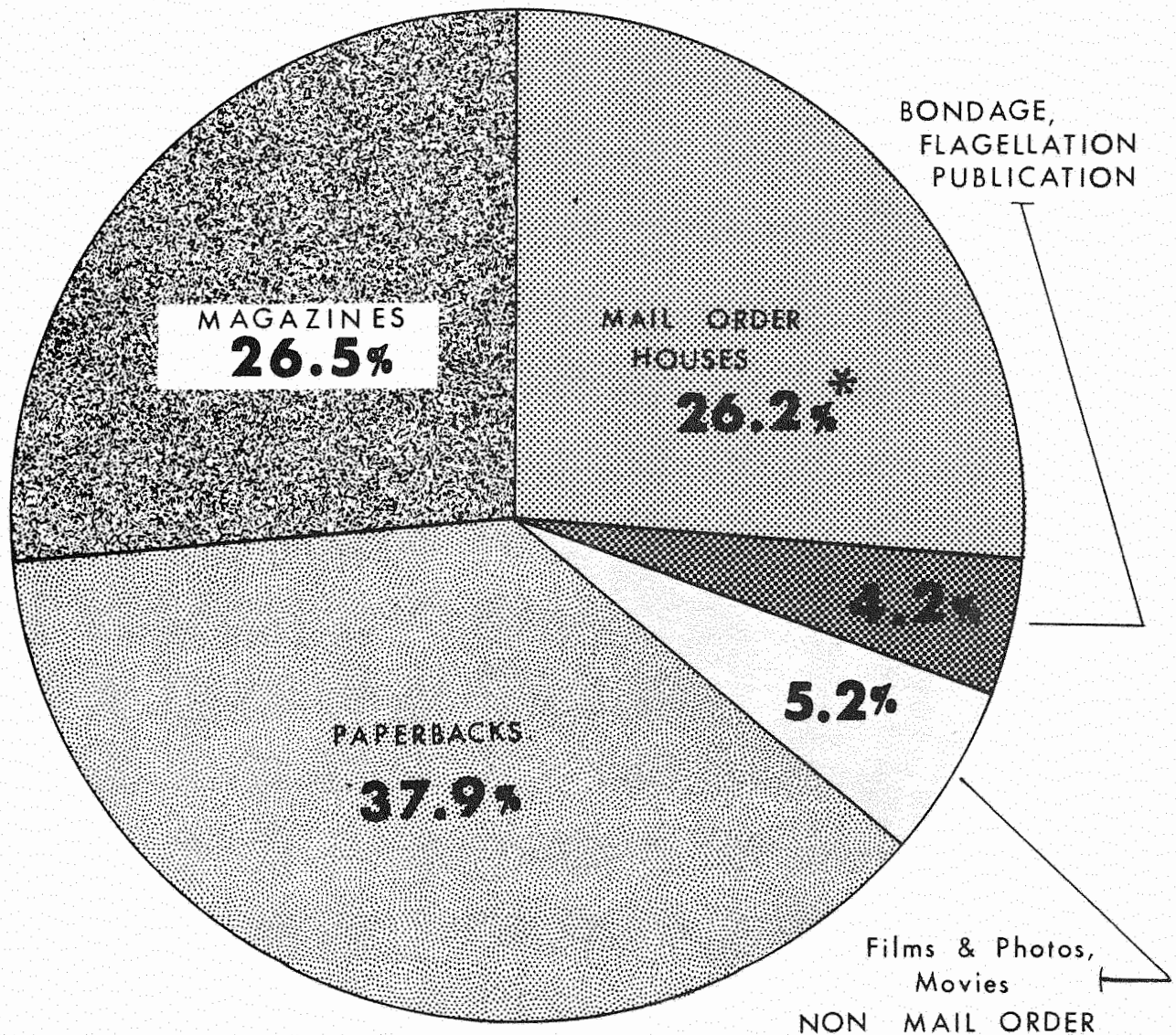
Even with the amount of information available to this office, it is very difficult to place a dollar value on the industry in California. Any estimate can be nothing more than an educated guess because the books and records are not available for inspection. Such records could be secured by this office only through the use of the subpoena power reserved for criminal investigations, which this economic and legal study did not constitute.

However, we have been able to obtain reliable information on such indices as press runs, unit costs, and postage expenditures.

We have elected to make an estimate of the wholesale gross, rather than one of consumer cost. Because many of the ultimate consumers of California-produced material reside outside its boundaries, we believe the wholesale figure is more accurately reflective of the industry's economic relationship to the state.

# THE CALIFORNIA INDUSTRY SEX ORIENTED MATERIALS

**Wholesale Gross: \$19,040,000**



\* These reflect retail pricing because of direct sales to customers



The total annual wholesale gross estimate: \$19,040,000

The breakdown:

Paperbacks:	\$ 7,200,000	
Magazines:	5,040,000	
Mail Order:	5,000,000*	(See Exhibit)
Bondage, etc., Publications:	800,000	
Films, Photos (other than mail order) and Movies (including arcades):	<u>1,000,000*</u>	
	\$19,040,000	

(\*Both reflect retail pricing because of direct sales to consumers.)

## PAPERBACKS

It has been widely speculated that California publishing firms produce as high as 50% of the national volume of sex-oriented paperbacks. From information gathered from many sources by the special unit, it would appear that the percentage is closer to 35%.

There are eight major California publishers in this field. They are:

Reed -- San Diego

All Star -- Canoga Park

West Coast News Co., also dba California National News, -- Fresno

Star News, also dba Golden State News, -- Los Angeles

London Press -- North Hollywood

All American -- Los Angeles

Publishers Export Co. -- San Diego

Temple Publishing Co. -- Los Angeles

(Four of the above are also major firms in the magazine field, publishing either under the same name or a related dba.)

These eight firms average a total of 55 titles monthly with a press run exceeding 1,500,000 copies. The largest by far is Reed of San Diego, with a press run exceeding a half million. London Press of North Hollywood and All Star of Canoga Park each produce some 300,000 books monthly. West Coast of Fresno and All American of Los Angeles run 150,000 and 120,000 respectively and the balance is shared among the three remaining firms.

The eastern publishing houses have much greater press runs on their books. This gives the seven East Coast houses dealing in sex-oriented editions a monthly total of 2,500,000 copies -- and the lion's share of the market.

The single largest firm would be Publishers Distributing Co. of New York City (PDC), which each month disseminates some one million paperback books.

Kable and Grove Press, both of New York City, account for 400,000 each. United Graphics of Delrey Beach, Fla. run 225,000 copies monthly and three firms average some 180,000 copies every 30 days; World Wide News of Cleveland, Associated Magazine Distributors of New York City, and L-N of Queens, N. Y.

(Note: A number of books carry Detroit, Michigan and Las Vegas, Nevada in the fly front. For the most part, these have been found to be mail drop addresses.)

Paperback books often are more identifiable by their "bookline" names, such as "Nitestand," "Sabre," and "Raven." The California publishers use the following bookline names:

Reed:	Corinth, Phoenix, Ltd., Greenleaf, Sundown Readers, Evening Readers, Leisure, Ember, Companion, Late Hour and Idle Hour.
All Star:	Raven, Mid-Tower, Private Edition, Viceroy, Venice Publications, Challenge and All Star.
Temple:	Epic and Boudoir
West Coast News Co.:	Nitestand, Sabre, and Fabian
Star News and Golden State News:	Key, Falcon, Pad, Red Light, and Candlelight.
All-American:	Holloway House, Century, and Swan.
London Press:	Brandon House

In the East, these booklines are familiar:

Publishers Distributing Co.:	Domino, Lancer, and Midwood.
United Graphics:	Playtime and Bachelor
L-N	Compass
World Wide News:	Satan, Exotic, and Connoisseur
Kable:	Beeline, Berkeley, and Soft Cover Library.

Associated Magazine  
Distributors: Late, Late Book

Interstate Books  
(reportedly defunct) Royal, Dragon, Spartan, Saturn, Jade, and Regal

Paperbacks are shipped out of California much as any other bulk commodity -- by truck, rail and steamship, and in crates, cartons, and containers of varying size and description.

In a recent Grand Jury hearing in California, testimony was taken from a number of cartage company owners and operators who made regular pickups at the binderies and hauled the books to transcontinental carriers. From the transcript comes these figures on one month's transcontinental shipments of cartons containing 100 books each:

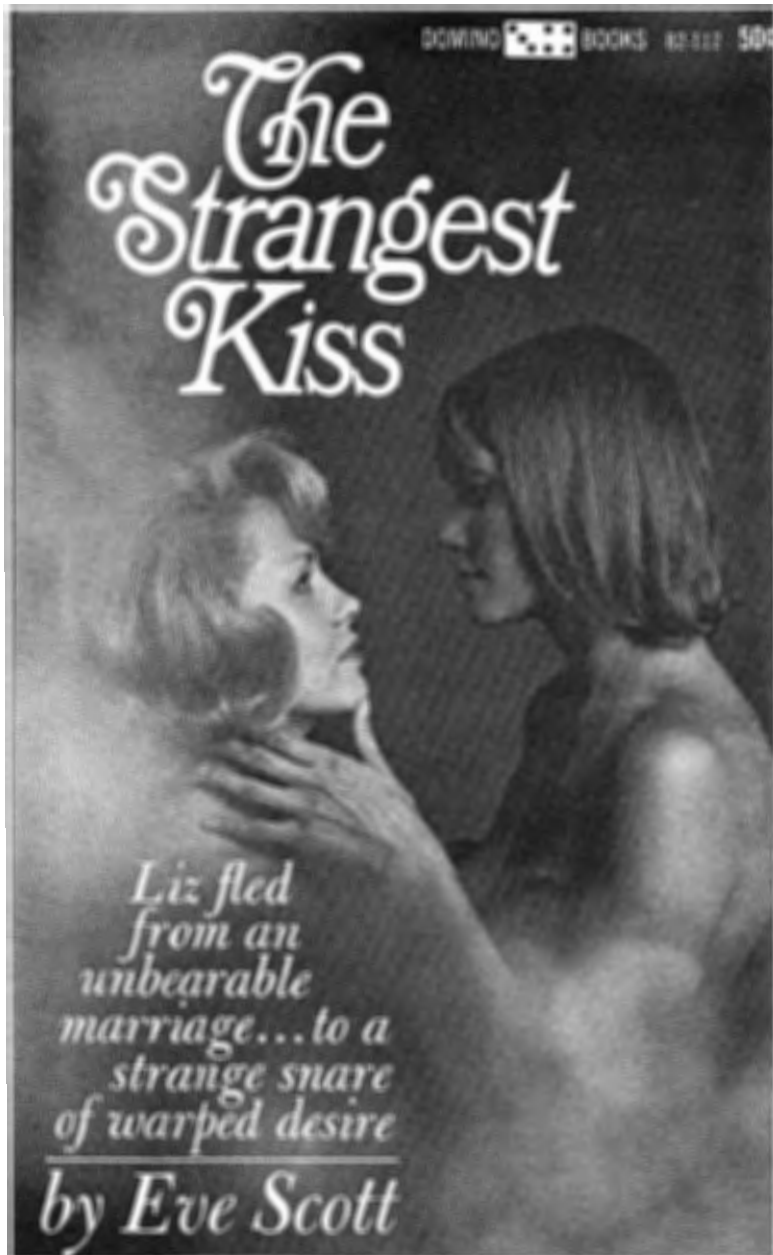
64 cartons, 32 cartons, 16 cartons, 584 cartons, 40 cartons, 32 cartons, 56 cartons, 8 cartons, 16 cartons, 16 cartons, 16 cartons, 16 cartons, 8 cartons, 32 cartons.

These shipments, it should be noted, were solely of books judged by the Grand Jury to be in violation of the obscenity statute.

By truck, rail and ship, these books were sped to such diverse points as Miami, Cleveland, Honolulu, Baltimore, Phoenix, Newport News, Va., and Washington, D. C., yet another indication of the magnitude of the California paperback industry. Within the state, they were shipped to Sacramento, Oakland, San Francisco, Monterey, Fontana, and San Diego.

The volume of local distribution can be seen in testimony taken on the delivery of one publisher's books in a one-month period to one relatively small secondary wholesaler: "The Sex Farm," 800 copies; "The Gay Game," 800 copies; "The Seed of the Beast," 800 copies; "Queer Daddy," 800 copies; "Sex Fever," 800 copies; "Passion Psycho," 800 copies; "Prostitutes of Europe," 800 copies, and "Sexual Aberrations," 800 copies.

## PAPERBACK THEMES



Published in New York



Published in California

## PAPERBACK THEMES



Published in California



Published in Ohio  
Distributed from California



Sometimes they are shipped by the pound, as in Fresno, where investigators found that in a recent six-month period the long freight haulers picked up 1,040 pounds, 4,265 pounds, 12,460 pounds, 8,420 pounds, and 5,935 pounds for a total of 32,120 pounds of paperbacks.

Books of this type are usually "valued" on the shipment invoices at 40 cents apiece. This figure, however, reflects the publisher's wholesale price rather than his unit cost. Responsible information indicates the unit cost -- manuscript, editing, and printing, -- on pulp paperbacks can run between seven and ten cents, with binding costs running an additional two cents. This is why a publishing house can profitably contract to print pulp books commercially for outsiders as low as 15 cents per unit. Of course, as with any other printing, the price follows the rule of "the larger the run, the lower the unit cost."

A cursory examination of the pulp books shows that heterosexual love and tender passion is passe in the world of pulp books. Where cover illustrations on pocket books once emphasized the virile male lover and his voluptuous girl friend in a warm embrace, they now depict the strange element--sadism, homosexuality, and lesbianism. (See Exhibit)

Whips, chains, and manacles are objects often seen on cover illustrations. These are the standard pictorial symbols of what are called "discipline" stories.

Fetish apparel, such as spike heels and complete leather outfits, will be used as the cover clothing to illustrate any of the usual pulp book equations: sadistic man and woman, two males, two females, and the "troika".

Given such a formula storyline to work with, it is difficult for the author to weave in redemption without ending on the improbable and cataclysmic notes which are familiar in these books.



All, of course, is not scripted in the name of fiction. A relatively new format in pulp books is the "case history" approach. The author is usually alleged to be a doctor of some art or science. The books consists of a collection of purported case histories of individuals, or married couples, with sexual problems. To anyone familiar with true clinical case histories, these books are immediately recognized as fictionalized recitations of lewdness, obscenity, and deviation.

It is fairly obvious that the sex-oriented paperbacks are the product of a formula. Accordingly, anyline of sex-oriented books can at any time be adjusted from mild to wild, or vice versa, by selection of manuscripts and judicious editing. This has been radically done on occasion by both Eastern and California publishers in response to competition (mild to wild) or in fear of prosecution (wild to mild). Generally speaking, however, the California firms have produced the more consistently deviant books. This is probably been in an effort to maintain a strong competitive position with the bigger publishing houses of the East Coast.

One aspect of the publishing field bears mention, although it probably has no legal importance. We refer to the inclination of most authors, artists, and photographers connected with the industry to NOT associate with their artistic effort. Pride of authorship is totally unknown in the industry. To the contrary, most of the authors, photographers, and models are known to the public under pseudonyms and aliases, and, in some cases, corporate names and post office boxes. Their desire for anonymity is not consonant with the world of literature and art.

A story which sounds apocryphal, but which comes from the pages of the New York Times of September 5, 1965, succinctly points up the anomaly of such anonymity and the reason for it:



"Recently, a man in a respectable profession was appalled to find that a friend of his, who writes dirty books under a pseudonym, had dedicated one of them to him. He called the writer on the phone.

"How come," he asked, "you put my name in the book when you won't even use your own?"

"I should put my name on a book like that?" the writer replied."

In talking with the literary craftsmen who could be located, it was found also that a familiar theme ran through their explanations, to wit: money. As with the publisher, the distributor, and the dealer, the explanation runs something like this:

"It brings in money."

"It sold."

"There's money in it."

Their monetary justification seeks to cloud the obvious literary fact: the manuscripts are generally badly written. They are devoid of any significant plot or message, and are without humor, joy, beauty, or ideas -- large or small, significant or fleeting.

Mr. Justice Brennan touched on this in his opinion on Roth:

"All ideas having even the slightest redeeming social importance — unorthodox ideas, controversial ideas, even ideas hateful to the prevailing climate of opinion — have the full protection of the guaranties, unless excludable because they encroach upon the limited area of more important interests. But implicit in the history of the First Amendment is the rejection of obscenity as utterly without redeeming social importance." (Emphasis added.)

Mr. Justice Brennan went on to quote Mr. Justice Murphy's words in Chaplinsky v. New Hampshire:

". . . It has been well observed that such utterances [obscenity] are of no essential part of any exposition of ideas, and are of such slight social value as to step to truth that any benefit that may be derived from them is

clearly outweighed by the social interest in order and morality." Emphasis added.)

There is no question that the publishers of the paperbacks and magazines direct the editorial content toward bizarre sex, leaving the author no choice if he wishes to sell his material.

A number of authors were interviewed informally by the special unit and each indicated that, at least in the beginning of their sex novel writing, explicit instructions had been given by the publishers, either orally or by letter. In one case, an author was asked to provide a manuscript of about 45,000 words [including] :

"... considerable sex content directed towards fetishism, high spiked heels, fur-lined clothing, leather clothing, and other type of 'off beat' sex."

Working under this guideline, one author stated that he prepared a book which he considered "strong in sex" and was surprised when the manuscript was returned by the publisher, who stated that the book "was not suggestive enough." The author eventually submitted a manuscript that met the specifications and was paid a \$550 fee.

In another instance, instructions were given by the publisher as follows:

"We are very much interested in securing stories relating to male homosexuality. This, of course, in fiction vein. We should eagerly look forward to receiving something from you along this line."

This type of instruction was testified to in the Mishkin trial by one author, who related that the defendant insisted that the books be "full of sex scenes and lesbian scenes . . . ."

"[T] he sex had to be very strong, it had to be rough, it had to be clearly spelled out. . . . I had to write sex very bluntly, make the sex

scenes very strong. . . . [T] he sex scenes had to be unusual sex scenes between men and women, and women and women, and men and men. . . . [H] e wanted scenes in which women were making love with women. . . . [H] e wanted sex scenes. . . in which there were lesbian scenes. He didn't call it lesbian, but he described women making love to women and men making love to men, and there were spankings and scenes - sex in an abnormal and irregular fashion."

"Another author testified that appellant instructed him to 'deal very graphically with . . . the darkening of the flesh under flagellation. . . .'"

There was similar testimony in the Mishkin trial from artists and illustrations and covers for the books.

## MAGAZINES

In the sex-oriented magazine field, it is more descriptive of the flow of publications to speak of "lines" rather than publishers--a line being a group of periodicals regularly offered to the national market by a single firm.

Such a California firm may be, in fact, a publishing house as well as a national distributor.

In California, such a firm will print all the magazines it distributes. However, it will not necessarily be the "publisher" of all the publications. It may own all the titles in the "line" but prefer to lease out some of them for editorial preparation. Or, it may simply contract with independent publishers to print and distribute their magazines, thereby supplementing its own "line."

There are five such "lines" of magazines in California:

1. Parliament News, North Hollywood (PN)
2. Columbia News, North Hollywood (CN)
3. Golden State News, Los Angeles (GSN)
4. All American, Los Angeles (AADC)
5. Buy-Rite, North Hollywood

(For the purposes of this compilation, the nudist publications of Elysium, Inc. of Hollywood are included under Parliament News and those of Carlyle Publications of West Covina under Golden State News.)

The five above groups account for 90% of the California nudism and "girlie" publications, which total about 170 separate titles.

Aside from the major groups, any remaining California publications are independently controlled and circulated. At the present time there appear to be about 20 independents.

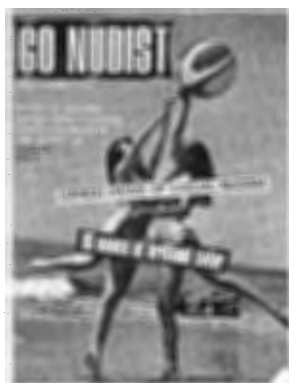
The "backbone" of the California magazine industry is the nudist publication. (See Exhibit) It was not originated here, but the commercialization of the

# PARTIAL DISPLAY OF CALIF



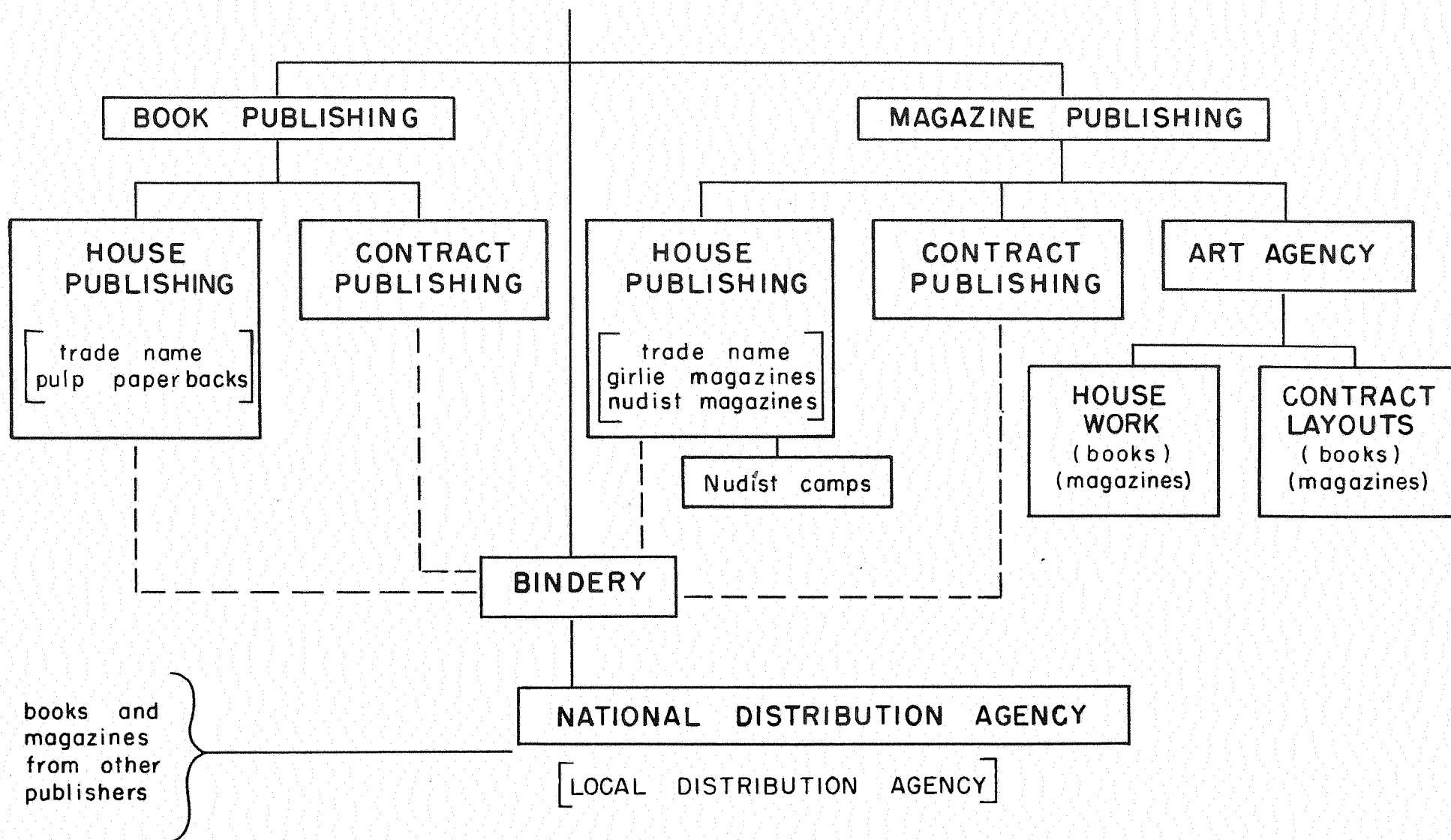
# RNIA NUDIST PUBLICATIONS

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# MAJOR CALIFORNIA SEX PUBLISHER



nudist publications took place in California and today the state clearly holds the stylistic copyright. About seventy separate nudist magazines are published in California as compared to seven published in the other 49 states.

Additional comments on the California nudist publication field are contained in a separate section.

In the "girlie" field, the eastern operations -- centered in New York City -- are much more competitive to the local production.

California clearly leads in separate "girlie" titles -- some 80 to 14 -- but the eastern publications have much greater and consistent circulations.

The difference clearly is one of marketing philosophy:

The Eastern firms concentrate on individual magazine identification and a loyal readership, while the California publishers prefer to flood the market month with a differing array of publications in the belief that their readership buys indiscriminately -- but continuously. The California titles do not always appear with regularity.

There are only two major "lines" coming out of New York, but each is well established and has superior distribution channels and techniques to any in California. Unlike the California distributing firms, the eastern counterparts are usually not involved in the publishing or printing.

(For the purposes of this economic evaluation of comparable California and eastern magazine groups, some publications were omitted because of dissimilar factors. Among those omitted were Playboy in the east and Cavalier in California.)

Kable Co. offers 10 separate magazines and Publishers Distributing Co. carries four. All of these publications are of the "girlie" type and are well established and generally better known than any of their California counterparts. The circulation easily will be 3 to 4 times that of a California magazine, which has an average press run of 20,000.



In addition, the East currently accounts for all but one of the so-called "muscle" magazines, whose editorial appeal to the homosexual reader varies from veiled to blatant. Seven such publications come out of the East -- four from Allied News of Chicago and three from Associated Magazine Distributing Co. of New York City -- as compared to one published in California under the aegis of Wyngate and Bevins, Inc.

Totaling the three general kinds of sex-oriented magazines, one finds that California publishes at least 170 separate titles as compared to some 30 similar ones published elsewhere in the United States. As pointed out previously, not all of the California titles are published monthly. On an average, 30 to 40 will appear in any given month. With press runs of 20,000 to 25,000, this adds up to at least 700,000 copies and often 1,000,000 each month. Annually, this means that around 10,000,000 copies of sex-oriented magazines are printed in California. The wholesale price will average 75 cents.

## NUDIST MAGAZINES

The California-based "nudist" publishing operation merits further discussion.

The explosion of the nudist magazine field in California into a vast lithographic glorification of young and attractive unclothed men and women coincides rather directly with two high court decisions.

The first being the 1958 ruling of the United States Supreme Court in the Sunshine Book Company case and the second coming five years later by the California Supreme Court in Zeitlin v. Royal News, a decision which the United States Supreme Court refused to review.

The 1958 decision is equated with the demise of the air brush, although the change was not completely overnight and some magazines did not adapt to the new "genital" style of photography until the 1963 decision. (See Exhibits)

The change in the content of the magazines has been best described by a wire service reporter who wrote the current nudist publications:

"This used to be the province of the nudist groups. Sun-worshippers depicted generally had the sexual appeal of a herd of rhinoceroses wallowing at the mud-hole. Now the air brush has been put away and young and attractive nudists are shown with clear and uncluttered detail. These nudists are more professional models than nature lovers."

The preference of magazines for paid models and "staged" layouts has drawn the ire of some nudist camp owners who have retaliated by refusing to permit the use of their grounds for such photography. The owner of one of the largest nudist colony camps in Southern California has placed his property "off limits" to the editor of more than a score of nudism publications.

One large national nudist organization, which has a contractual publication and subscription agreement with a California publisher, currently is protesting

the promotion in their nudism magazine of other non-approved "nudie" publications.

According to spokesman for nudist organizations, there are presently not more than a handful of publications which faithfully follow nudism precepts. The remainder of the publications, which at times number nearly 70 in California, are considered by many nudists to be little more than sex magazines with a heavy emphasis on what one National leader described to our staff as "crotch" shots.

The original nudist magazine, Sunshine and Health, has sustained major losses. It recently was purchased by one of the founding members of the National Nudists Council, in hopes of keeping it alive. Several other early authentic nudist publications similar to Sunshine and Health have passed into oblivion, being replaced on the newsstands by such "modern" magazines as Nudists Photo Field Trip, Nude Look, Sol, Young Nudists, Teenage Nudists, Nude Tomorrow, Go Nudist, Fun in the Sun, and, most recently the Jaybird series.

The largest group of "modern" publications are either published by, or printed at, the firm of Milton Lueros of North Hollywood. Those for which he takes personal publishing responsibility are under the banner of Sun Era, Inc. This publisher has had on the newsstands at one time as many as 34 "nudie" publications. In addition to Lueros, other major California nudist publishers are Ed Schnepf, Joel Warner, Ed Lang, and Orville Armstrong.

There is a strong difference of opinion within the nudist groups as to whether the plethora of "modern" nudist publications have contributed to the growth in membership.

Longtime followers generally feel that the "nudie" magazines have done nothing more than attract an element "looking for kicks." It is contended that those memberships resulting from "nudie" magazine memberships are usually a short term because the new recruits find that "camp life" is not as depicted in the glossy photo essays.

The consumption of liquor also has become a issue of disagreement between the magazines and the camp owners and organizations. Some magazines have shown pictures of nudists drinking cocktails. Liquor generally is forbidden on nudist camp grounds. Nudist leaders say that most of the photos showing liquor have been taken not at camps but in private backyards. However, the inference has been left in the magazine photo-essays that the setting is a nudist camp. Such publicity has led some visitors and new members to believe they can bring liquor into camps.

As recent as five years ago, virtually every nudist publication displayed the seal of at least one national nudist organization. The magazines sought a seal as evidence of nudists' approval. Today the "seal" situation is drastically changed.

One large association, the American Sunbathers Association, has withdrawn its seal from all but one publication, for which it has a contractual agreement with the publisher covering editorial content.

The oldest group, the National Nudist Council, authorized its seal to two publications over which it had some measure of editorial control.

The American Health Alliance has permitted the use of its emblem only by those publications edited by its founder, Mervin Mounce. Involved are four publications. Thus, today less than ten of approximately 80 nudist publications throughout the United States carry any official endorsement from the bona fide nudist organizations.

This, we believe, is another indication of the manner in which commercial sex purveyors have distorted the nudist publication concept.

The economics of the situation, however, point up their motive quite clearly. A publication, printed for the membership of a national organization, will result in 2500 to 3500 subscriptions. A publication designed for dealer sales however, will sell 18,000 to 20,000. Under the guise of nudism, the commercial printing houses have increased their magazine press runs as much as sevenfold.

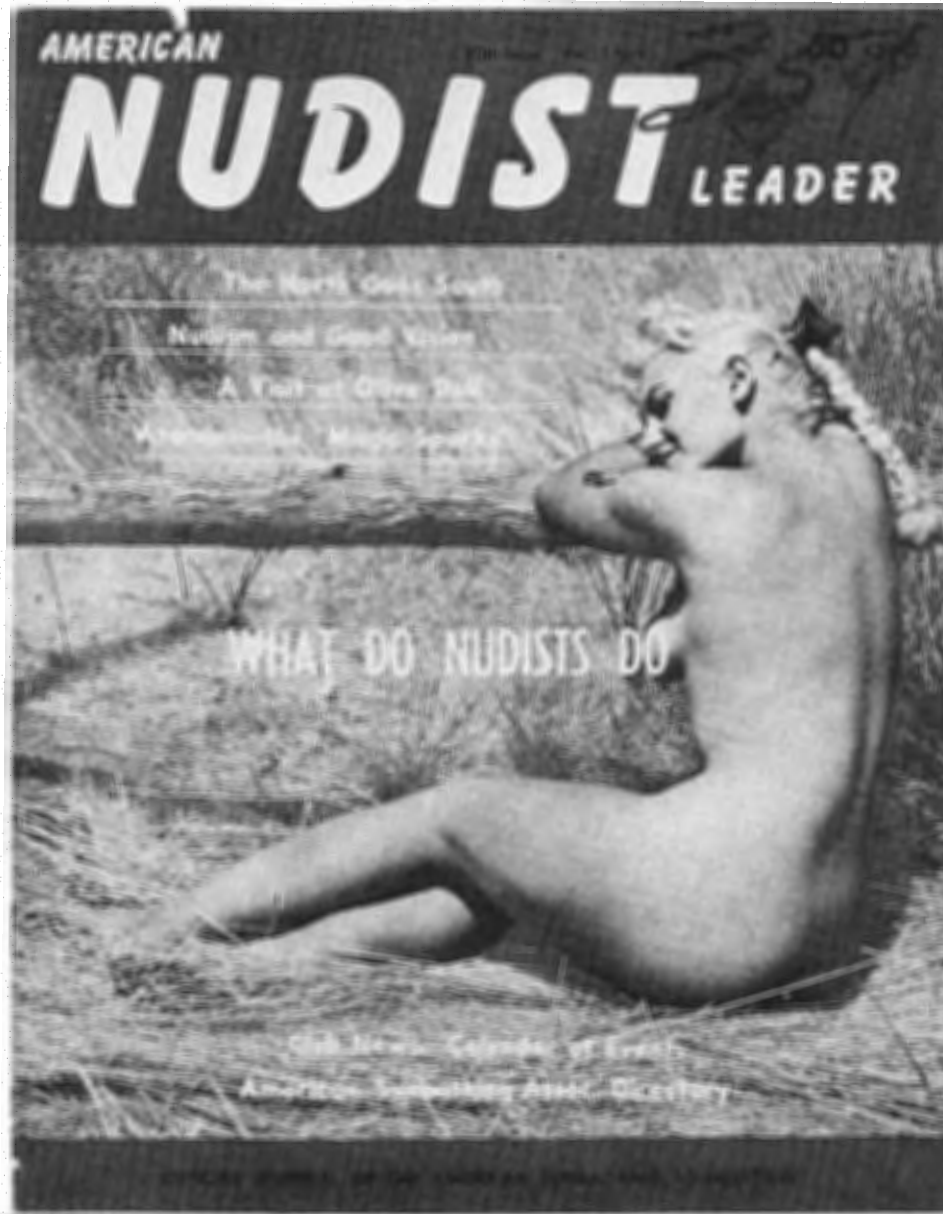
Suffice to say, the impact of the Sunshine and Zeitlin cases has not been lost on the publishers of the traditional "girlie" magazines. The old-style "girlie" magazine is a drug on today's sex-oriented market, leading its promoters to copy from both the nudist and fetish publications in an attempt to enliven his own material. The attire and the decorum has been reduced in this revamping process. Any raiment is more likely to be more fetish than feminine in concept and the photo layouts sometimes are slap-stick nudism. (See exhibit)

#### NUDIST TITLES IN MAJOR CALIFORNIA "LINES"

##### 1. Parliament News

Teenage Nudist  
Sun Era  
Continental Nudist  
Nudist Photo Field Trip  
Urban Nudist  
Sol  
Arcadia  
Nudism In Action  
Utopia  
Nudistory  
Woman's Home Jaybird  
Metropolitan Jaybird  
Jaybird Safari  
Jaybird Journal  
International Jaybird  
Film and Figure  
Nude Image  
Flesh Tones  
Classic Line and Form  
Jaybird Color Spectacular  
Compleat Nude  
Nudist Colorama  
Nudist Newsfront  
Nude Living  
Sundial  
Nudism Today  
Nude Lark  
Nude Adventure  
Nudist Week  
Nudist Idea  
Nudist Holiday  
Nudist ABC  
Nudist Omnibus  
Exposure and Design

## NUDIST MAGAZINES



Authentic Nudist Publication—1959  
Price \$.60—Published in Washington



Authentic Nudist Publication—1962  
Price \$.50—Published in Washington



## TYPICAL 1967 NUDIST PUBLICATION



Price \$2.50—Sometimes Posted to \$4.00  
Published in California



Price \$2.50—Sometimes Posted to \$4.00  
Published in California

## TEENAGE NUDIST



"Teenage" magazine considered by many dealers to be inappropriate for sale to teenagers



## GIRLIE MAGAZINES



Old Style Girlie—1961—\$1.00



Typical 1967 Girlie Magazine—\$2.00  
Featuring Fetish Material  
Published in California

2. Golden State News

Sun Tours  
Nudism Golden Days  
Nude Tomorrow  
Sunaire Reviews  
Awake in the Sun  
Nudeal  
Nudist Viewpoint  
Nuderama  
National Illustrated Nudist  
Wonderful World of Nudism  
Nudist Leisure  
Western Nudist  
ING-International Nudist Guide  
Shangri-la  
Sun Trails

3. Buy-Rite

Sun, Surf 'n Sand  
Fun in the Sun  
Sun Country  
SunSet  
Nudist Life  
Sun Life  
Color Scope  
Nudist West  
New Frontier  
Color Views  
Sun Flair  
Four Seasons  
Go Nudist

4. Columbia News

SunView  
Nudist Pictorial  
Young Nudist  
Sunscope

THE CALIFORNIA "GIRLIE" TITLES:

1. All-American

Knight  
Cad  
Pix  
Adam  
Adam Film Quarter

All-American - continued

Adam Bedside Reader  
Red Devil  
Pix Inferno  
Knight Harvest  
Bizarre Life  
Stag Humor  
Stocking Paradise

2. Columbia News

Spanky  
Night and Day  
Bronze Beauties  
Ultra  
Hefty  
Busty  
Candid  
Thigh High  
Nylon Double Take  
Swingers  
Exotic Cinema  
Raw Regular  
Lonesome Gals  
Climax  
Mondo Girls

3. Golden State News

Man's Favorite Pasttime  
Hip and Toe  
Pixie  
Black Silk Stockings  
Please  
Tease  
High Ball  
Tigress  
Couger  
Knocker  
Nite Owl  
Diamond Stud  
Daring  
Cine Femmes  
Pasttime  
Clover  
Stopper  
Consent  
Snip  
Lavender and Lace

Golden State News, continued

Scarlet  
Retreat  
Slip and Garter  
Prima Donna  
Pictorial Unique

4. Parliament News

Gals Galore  
Pagan  
Heels and Hose  
Late Date  
It's Happening  
Nylon Party  
Bleach Magic  
Nylon Jungle  
Broadside  
Matinee  
French Frills  
Body Shop  
Sensation  
Snap  
High Times  
Pussy Cat  
Quickie  
Cloud 9  
Dolls 'n Dolla  
Tonight  
Trojan  
Tip Top  
Late Show  
Champagne  
Cocktail  
Touch  
Show Off  
Rapture  
French Follies  
Affair

5. Buy-Rite

Wild Breed  
Barred

Nudist magazines published outside California:

Sun Craft, Inc. -- Spokane, Washington  
(also dba as Sun Crest and affiliated with  
the American Health Alliance)

New American Sunbather  
Garden of Eden  
Sunbather's Paradise

National Nudist Council--White House, Ohio  
(original nudist publisher formerly of  
Mays Landing, New Jersey.

Sunshine and Health  
Sun Lore

Publishers Development Corporation--Skokie, Illinois

Modern Sunbathing

The major eastern "lines" of "girlie" and male "physique" magazines:

Kable--New York City

Nugget  
Fling  
Jem  
Monsieur  
Follies  
Topper  
Dude  
Ace  
Rogue  
Gent

Publishers Distrubuting Company--New York City

Cavalcade  
Debonair  
Jaguar  
Swank

Allied News--Chicago

Manual  
Fizeek  
Mars  
Trim

Associated Magazine Distrubuting Co.--New York City

Muscles A GoGo  
Demi Gods  
Muscle Boy

### MALE HOMOSEXUAL PUBLICATIONS

Taking their cue from the developments in the nudist and "girlie" magazines, a handful of eastern and midwestern publisher-distributors created still another type of sex publication -- this aimed at the male homosexual market. Sometimes referred to as a "muscle" magazine, it is a cross between nudist and physical culture publications.

As mentioned previously, Allied News of Chicago and Associated Magazine Distributors of New York City are the principal national distributors with Central Magazine Sales, Ltd. of Baltimore also in the field. However, a California firm, Wyngate and Bevins, Inc., of Los Angeles, has now joined the competition, with a \$5 periodical titled "Mr. Sun."

This would appear to be capitalizing on what has long been a most lucrative California market in homosexual pamphlets and photo albums. Several Los Angeles and San Diego based firms produce such material, often printing the place of origin as being outside California. A most blatant publication, "Male Poses," which sells for \$4 in a cellophane wrapper, carried New York as its place of publication, but reliable information indicates it is locally printed and published.

This \$4 photo album, which is peddled directly by the publisher to the retailer, is purported to be an art study publication. However, many dealers in sex-oriented publications have refused to stock this booklet because of the obvious attention it centers on young boys -- some appearing to be no more than 10 or 11 years old. The suggestion of youth involvement in homosexual activities is too much for these dealers, who otherwise carry most homosexual publications.

While some homosexual publications, particularly the "physique" magazines, leave the explicit of deviation unstated, a publication from Guild Book Service leaves nothing to the imagination.

"The Advanced Guide to Cruising" is what the title implies, an instructional book in how a homosexual can, or should, go about enticing another male into acts of sodomy and fellatio.

This book is on sale in a number of retail stands in the major metropolitan areas of California. It is published in Washington, D. C. by an individual who was successful in having his guilty plea in an obscenity trial set aside in 1962 on the grounds that he was insane. This plea resulted in a local courtroom pun that he had pleaded "obsanity."

The publisher was committed to St. Elizabeth's Hospital. During his one year confinement in the mental hospital, he acquired a new printing plant and upon his release from therapy he launched a new group of homosexual publications.

In addition to the book described above, his firm offers through the mail such publications as the yearly "International Guild Guide to the Gay Scene" and "International Nudist Sun," the latter a photo album.



# MR. SUN

VOLUME 1 / NUMBER 3

\$5.00

## The Quiet Revolution in Nudism



Nude in the Water

### Jean-Jacques Rousseau: Philosopher of Freedom

Two hundred years ago, this great French philosopher was the first to sing the praises of the "Noble Savage," living in primitive, naked simplicity under the blazing sun. Rousseau was persecuted for holding that Natural Man had been corrupted by Christianity and its various forms. His ideas, revolutionary in their time, have inspired modern writers and philosophers, from Freud to Sartre.



HOMOSEXUAL LITERATURE

# MALE POSE

NUMBER ELEVEN



**SALE RESTRICTED TO ADULTS ONLY**

Published in California  
Price—\$4.00

# Advanced Guide to Cruising

by GEORGE MARSHALL



Published in Washington, D.C.  
Distributed from Ohio  
Price—\$3.00

## BONDAGE, FLAGELLATION AND FETISH BOOKS

Any of today's sex-oriented paperbacks and many of the girlie magazines are likely to have some elements of torture, twisted desires and strange mannerisms in their stories or photo-essays. It is a trend as pronounced as nude layouts. But beyond this general storyline coloration, however, lies the specialized field of pamphlets, booklets, and paperbacks devoted exclusively to bondage, flagellation and related fetishism. (See Exhibit) Their detail borders on being blue-prints of instruction.

During the course of this study, an investigator was sent into ten bookstores on Main Street in Los Angeles. The following is a tape-recorded list of the bondage and flagellation books on sale that day:

The Spanking Diary by Rose Evans,	\$4.25
Brutal Broads, Part I,	3.00
Auto-Erotic Pleasures,	3.75
The Diary of a Dominated Male,	3.50
Flagellant Chicago,	5.00
Education of Eve,	3.50
Masochism, Pain and Pleasure,	
A Strange Desire, Epic	3.50
A Stepmother's Slave,	3.50
Women of Distinction,	3.25
Disciplinary Dottie,	3.50
Mistress of Desire,	3.75
Stepsister Spanks	3.50
Bondage Bride of the Baron,	3.50
My Bound Lady,	3.25
Delores DeBased,	3.00
Ruth's Ruthless Ransom,	3.50
Suzie's Sisterly,	3.50
Nurses Whipped and Bound,	3.75
Painful Progress, Part II,	3.25
Silken Suffering,	3.00
Atlas Birls Bound on Boat,	3.50
Unmanned	2.00
Basement Beauties Bondage,	3.50
Madge's Spanking	3.50
Triumverate of Servitude,	3.00
Bizarre Sex Acts and Unusual Behavior,	3.50
Spanking Hotel by Rex,	5.00
The Expert Touch,	6.00
The Ecstasy of Pain - a book on flagellation,	5.00

Spanking Skirt,	\$4.00
Conquering Goddess,	4.00
Dominated by the Whip by Lucy Tannem,	
Madam Adista, by Rodney Canewell,	3.00
Satan Satellite,	5.00
The Wheel of Violence,	5.50
Whipping Pirouettes,	3.75
The Hand of the Master,	4.00
Auto Erotic Practices,	3.00
Sting of the Lash,	3.00
Female Auto Erotic Practices,	
by Havelock Ellis, M.D.,	3.50
Pals of Pain, by Hurtha Boote,	3.00
Tearful Passage, by Olof Baste,	3.00
The Pain Clinic, by Alvin G.W. Weltzen,	3.00
Painful Memoirs of Molly,	3.50
The Snapping Coil, by Henry LeMain,	3.00
Flagellants of Chicago,	5.00
The Circus Lasher,	3.00
Thrills and Frills,	4.50
Slap Harder Sweet Sue,	5.00
Glorious Fantastic Whippings,	4.00
A Dominant Mistress, by Wanda Winsom,	5.00
Smart Education, by Capt. Raymond Paddock,	5.00
Spanked in Bed,	4.00
Spanking Rhapsody,	4.00
Queens in Silk, The Story of a	
Dominant Mistress,	2.50
Furnished in Silk,	3.00
Rubber Bound,	2.50
Dorothy Evens the Score,	5.00
His Dreams Came True,	2.50
Justine,	3.00
Hard to Believe,	1.50
Whip,	2.00
Straps and Stripes,	3.00
Whip and Rope #2,	3.00
Whip and Rope #3,	3.00
Whip and Rope #4,	3.00
Whip and Rope #5,	3.00
Whip and Rope #6,	2.00
Whip and Rope #7,	2.00
Whip and Rope #8,	2.00
Whip and Rope #9,	2.00
Whip and Rope #10,	2.00
Skirted Men #7,	2.00
Savage Suffering,	2.00
Brutal Broads, Part 1,	2.00
Brutal Broads, Part 2,	2.00
Captive Stud,	2.00
Medieval Evil,	2.00
Pact of Pain,	2.00
Delores DeBased,	2.00

Sex Shackles,	\$3.50
Paddled Pants,	3.00
She Binds You,	3.50
Spanking Teenagers, Part 1,	3.50
Spanking Teenagers, Part 2,	3.50
Bound to Please,	3.00
Myra Learns the Ropes, Exotique	
Novelette,	2.50
Tears and Humiliation,	2.00
Exciting Tales,	2.00
Spankers and Spankees, Handbook,	2.00
Chastisement Correspondents, Volume 1,	2.50
Chastisement Correspondents, Volume 2,	2.50
Chastisement Correspondents, Volume 3,	2.50
Spanking Nurse	2.00
Exatique,	2.00
Domination, Discipline and Desire,	2.50
Mistress in Satan	
Sadism - Sex, Love and Pain - A	
Strange Urge, Epic,	2.00
Fetishism - Epic,	2.00
Ruby's Ropes,	2.00
Maid Mauled,	2.00
Torment,	3.00
Tormented,	3.00
Punishment, Volume 3,	3.00
Submission,	3.00
Punishment, Volume 2,	3.00
Dominate, Series 16,	2.50
Nurse in Rubber,	2.00
Subjugated in Rubber,	3.00
The Return of Gwendolyn,	3.00
Women of Distinction,	2.00
Dear One's Discipline,	2.50
Punishment Party, Ltd. Edition,	3.50
Disciplined,	3.00
Disciplinary Dottie	3.00
Slavery by Consent,	3.00
Rita's Revenge,	3.00
Linda in Leather,	2.00
Trained in Leather,	1.25
Submission in Leather,	
Correspondents Digest,	3.00
Have Leather, Will Fashion,	3.50
Bound and Spanked	3.50
Summer Spanking School,	3.00
Sister Act,	2.00
A Stepmother's Slave,	2.50
Black is the Color,	3.00
Sandra Subjugatress, Part 1,	2.50
Amber Gets It,	2.50
Turnabout is Fair Play,	2.00
Bound Together,	2.50

Leather Loving Lena,	\$2.50
Blackmail Spanking,	2.50
Paddled Panty Raider,	2.50
Estelle,	2.50
Ruth's Ruthless Ransom,	2.50
Lashing Lesson of a Love Stealer	
Hairbrush Tales,	2.50
The Initiation of Pauline	2.50
Bound to be Bossed	3.00
The Maid and Her Mistress,	3.00
The Diary of the Furious Lash,	3.00
Education of Eve,	3.00
Bizarre Fantasy,	3.00
Beautify Tyrant,	3.00
Paddle Pranks,	3.00
The Passion Pit,	3.00
Smooth and Sassy,	3.00
Torture - The Trial of a Spanker,	3.00
Madge's Spanking Sweetheart,	3.00
Broken for Pleasure,	4.00
Carol's Chastisement,	3.00
Bare Bombed Boxers,	3.00
Paul In Bondage,	3.00
The Duchess of Pain,	3.00
Bondage Institute,	3.50
Enslavement at Thurso,	3.50
Miss Flagella in Bondage,	3.50
Key Club Spankers,	4.00
Frankie's Slave Girl,	4.00
The Torture at Elgranite Castle,	3.50
Sorority Swats,	3.00
Spanked Unto Submission	
Painful Childhood	
Whipping Girl,	3.50
Teenage Thrashing,	3.00
Teenage Discipline,	3.50
Male in Bondage,	3.00
The Spanking War Bride,	3.00
Whips, Spankings and Paddles,	3.00
Initiation by Spanking,	3.00
Bondage Slave in Leather Boots,	3.00
Painful Humiliation of Sidney,	3.00
Spanking Wife Swappers,	3.00
Bobby Sox Spankers,	3.00
Spanking,	3.00
Sherry Gets Spanked,	3.00
Bondage Maid,	3.00
Lolita Spanked,	3.00
Bound to Spank	3.00
English Spankingham School,	3.00
Two Tales of Bondage,	2.00
Spanking Photo Album,	3.00
The Spanking Roommates in Ropes,	3.00
Palms and Panties,	3.00

A Letter From A Spanked Wife,	\$3.00
Fighting Co-eds,	3.00
Teen Queen Quarrels,	3.00
Whip #1,	
The Spanking Quartet,	3.50
Locker Room Wrestlers,	3.50
Panty Raid Wrestlers,	3.50
Have Paddle, Will Punish,	3.50
Wrestling Blonde Shoplifter,	3.00
Wanted: Dominating Wrestlers,	3.50
Novice Bondage Model,	4.00
Hampered Hercules, Book 1,	2.50
Hampered Hercules, Book 2,	3.50
Punishment Sister,	4.00
Spanking Queen,	4.00
Bound Correspondents,	4.00
Paddled Panties,	4.00
Miss Dominatrix,	3.00
Wrestling in Leather Boots,	3.50
Battling Beauty Queen,	3.00
Punishment by Domination,	3.50
Hard Hand, Strong Paddle, Will Spank	3.00
Bizarre Summer Rivalry,	4.00
Bondage Syndicate,	3.50
Traveling Saleslady Get Spanked,	4.00
All Tied Up,	4.00
The Crews' Competition Spanking,	4.00
Spanking Fantasy,	3.00
Dollies of Venus,	3.00
Spanking Rumble,	3.50
She Master,	3.00
The Bondage Bride of the Baron,	3.00
Office Discipline,	3.00
The Mistress Mastered,	3.00
The Seat of the Trouble,	3.00
She Devil,	3.00
Paula's Agony,	3.00
Stag Party Spankers,	3.50
Trained to Dominate,	3.00
Violent Vixens,	3.00
Rope, Chain and Leather,	4.00
The Gal from Pigalle,	2.50
Bare Bottomed Wrestlers,	4.00
Bondage Co-eds,	4.00
Bondage Cabin,	3.00
She Spanks to Conquer,	3.50
Palms and Panties,	3.00
Punishment for a Tranvestite,	3.50
Reno Divorce of Bondage,	3.00
English Spankingham School,	3.00
Peeping Spanker,	3.00
Bondage Maid,	3.00
Bondage Doctor,	3.00
Beautiful Tyrant,	3.00

Bondage Bride of the Baron,	\$3.00
Rope, Chain and Leather,	3.50
Secret Life of a Domination Photographer	3.50
Mistress of Desire	3.00
Beautiful Tyrant,	3.00
Paddle Pranks at Hairbrush Haven,	3.00
Violent Vixens,	3.00
Wife Whipper,	5.00
The Seat of the Trouble	3.50
Corporal Lady	2.50
Maid for Punishment,	3.50
Enslavement at Thurso,	3.50
The Domination of Peter,	3.00
Spanking Queen,	3.50
Bizarre Fantasy,	3.00
Gambling Vixens,	3.00
Bizarre Life,	5.00
Madam Noir Subdues Femme,	3.50
Follies of Venus,	3.00
The Battling Beauty Queen,	3.00
She Master,	3.00
Sinful Playmates,	3.00
Spanking Lady Wrestlers,	3.50
Spanking Wife Swappers,	3.00
Glorious Fantastic Whippings,	5.00
Hairbrush Tales,	3.50
Stag Party Spankers,	3.50
Lashing Lesson of a Love Stealer,	3.50
The Spanking Digest,	3.50
Domination, Discipline and Desire,	3.00
Slave to Milady,	3.50
Oddities of Sexual Behavior,	1.00
A Mistress Mastered,	3.00
Wrestling Stepsisters,	3.00
Domineta,	3.00
Battling Babes,	3.00
Basement Beauties Bondage,	3.00
Bondage Seduction,	3.00
Bondage Princess,	
Beach Girl Wrestlers,	3.50
Spanking Anecdota,	3.50
Disciplinary Dottie,	3.50
Wrestling Car Hops,	3.00
Mistress in Satan,	3.00
Wrestling, Rope and Rod,	3.50
Masochism,	2.50
Bound to be Boss,	3.00
French Maid,	3.00
Wicked and Wanton,	3.00
Whipping Girl,	3.50
Sex Shackles,	3.00
An Education of Stephanie,	3.00



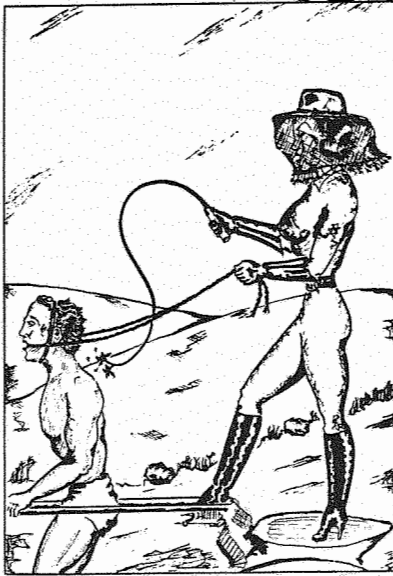
Whips, Spanking Paddles,	\$3.00
Circus Lasher,	3.50
Disciplinary Measures,	3.00
Enoch Enslaved,	3.50
Tender Bottoms,	5.00
Sunday Spankers,	3.50
Twin Troubles,	3.50
Spanking School,	3.00
Pleasure Bound,	3.50
Tillie's Torture,	3.50
Lez Test,	2.00
No Dress for Tess,	2.00
Punishment Club,	3.50
The Spankers' Monthly, Volume 1,	3.50
The Spankers' Monthly, Volume 2,	3.50
The Spankers' Monthly, Volume 3,	3.50
Initiation Week,	3.50
Discipline Manner,	3.00
Bend Her and Beat Her	
Whipping Girl,	3.75
Years of Pain,	5.00
Wife Whipper,	5.00
Slave to Milady,	3.00
Ruby's Ropes,	3.50
Paddle Pranks by Hairbrush Haven,	3.50
The Intense Desire,	3.50
Whip Artist,	3.50
Buddha Broads, Part 1,	2.00
Buddha Broads, Part 2,	(No price)
Medieval Evil,	(No price)
Two Timer,	2.00
Sex Bait	2.95
Paddled Pants,	3.00
Girls Guys,	(No price)
She Binds You,	3.00
Three Manacled Maidens,	3.00
She Whips You,	3.00
Hollywood Sex Orgies,	3.50
Alicia's Oriental Orgies,	3.50
Seductive Sadist,	3.50
English Spankingham School,	3.00
Adonis and The Fighting Girls,	3.75
Wrestling Car Hops,	3.75
Promenade Bondage,	3.75
Bondage Co-Eds,	3.75
Slaves of the Trap,	5.00
The Paddles, Girdles of Chastity	
Spanking in Bed,	5.00
Tender Bottom,	5.00
The Passion Pit,	5.00
Blackmail Whip	(No price)
Carol's Chastisements,	3.75
The Spanking Roommates,	3.50



Reno Divorcee Bondage,	\$3.75
Mannacled Slave,	3.50
Maid Mauled,	3.50
Anita Ventura,	3.00
Midnight Nurse,	2.50
Devils in Skirts, Dominant Women,	3.00
Tears and Humiliation,	3.50
Paul in Bondage,	3.75
Laced in Leather,	3.75
Enslaved by Three Women,	3.75
Bottoms Up,	3.75
She Master,	3.75
Co-Ed Takes A Slave,	3.50
Management Before Marriage,	3.75
The Pleasures of Being Beaten and Other Fleshy Delights,	3.50
Lavendar and Lace,	3.00
Stag Party Spankers,	3.75
Teenage Discipline, A fiction of Corporal Punishment,	3.75
Pinned Down, It's A Photo Fiction Story,	3.75
Nudie Fight,	3.75
Forceful Wife Binds Man in Female Clothes, - - - - ,	3.75
Bank Theft Viewer's Frightening Abduction,	3.75
Gruelling Spanking Initiation Test,	3.75
Humiliated Victims in Tight Bondage,	3.75
Hapless Girls Bound on Boat,	3.75
Disciplinary Measures Academy,	3.75
Agonizing Bondage, Torment for Tortured Girls,	3.75
Revengeful Spanking Bondage Predicament,	3.75
Rancho Torture,	5.00
Two Tales of Bondage,	3.50
The Return of Gwendolyn,	3.50
Peeping Spanker,	3.00
Wicked and Wanton,	3.00
Man at Her Feet,	3.50
Spankerama,	3.50
Punishment,	3.00
Burlesque Brawl,	3.50
Girl Guys,	3.50
Brutal Broads, Part 2,	2.00
Fem Fight,	3.50
Adventures of Alicia #6,	3.50
Repentent Rapist,	3.00
Broad Beaten Bully,	3.00

## FLAGELLATION BOOKLETS

### Corporal Lady



### Cult of The Spankers

by KEN PATON



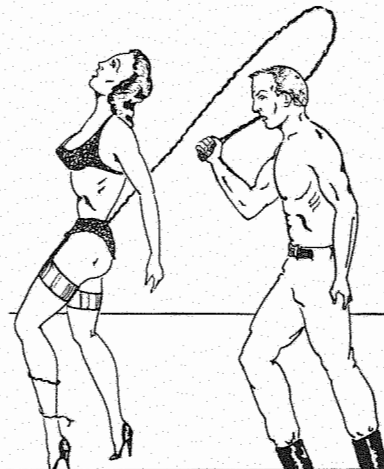
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All Published in California  
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**3** FOR **\$10<sup>00</sup>**

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BARE BOSOMED BOXING, WRESTLING, ETC.

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Broad and I,	\$3.00
Barbaric Broad,	3.00
Broad's Black Bra,	3.00
Perverted Queen,	3.50
Warped to Order,	3.00
She Defeats You,	3.00
Kommandant - Carla's Revenge,	3.50
Sunday Spankers,	3.50
Girl Gladiator,	3.75
Mina In Restraint,	3.75
Bondage Belles,	(No price)
Spanking Anecdote,	3.50
Leather, Leather, Leather,	3.00
Man Into Maid,	2.50
Education of Stephanie,	2.50
High Heel and Corset Review,	2.50
Gambling Vixens,	2.50
Captured, Chastised and Converted,	3.50
Spanking Slavery,	3.00
Novice Bondage Model,	3.75
Motel For Span King,	3.75
The Firndly Spanking Waitress,	3.00
Dial B For Bondage,	3.00
Savage Suffering,	2.00
Tormented Victim Retaliates Back,	3.75
Dominated Whipped Girls In High Heels	3.75
Dominating Tameazons Shame Men Into Subjection,	3.75
Subjugated Girls Forced Into Captivity,	3.75
Trials and Tribulations of A Bondage Model,	3.75
Stringent Bondage Asylum,	3.75
Rubber Clad Victims,	3.75
Painful Ordeals of Captives by Slave Makers,	3.75
Punishment by Lashly Sting,	5.00
Degrade,	2.00
Tortured Two Timer	2.00
Spanking Rentals,	3.75

There are in excess of 425 separate titles. This was surpassed in San Francisco where a retailer volunteered that he carried 620 separate titles in this field.

It will be noted that these books sell for as much as many quality publications. The price factor is more astonishing when the actual book is seen. It is little more than a tract in some instances, with the balance being more akin to a booklet

than the normal size soft cover edition.

Sale of these books is concentrated in the three metropolitan areas of California and in big cities across the nation. Wider distribution is usually precluded by the refusal of many regular distributors to handle the bondage and flagellation material.

The inability to move their books in the usual channels forces most of the bondage and flagellation publishers to make their own deliveries to retailers, or to sell through a mail order operation, both self-limiting methods in the mass-dissemination of printed material.

However much the distribution problems reduce circulation, the direct delivery eliminates the wholesaler, adding to the profit of both the publisher and retailer.

As can be seen from the price list, the profit margin in bondage and flagellation promises to be among the highest of all sex-oriented materials. The over-all quality of the publications--editing, printing and paperstock-- is lower than the regular paperback. The unit price is reliably estimated at from 5 to 20 cents.

As previously noted, four of the seven biggest bondage and flagellation printing houses are in Southern California.

The list of known national publisher-distributors:

Action Press--Studio City and Los Angeles

Prima Book and Publishing Co.--Los Angeles

Flagg Publication--San Diego

Satellite--New York (reportedly defunct at this time)

Nutrix--New York (reportedly defunct at this time)

Diana Press--Jersey City, N. J.

Rosslyn--Los Angeles



## SEX-ORIENTED PUBLICATIONS: PRICING AND PROFIT

A typical book publisher of sex-oriented material varies his net profit on each book, depending on the cost of the manuscript to the publisher, royalties to the author, and, finally, the appeal of the buying public for the material. This latter indicator of net profit is based upon the number of print runs made on each book.

A book publisher can either buy the manuscript for a book or give the author royalties for the book.

Typically in California, when a book publisher purchases a manuscript outright, he prints it as a soft cover, or pocket book, or paperback -- interchangeable terms.

The average manuscript for twilight material can run anywhere between \$500 to \$800. If a publisher publishes a manuscript which costs \$600, and runs 10,000 copies, he figures his cost to be between 10¢ and 15¢ for the editing, cover, printing and binding. The \$600 manuscript will be amortized over the 10,000 copies.

So, on 10,000 copies, it could cost 15¢ for printing and editing and binding, and another 6¢ for the manuscript -- 21¢ maximum on a first run as against 40¢ wholesale price -- a \$1900 profit. On any second run the unit price will fall to 10 cents or lower.

With hard cover books, there is usually an advance paid to the author, and then royalties. This again varies depending on the reputation of the author and the quality of his work.



For example, the book "The Harrad Experiment" reportedly cost the publisher \$1.04 per copy to print on a first run of 5,000. That price included advance royalty costs of \$3,000 to the author, plus 10% royalties on the sale of the first 5,000 copies. (The author's royalty increased, in this instance, to 12½% for 10,000 copies, and 15% for all sales over 10,000.) The \$1.04 cost figure also included the commission of the salesmen who sold the book to jobbers and retailers, as well as the other Standard printing costs.

This book, priced to sell at \$4.95, was discounted to the retailer on a percentage basis, depending upon the number of copies purchased. From 1 to 5 copies, a retailer got a 40% discount, and for more than 5 copies, the discount ran higher, to 50%.

Therefore, on approximately a \$5 book, the publisher grossed, at a minimum \$2.50 for a book that cost him \$1.04 for the first print run -- a net profit of \$1.46 for each book.

The second print run, of another 5,000 copies, reduced the cost of the book to 60¢, giving the publisher a much greater profit.

The retailer still pays the publisher \$2.50, but the cost to the publisher, including commission and manuscript and royalty cost, printing, etc., has dropped to only 60¢. At this point, the net profit to the publisher for a sex-oriented book jumps to \$1.90, which is better than three times the cost of the book.

Consider still a further transaction. The publisher of such a book may later sell his right to print the book to another pocket edition publisher, a common practice with a good seller. In this case, the book "The Harrad Experiment" was sold to Bantam House by the publisher for a \$15,000 advance plus a \$5,000 bonus once the book sold 300,000 copies. Also stipulated was a royalty to the publisher of 4% for the first 100,000 and 6% for any book sold after the first 100,000.

The original publisher will split this royalty in half with the author.

So, on a sale of 300,000 soft cover copies, the publisher has netted an additional \$28,000.

The markup on this type of material is unusually high, and those in the publishing end of the sex-oriented business themselves admit that this business is far more lucrative than the publishing of quality literature.

It is the sexually provocative material, the books which appeal to the prurient interest of the reader, that have the high profit margin to the publisher. Because of this return he is willing to take the risk of printing and publishing the book.

In fact, many publishers of sex-oriented material today in California guarantee to the retailer any costs incurred in defending a criminal action brought by law enforcement. In this manner, the retailer's profits are protected from the cost of legal fees paid to attorneys to defend a criminal prosecution for distributing this type of material.

Sex-oriented magazines, of which there are some 700,000 printed each month in California, are equally profitable.

A typical nudist publication with a cover price of \$1.25 cents will cost the publisher about 21 cents a unit to produce. He can expect to make about \$8,000 on a 20,000 press run. An even more typical California nudist publication is that with a cover price of \$2. The cost per unit on these will run from 44 cents to 49 cents. Figuring the maximum cost, the publisher can anticipate a profit of \$13,770 on a 27,000 press run. On a 30,000 press run of a \$2.50 nudist magazine, the publisher will net around \$20,000.

With "girlie" magazines, the return is proportionate, but because the cover price usually is lower the actual dollar profit will be more like \$1,200 on a 60 cent magazine with a 20,000 press run.

Even more profitable are the semi-clandestine operations where bondage and flagellation books, booklets, and tracts are printed. A book costing 30 cents a unit to produce may sell for \$4. A booklet costing 10 cents a unit may bring as much as \$3. In the first instance the "publisher" can expect to pocket \$1.70 on each book, and with the booklet he will net about \$1.40 cents per unit. If the publication is illustrated with either photos or drawings the unit price will climb a few cents, but the sales will increase proportionately to guarantee equally high returns. The profit in these operations is limited only by the much smaller market and the high legal fees which most bondage and flagellation publishers sustain year-around. Even when not in criminal litigation, the publisher of this type of material will consider it necessary to keep a legal adviser on a handsome retainer.

## WHOLESALE DISTRIBUTION

### The Independent Distributor, the Secondary Distributor, and the Junk and Discount Dealer

There are three wholesale channels for the distribution of sex-oriented publications in California. The result of this multicircuited distribution is a flow of materials that reaches to the farthest corners of the state as well as saturating the urban centers.

While there are major motivational and business differences in the three wholesale structures, it is pertinent to observe at the outset, that no one--wholesaler or retailer--is marketing sex-oriented material in California today on any basis but a voluntary one.

This study found no evidence of pressure, such as "tie-in" sales in the distribution of publications, either from publisher to wholesaler, or from wholesaler to retailer.

Of the three types of wholesalers, the least involved in the sex-oriented market is the Independent Distributor, of which there are 38 in California. (See Exhibit

Located throughout the state on a geographical basis, these men are franchised regional distributors for the "first line" national periodicals and the soft cover editions of best-selling novels and non-fiction works. (See Exhibit) They are publication marketing specialists who have heavy investments in franchises that have been defined over a 40-year period. They deal with the "Big 13" national distribution companies in the East, handling exclusively such lines as Curtis, Dell, Fawcett, MacFadden, Triangle, Kable and Publishers Distributing Company. Because some of these national distributors have some sex-oriented publications, the "I.D." will find a certain amount of this material among his deliveries each week.

A few of the 38 "I.D.'s" in California will not handle any line which

is exclusively sex-oriented. Those in Fresno, Central Los Angeles, and San Diego are known to have dropped all the California lines for this reason. It is known, also, that certain material is regularly returned to New York publishers. Of those who do carry the material, it will not constitute more than 10% of their stock at any time. And, it is carried for reasons which vary with each distributor and the area he services.

In the rural areas of the state, an Independent Distributor will usually provide sex-oriented publications to any dealer requesting them. This is done for the most part to accommodate dealers who otherwise would have to purchase by mail, or drive long distances to pick up material. (See Exhibit)

In general population areas (but not urban centers) the "I.D." will carry sex-oriented material not only as a service to his dealers but as a protection against the entry of a Secondary Distributor into his territory. It, therefore, is a competitive maneuver.

In urban areas, Independent Distributors who carry sex-oriented material do so principally for financial gain. Since Secondaries already are established, there is no hope of blocking such competition.

Where an Independent Distributor does handle this material--either in the rural or populous areas--he does tend to screen out the more deviate and pronounced of the sex-oriented publications. A great deal of self-censorship is exercised. This probably accounts for Independent Distributors generally supporting new legislation aimed at clarifying the law and providing better-defined guidelines. In interviews with Justice Department investigators, a number of "I.D.'s" expressed the need for clearer laws and guidelines, mentioning their own difficulties in trying to apply the present California law.

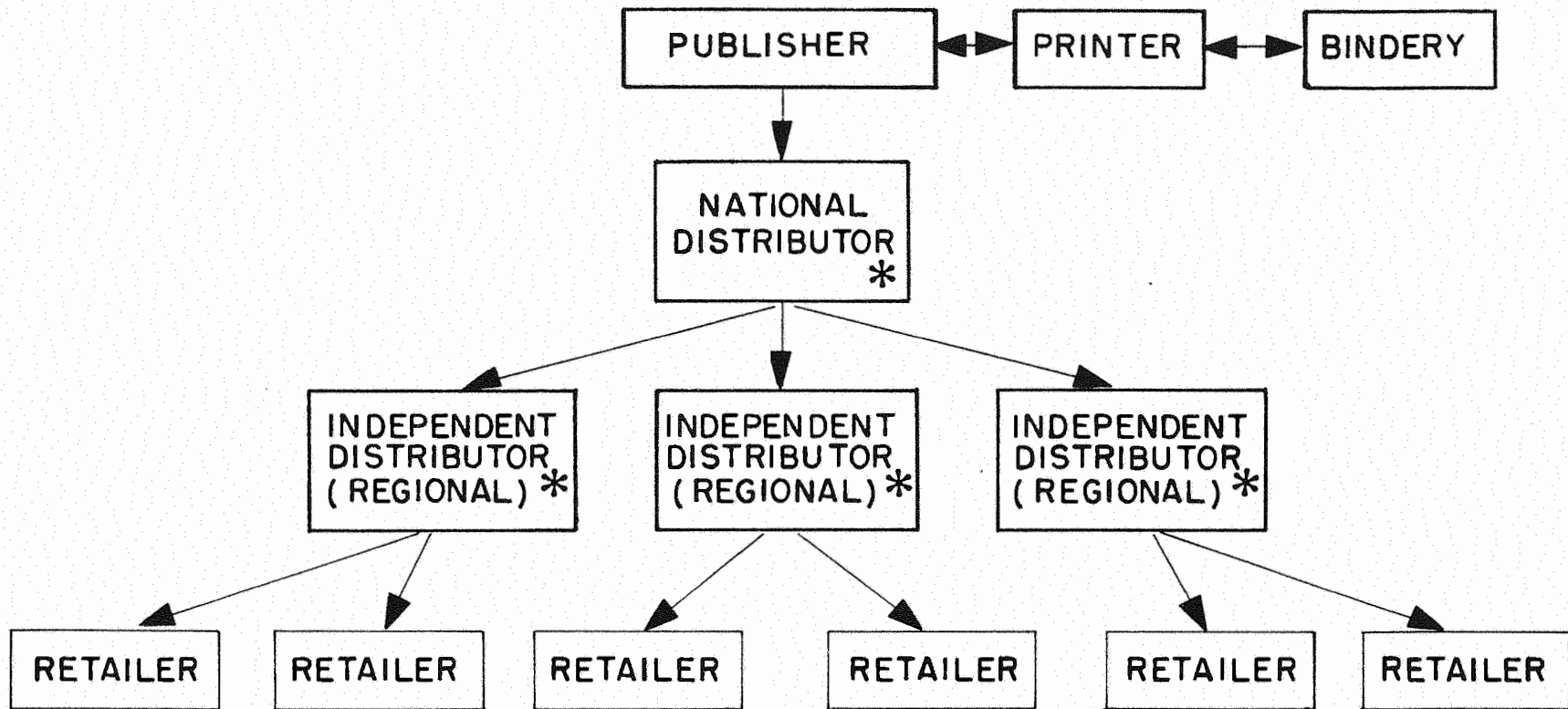
While the part of the Independent Distributor in the dissemination of this material may be relatively minor to his own business, the involvement of more

# CALIFORNIA COUNTIES

1965 - 1966



# NATIONAL DISTRIBUTION OF STANDARD MAGAZINES AND BOOK LINES



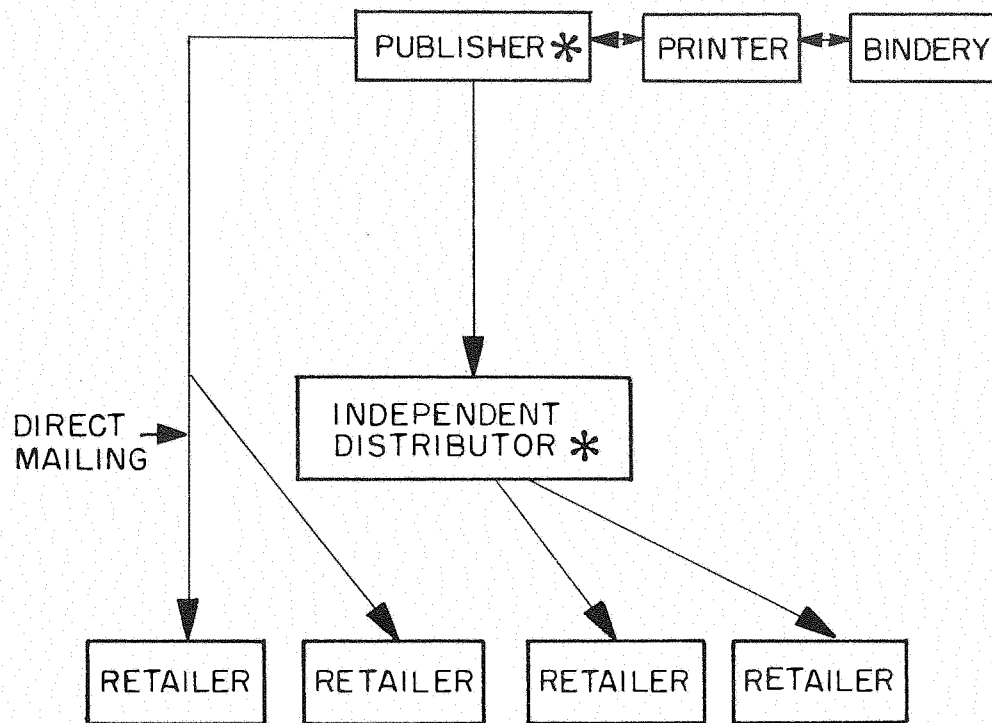
\* All sales on consignment basis



# SEX ORIENTED MATERIAL DISTRIBUTION

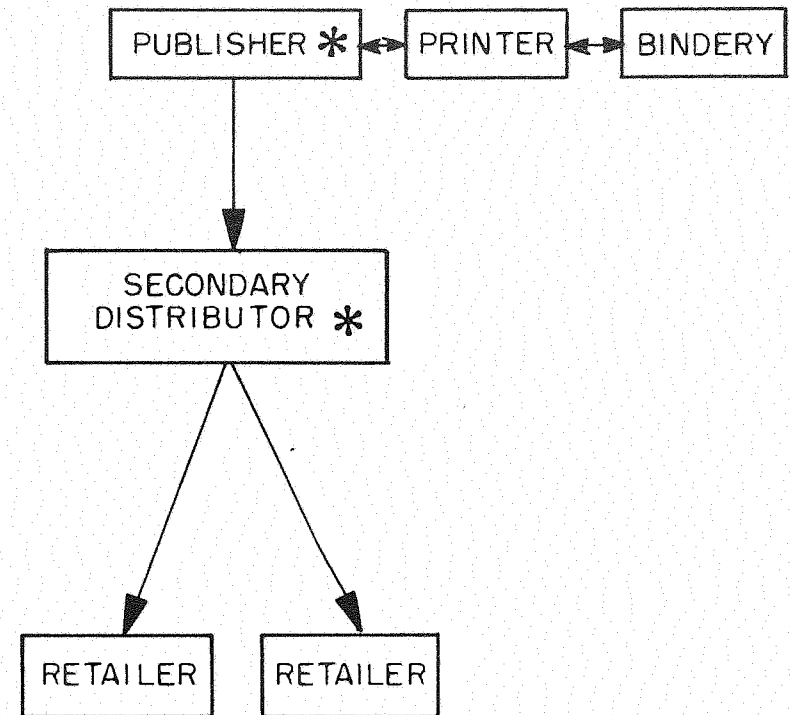
- (1) Magazines ( Nudes, Girlie)
- (2) Paperback Books

## RURAL AREAS



\* All sales on consignment basis

## URBAN AREAS



\* All sales on consignment basis

than 30 of these wholesalers throughout California means that several hundred news and book stands in the state received their sex-oriented stock through the "I.D." system.

However, it is the Secondary Distributor who plays the key distribution role in California in the wholesaling of paperbacks and nudism and "girlie" magazines. (See Exhibit)

There are eight Secondary Distributors in California, each having carved out for himself a service area basically geographical in nature. While there are no franchised territorial rights as in the Independent Distributors' system, "raiding" or "wars" are somehow avoided. (See Exhibit)

Unlike the "I.D.", the Secondary Distributor's business is built on sex-oriented publications. He is a product of the 1950's, when some of the new publishers of sex-oriented material decided that their sales could be increased by having a "special" wholesaler. These publishers suspected, quite correctly, that most Independent Distributors were not aggressively selling their magazines and paperbacks.

His welfare is so closely tied to the California sex-oriented publishers that he constantly faces the fact-- and the fear-- that he would be out of business if they closed down for any reason.

The name "Secondary" comes from the fact such a distributor does not carry any of the "first line" publications which the "I.D." does ~~on an~~ exclusive basis. Sex-oriented material will comprise at least 80% of his stock. The balance will be made up of some comic books, gossip tabloids, and such small special interest magazines as gun and firearm publications.

The Secondary Distributor in California deals directly with the sex-oriented publishing houses. This is in contrast to the independent distributorships where wholesalers buy from, or through, a national distributor. The absence of

of such a national broker, of course, is the first price "break" for the Secondary Distributor. He can absorb the national agency's 10% profit, or at least split it with the publisher.

Therefore, the Secondary Distributor is able to buy his magazines and paperbacks at discounts up to 50% of the cover price. In turn, he is able to offer retailers up to a one-third discount. In comparison the discounts on "front-line" publications run more like 30% for the wholesaler and 20% for the retailer.

For a wholesaler the difference in the discount he receives from the publisher, or national distributor, can be economically potent in shaping his business. It is reliably stated that a wholesaler can make two to five times as much on handling sex-oriented material as on this "front-line" publications.

Both the "I.D." and the Secondary work on a consignment basis both at the publishing and the retailing level. They agree to take back any unsold books from the retailer and, in turn, pass them back to the publisher.

(The consignment theory of distribution is so imbued in California because of the "I.D.'s", that it was virtually impossible for the sex-oriented publishers and distributors to operate on any other basis within the state. However, there are indications that the publishers do work on a "no return" basis with the distributors and retailers in other states. And, in addition, the publishers have fostered the "junk dealer" to get rid of their returns and they operate with him strictly on a "no return" basis.)

In practice, both the Independent and the Secondary take their books sight-unseen from the publishers, or national distributors.

However, the "I.D." frequently sends back books unopened, either because he decides after looking them over that they won't sell or that the content is objectionable.

With the Secondary, it is generally understood that he will take all the titles any of his publishers deliver to him, and that he will attempt to distribute them to all of his retail accounts.

This difference, of course, makes the Secondary less of a marketing specialist and more of a salesman.

It results in the Independent and the Secondary each having a different concept of his role as a wholesaler, a fact which distinguishes one from the other as much as the material each generally carries.

The gross take of a secondary distributor with 50 to 60 accounts has been estimated to be well in excess of \$150,000 a year. His costs will include warehouse rental and insurance and labor and gasoline to keep one truck doing 10 to 12 hours a day. One secondary distributor estimated his net profit to be 5%, but others interviewed in the course of this study believe the net to be closer to 15%.

The Secondary Distributor is faced with two major competitors: the first, of course, being the Independent Distributor, and the second being the relatively new discount dealer.

Because the "I.D." has the "first line" of national magazines, he leads from strength in competing with a Secondary. It is known that an "I.D." can exert great pressure on most retail accounts by threatening to withhold delivery of "first line" publications if a dealer begins buying from a Secondary. While such a threat is probably in violation of federal laws, a retail book dealer is not likely to pursue the matter legally.

Besides having the "first line" of merchandise, the "I.D." also has, or can have, the full line of sex-oriented publications from the Eastern houses. If "girlie" magazines and strong sex-oriented paperbacks, such as those from the Publishers Distribution Company (PDC), will satisfy a dealer's customer demand, then the Independent Distributor can keep his retail accounts happy.

The "I.D." can, of course, supplement his sex-oriented stock with purchases from the California publishers. If he decides to do so, there is no doubt that

he can thwart the efforts of Secondary Distributors in non-urban areas. However, in the big population centers it is quite clear that the Secondary competes from strength in the sex-oriented market because the California publishers prefer to market through them.

The publishers have found from experience that the "I.D.'s" either will not carry their full lines (because of fears of protests and prosecutions) or that they do not give the California merchandise a "hard sell."

So, the Secondary must find himself a metropolitan market, or a non-urban area where the "I.D." refuses to fully compete in sex-oriented publications.

Once he finds his territory the Secondary will find that he has competition, which is growing, from discount dealers. There are currently two varieties, the junk dealer and the discount house. Both deal in outdated books and magazines purchased from the sex-oriented California publishing houses at greatly reduced prices. While old, the copies are unused and are described as being in "mint condition."

The junk dealer operates from his car, while the discount house is a volume operation. Both operate on a "no return" basis both in purchasing from the publishers and in selling to the retailers.

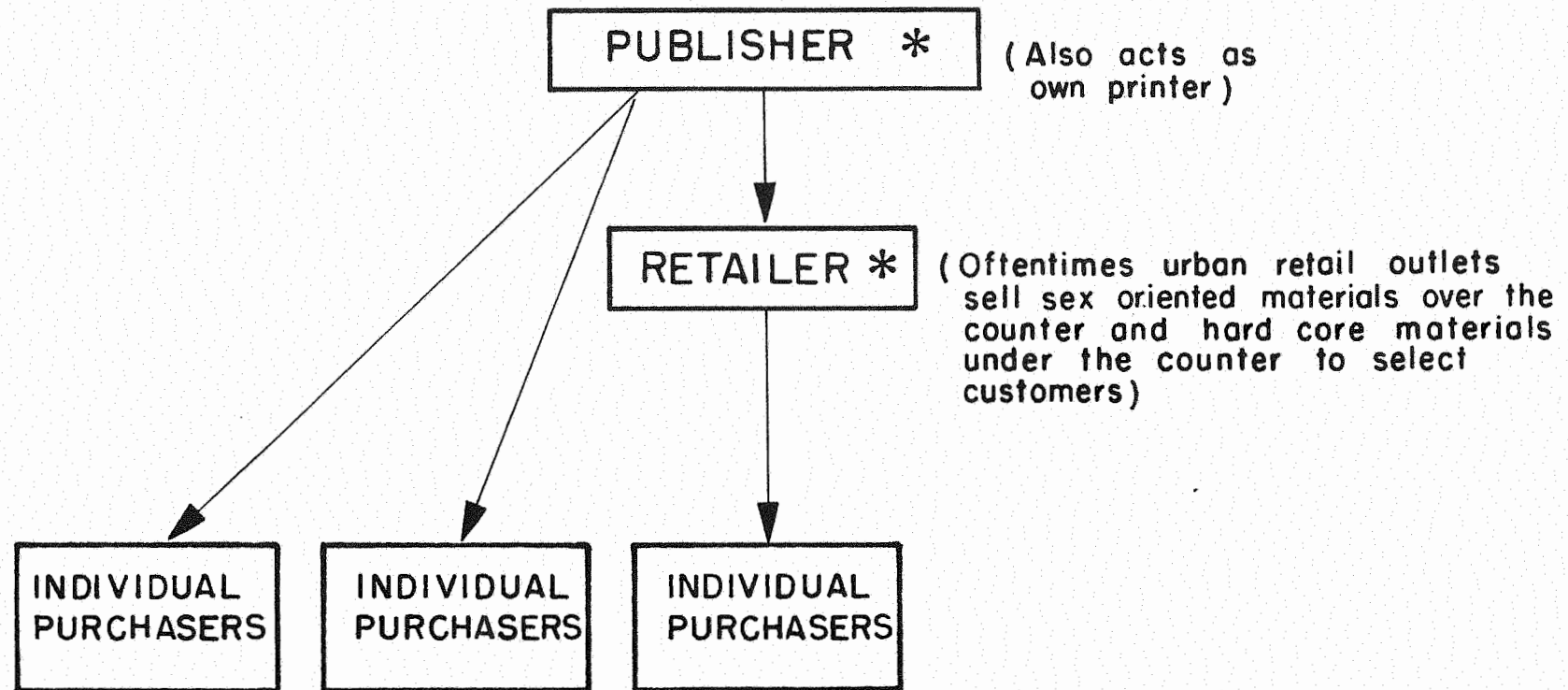
While the Secondary begrudges the existence of such discount merchandising, he has the clear cut advantage of the consignment policy and current material. The latter quality can not be overrated in the sex-oriented market.

The junk dealer will usually offer outdated material at 50 to 60 percent off the cover price. The discount house, probably because of its volume, is able to offer reductions as high as 80 percent off the cover price of some publications.

The following is an indication of the prices recently quoted by a discount magazine house on old editions which did not have an "obvious" date:

# **BONDAGE, FLAGELLATION, AND HARD CORE PORNOGRAPHY DISTRIBUTION**

( Film and pamphlet depiction of sexual intercourse  
and perversion )



\* Direct sales only -- No Returns

Eden, which sold at cover for \$1.25, \$1.50 and \$2 is listed respectively for 32¢, 38¢, and 50¢ per copy;

Nude World, which sold originally for \$2 is offered at 50¢;

Sunshine International, with a cover price of \$2.50 goes 50¢

Sunshine and Health, which sold for 60¢ new is listed at 10¢, and

Naturalist Life, selling for 75¢ at cover price is offered for 19¢.

One final word about Secondary Distributors. They are not an integral part in the distribution of the more extreme bondage and flagellation books and the deviate of the homosexual publications. Usually these types of books are delivered directly from publisher to dealer. (See exhibit) The Secondary may not care to get involved in such transactions because of the fear of prosecution. The publisher and dealer may not care to involve the Secondary because of the greater profit to be shared without him in the middle. Therefore, he will not be heavily engaged in the dissemination of these publications.



## RETAIL DISTRIBUTION

The retailing of sex-oriented publications in California varies from outlet to outlet. It varies with the size of the city or town, it varies with the neighborhood, it varies with the particular type of sales stand, and, finally, it varies with the individual operator.

In most instances the retail outlet is either a newsstand, a liquor store, a food market, or a drug store. The stock usually features a "frontline" of national magazines and quality pocketbooks, with the sex-oriented material subordinated in position. The volume of the "frontline" in the average retail outlet will be large and that of the sex-oriented stock low to moderate. In other words, the ratio may be 10 to 1, or 3 to 1. One is more likely to find quantities of sex-oriented paperbacks than nudist magazines in the typical suburban neighborhood retail stand.

There also are the retail stores which deal only in sex-oriented material. These have been dubbed "sex shops." Nothing but nudist magazines, "girlie" magazines, "rough" paperbacks, sado-masochistic books, homosexual and lesbian publications, and films and records with strong sex orientation. It is in stores of this variety that under-the-counter sales of unquestionably hard-core pornography will occur on occasion.

These stores for the most part are located in the major metropolitan areas of California. When found elsewhere they will be in an area with an unusual market situation, that is near a military facility or major installation work site, or a resort.

One interesting observation: There are few retail outlets with heavy sex-oriented stocks in the ethnic ghettos. In Los Angeles, for instance, the "sex shops" all lie outside and beyond the areas in which Mexicans and Negroes predominantly live.

The California retailer who deals in sex-oriented material will either buy his stock from an Independent Distributor, or from a Secondary, or from both. If he deals solely with an "I.D." his sex-oriented stock will largely be eastern publications. If he desires the California publications, as discussed previously, he must either request his "I.D." to supply them, or he can arrange for deliveries from a Secondary. He also can buy back issues from a discount dealer but at the present time such purchases are confined to urban "sex shops."

If the retailer carries only the eastern sex-oriented lines, his publications will likely be (1) fewer in number and (2) less "rough" than if he had the California lines. In recent years the major exception to this has been the Domino, Lancer and Midwood lines from Publishers Distributing Company of New York. Many dealers and a few Independent Distributors refused to stock these books.

On most sex-oriented material published in California the retailer is able to buy it at from 30 to 33 1/3 percent off the cover price. The discount on Eastern-printed publications will be less, around 25 percent. In either case, the discount will exceed that on "frontline" publications by 5 to 13 percent.

The higher discounts coupled with the generally higher cover prices makes the return on sex-oriented material considerably greater than on any other periodical or book. The return to the retailer on sex-oriented material will be from 2½ to 8 times that made on his other publications.

Translated into money, this ratio means, for instance, that a retailer can make 8 cents on a national weekly news magazine, 20 cents on a "girlie" periodical, and 60 cents on a nudist magazine. On an eastern paperback he will make 15 cents usually, and on a California paperback he will make between 22 and 25 cents.

The average retail outlet will not buy outdated material from discount houses because of the absence of a consignment policy as well as the awareness that most purchasers are "hep" to the radical changes which have been made in the content of nudist magazines and paperbacks.

This is particularly true in the nudist magazine field, where each succeeding edition seemingly tries to reach a new height of pictorial presentation of the male and female genital regions of the body.

There is a general willingness to pay more and get the newest interpretations. This unending demand for the "latest" edition is, of course, what keeps the retailer among the Secondary Distributor's accounts.

A retailer who has a good location and whose stock features sex-oriented publications in addition to newspapers and regular magazines and books can net as much as 20 percent of his gross. Such a retailer will figure that the sex-oriented material accounted for 20 percent of his gross.

Certain metropolitan suburban retailers who, because of protests or fear or prosecution, dropped one of the biggest California lines of publications last year, reported an immediate drop in gross sales of five to eight percent.

Such a drop is evidence of the buying public's demand and is mute testimony to the reason why so many retail outlets carry sex-oriented material.

There are, in fact many many hundreds of California retail vendors who carry some sex-oriented material on their racks. But the amount and the degree of the material varies so much as to preclude a general classification such as "retail vendors carrying sex-oriented material in California."

However, the number of vendors who receive regular deliveries from Secondary Distributors (who deal solely in sex-oriented books and magazines) is known to exceed 500 and may be closer to 600, and, it is known that some 200 other retailers take delivery of similar stock through an Independent Distributor.

## MAIL ORDER

The mail order phase of the obscenity industry may well be the most profitable. It is certainly the most objectionable from the standpoint of complaints because it invades the home. It joins especially offensive advertising with the typical American aversion to junk-mail. Its mailings are mass and indiscriminate, going to people of all ages and backgrounds. The largest number of complaints on obscenity and the strongest complaints received by law enforcement involve those mailings received by children and teen-agers.

In addition, we have been told that the receipt of some mail order literature can in certain cases bring a man's military status and career under serious question unless and until the unsolicited nature of such mail can be determined.

California, and more particularly the Los Angeles area, is the undisputed capitol of the sex-oriented mail order business. More than 100 firms are known to operate from southern California, offering in their direct mail solicitations everything from photos to bizarre coital contrivances.

Many of the operators are "fly-by-nights" who make a "killing" on one or two sex products and then shut down--at least for awhile. But, there are also "kingpins" in this weird industry, whose corporate structures rival those of reputable business empires. (See Exhibit) The files of the California Corporations Commissioner are an excellent source for examples of these complex ventures. They show, in one instance, the "dba" firms of Wyngate and Bevins, Inc., of Los Angeles:

- |                                 |                         |
|---------------------------------|-------------------------|
| 1. Prima Book and Publishing,   | 2. S & D Products,      |
| 3. Esoteria,                    | 4. Bondage Records,     |
| 5. Greenwich Films,             | 6. Trick Records,       |
| 7. Rocky Snyder and Associates, | 8. Research Associates, |
| 9. Bentley Company              |                         |

It is a full-time job to keep records current on the myriad post office and mail "drops" from which such mail order operators work and to sort out and update the latest fictitious firm names.

A big mail order operator may simultaneously be utilizing a half-dozen fictitious firm names, each with a separate post office box or mail-drop address. Return addresses will be interchanged, either as subterfuge or merely to expedite processing.

In any event, the volume of unsolicited mail flowing daily from the Los Angeles area operators to homes throughout California and the United States is immense. One "kingpin" operator is reported in the Congressional Record to be spending a quarter of a million dollars on postage alone annually. Another spent \$150,000 on circular postage in an 18-month period.

Financial figures alone, however, cannot adequately illustrate the volume of the postal traffic coming to the individual unfortunate enough to have his name end up on a mail order list used by these operators.

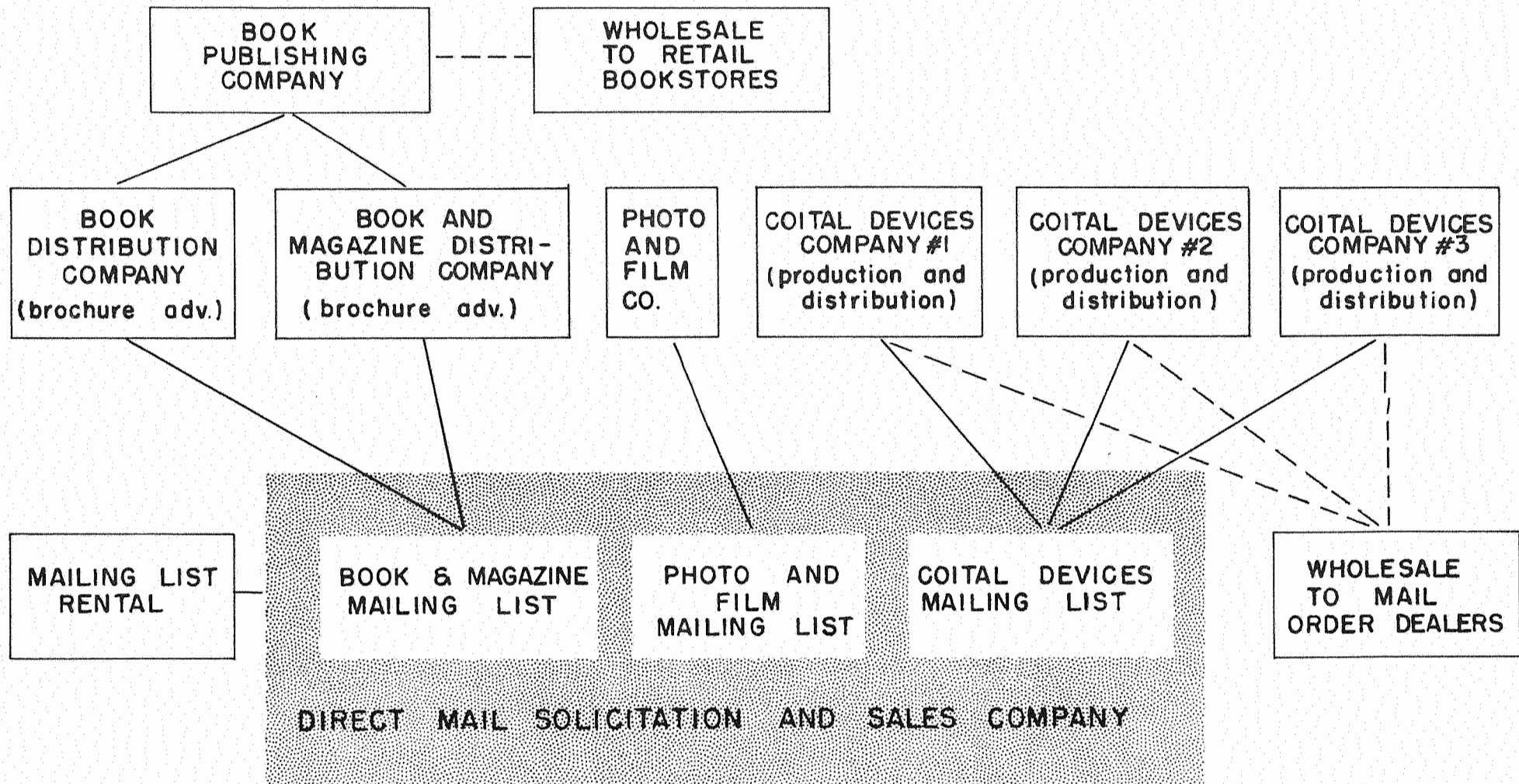
To comprehend the individual's plight, it is best to cite the results of a test just completed by the Maryland Crime Commission.

The Commission selected an individual to open a post office box in August of 1959. This person then answered five coupon ads of the "art study" type found in pulp magazines of that year. Only two of the coupons ever reached their destination, two others being intercepted by the Post Office and a third being returned because the firm had gone out of business.

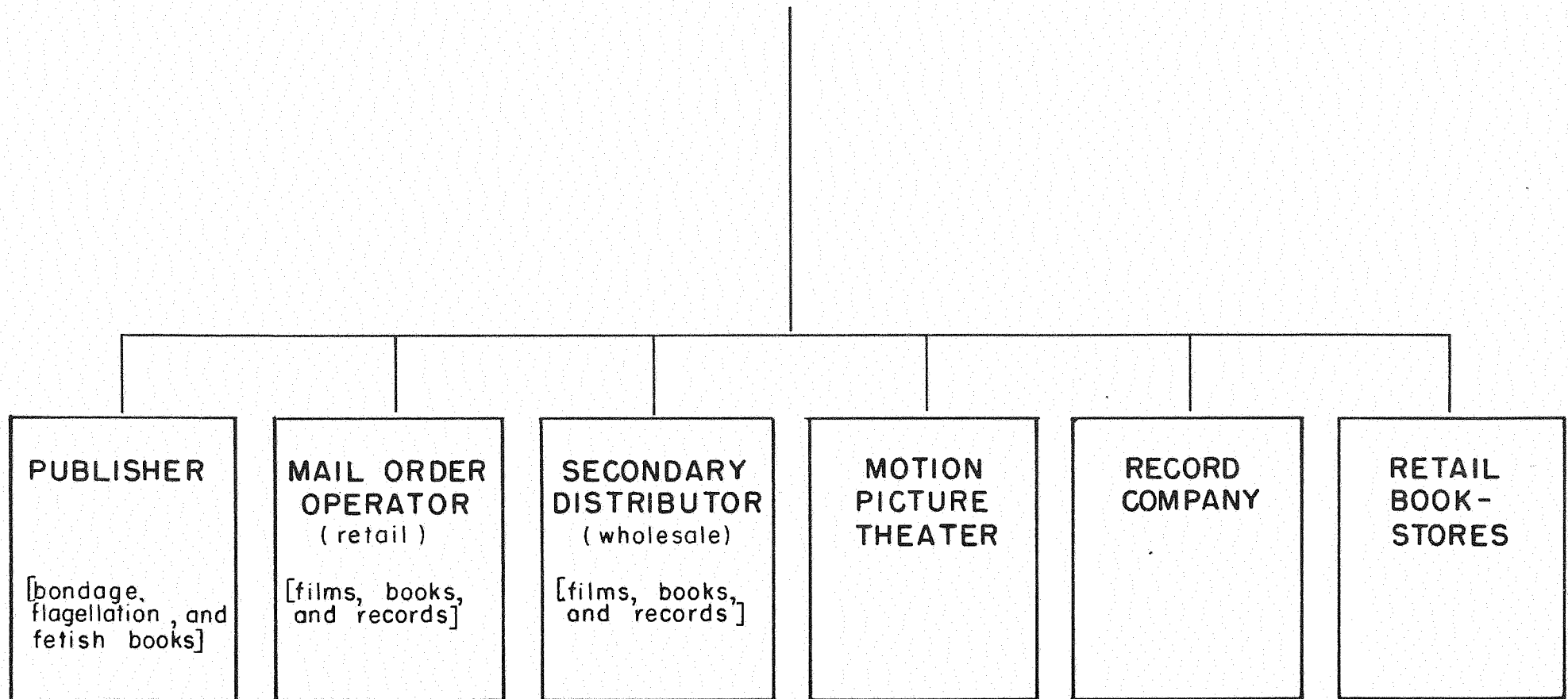
Of the two coupons delivered, one reached a New York address and the other was delivered in California. No other coupon or letter was ever sent from this box. The result of the two "seed" coupons mailed six years ago:

Through August of 1966, 419 unsolicited pieces of sex-oriented mail (containing a total of 537 separate items) were received by the holder of the Maryland post office box.

# MAJOR CALIFORNIA MAIL ORDER OPERATOR

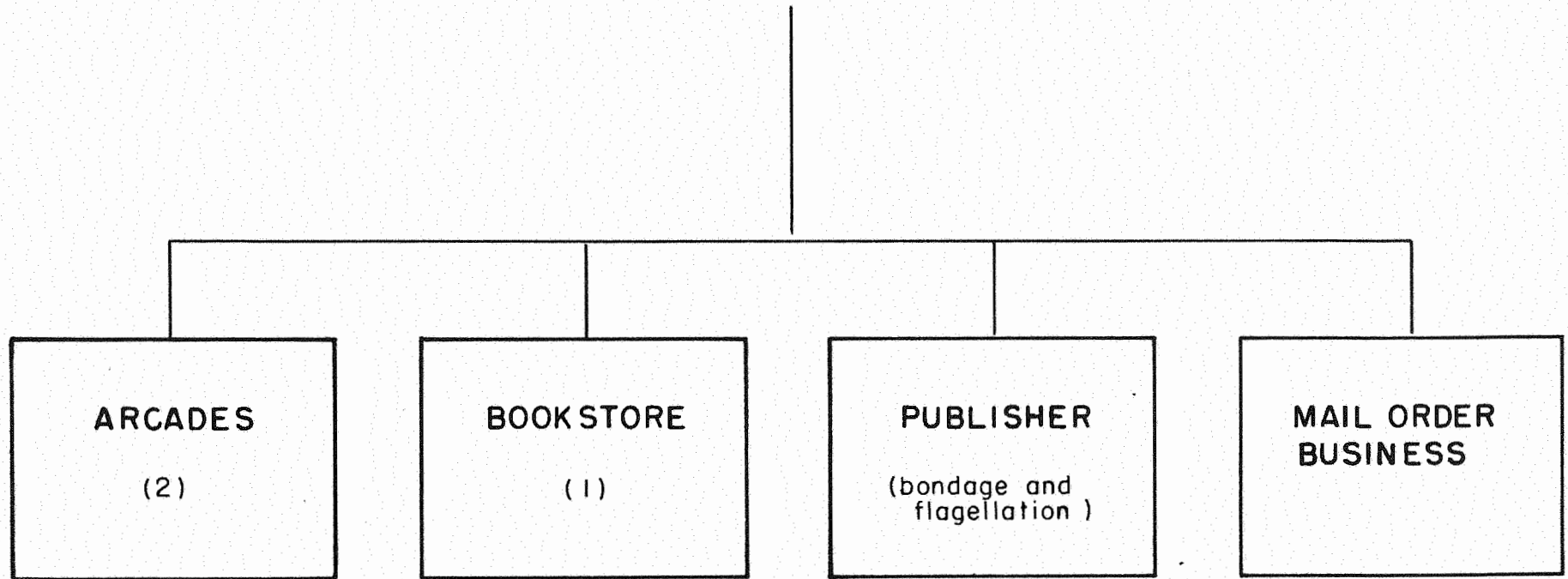


# MAJOR CALIFORNIA SEX VENDOR





# MAJOR CALIFORNIA FETISH PUBLISHER



This averages a letter every fourth or fifth day. Consider the prospects if the recipient had answered any of the mail, or if in the meantime he also had joined a typical book sales club, thereby landing on still more lists.

The relationship of California to the mail order industry is also revealed by the Maryland study. Of the 419 unsolicited letters, 55% came from the Los Angeles area. The Los Angeles City postmark was on 34.6% of the mail, with the Hollywood postmark appearing on 11.6% and the Culver City post office shown on 8.7%. Winnetka, Burbank, and Van Nuys, accounted for the balance of the mailings from the Los Angeles metropolitan area.

The only other substantial mail center in the United States was New York City, which produced 23.2% of this mail.

The solicitations were typical of the mail order sex field, running the gamut from alleged scientific sex treatises to bizarre devices. They also contained the usual hefty offering of books, photos, slides and films of a sexual nature.

Leading the list of mail order operators in California are such firms as John Amslow, Snap, Dior, Poses, United Surgical, Camfield House, X Sales, A. Prinz, Universal Jobbers, and Pap. Of these only Pap in San Bruno, is located outside the Los Angeles metropolitan area. There is no real eastern counterpart to that group of California mail order houses dealing in coital devices and apparatus. As with the nudist magazines, there appears to be a California monopoly on this phases of the mail order trade.

Mailing lists are the basis of the mail order business. These lists are rented from list brokers. There are approximately 80 to 100 list brokers in the United States today.

List brokers are frequently mail order operators or owners of bulk-mailing companies. In these instances, the rental of their lists is a profitable sideline.

There are also firms who deal solely in the compilation and rental of lists of names.

The average price for a mail order list is \$20 per thousand names. Specialized lists run more, for example: attorneys, dentists and doctors cost about \$25 per thousand and juvenile lists sell at \$30 per thousand. (Particular aspects of juvenile lists and their added expense will be treated separately in this report.)

Occasionally a small-time promoter of sex products will save rental money by cutting a mailing list broker in on the gross sales of his mail order product. In such a case, the list broker might only charge \$5.00 per thousand names in return for a substantial portion of the gross sales. The high markup on sexual contrivances allows for such arrangements.

Major sex-material mail order operators compile their own mailing lists through responses to solicitations which they have previously mailed using rented lists. The lists which are eventually assembled may be quite specialized and deal with persons interested in either obscene books, or pictures, or sexual apparatus.

Another technique which the large mail order operators use for assembling specialized lists involves advertisements in national "girlie" and nudist type magazines. Usually, to insure that he attracts a certain type of customer, the promoter offers a sample of a purported sexual ointment. A charge of 25 cents may be imposed.

The mail order operator will sell the preparation or other sample, at cost because his sole purpose is obtaining names for his mailing list. The larger mail order operators will sell the same product under a variety of "dba's" in the hope of obtaining still more names for their lists.

Occasionally, the sex specialist will build his lists from responses to general mailings which use the rented lists of such companies as Book-of-the Month Club, Doubleday, Book Guild and Readers Digest. In turn, some of these companies rent the lists of sex-oriented mail order book sellers since the people on such lists are apparently interested in reading or (are considered to be readers.)

It is this interchange of mailing lists which causes the indiscriminate postal distribution of sex material advertisements.

The list broker rents his lists on a one-time basis and is protected against the renter copying the list by the insertion of dummy names into the list. For example, a list broker includes in his list a few dummy names with the addresses of friends, relatives, or employees. Therefore, on a particular list he might have, "A. Brown," and the address of a relative. After renting this list to the Acme Company, he would change the name to "B. Brown", but with the same address. In this manner, if the Acme Company mailed an ad to A. Brown, and subsequently mailed another to A. Brown, this is an indication that the Acme Company has copied the list without permission or reimbursement.

When the second solicitation from the Acme Company with the addressee as A. Brown instead of B. Brown, the list broker contacts his attorney. The attorney contacts the company and, usually, there is an amicable settlement reached immediately. The company realizing it has been caught, pays the cost of the rental for the second use without protest or contention.

The next step in the mail order business, following the acquisition of a mailing list, is the preparation and distribution of a brochure. The average cost for printing and mailing a brochure is approximately \$100 per thousand. This is broken down as follows:

postage .....	\$50.00
printing.....	\$20.00
handling.....	\$30.00
	<u>\$100.00</u>

The average mail order operator has his brochures printed locally by an independent printer. Even if he is a major operator with his own book press, he usually prefers commercial job printing for his brochures, considering good lithography a sound investment.

These brochures are often more salacious than the material that they advertise. The other brochure technique frequently employed is the pseudo-medical, in which a "distinguished" doctor--who is identified only by his initials or a partial name--is quoted concerning the "benefits" of a particular product. A brochure with either of these appeals is considered necessary to insure a response sufficient to break even on costs.

This office received a statement from one of the major operators that the break-even point on any particular mailing is a response by two percent of the people solicited.

An example of how effective a specialized list and a "medical" type brochure can be is seen in a Detroit, Michigan incident. One major California operator mailed advertisements for a plastic male genital artifice to a selected list of approximately 3,000 Detroit residents. The result was 1200 sales. These facts were brought out in a criminal indictment.

It is the low cost-high return of the mail order operation which makes it so attractive to small-time operators. While the major concerns in the field will handle everything from hardcover books to movies to artificial vaginas, the small-time operator usually is involved with sexual apparatus, which has the greatest profit margin. These are frequently obtained wholesale from major mail order dealers.

The industry and its fringes are replete with stories of operators who became "rich overnight"-- or at least in the short period required for the answers to a mail solicitation.

One such story, which this office verified, concerns a young man who arrived virtually penniless in Los Angeles. He made a contact in the industry and somehow acquired access to a mailing list. He used this to solicit customers for a battery-powered device for stimulating the male genital organ. The device was, in fact, a slightly modified battery-powered back scratcher which was imported from Japan and packaged here at a total cost of \$3 per unit. Its retail mail order price was \$24.95.

This young man netted approximately \$100,000, before taxes, in a period of approximately one year.

As has been noted, the major mail order dealers handle all sorts of materials, including books. Some are also publishers, which increases their book profit-margins substantially. If they mail-order their own books, they avoid sharing profits with retail dealers. This avoidance, alone, will double their profit.

For example, a hard-cover book may cost a publisher 60 cents a copy to print during a second print run of 5,000 or 10,000 copies. If it retails for five dollars, the dealers will purchase it from the publisher for \$2.50 a copy. Through direct mail, the publisher collects \$5.00 per copy. After promotion and mailing costs are deducted, his net profits through mail sales will be at least six times the cost of the second print run.

Many mail order operators, however, simply purchase books from publishers. Examples of two such books which were widely circulated by many operators are The Art and Science of Love by Albert Ellis, Ph.D., with a \$7.95 retail price and Bride and Groom with an initial retail price of \$2.50 that was later raised to \$3.00.

The mail order operators who purchased these books from the publisher bought Bride and Groom for 90 cents a copy, and sold it for \$3.00 a copy. The book, The Art and Science of Love, was purchased for fifty percent off the cover price, or \$4.00. The price difference occurs because Bride and Groom was a paperback, which did not have a royalty attached and the Art and Science of Love was a hard-cover book with a royalty.

In the publishing business, the royalty generally is paid as follows: On the first 5,000 books, the author gets 10 percent; from 5 to 10,000, the author gets 12½ percent, and thereafter, he gets 15 percent.

Great as the profit is on books, it is even more exorbitant in the mail order marketing of the various sexual apparatus and elixirs. These items, incidentally, are generally sold only through the mails, in spite of the fact that their promoters claim medical properties for most of the products.

These devices bear such graphic names as "Coitaid," "Uthaid," "Thrilon Formula 69" "Artificial Vagina," "Passionola," "Coitus Splint," and "Vib-E-Rect." (See Exhibit)

One of the most profitable items in this line is the so-called coronal extension, a small accoutrement made of rubber which may cost \$1.50 and which will sell through the mail for \$10 to \$15.

The advertisement for this is typical of the lot: "The Coronal Extension is the result of 30 years' experience and reserach in a most vital area of human relationships... Physical feeling during sexual relations depends wholly upon contact between one part of the human body with another part. Simply stated, if there is no contact there is no feeling."

A cheaper version of this product has been marketed by another firm with profits as high as 85 percent.

Another product with a very high profit is a hollow plastic male genital reproduction costing from \$1.50 to \$3 to produce and retailing from \$7.50 to \$25. A number of firms produce this item, with the higher priced versions claiming to be of "improved" design.

Thousands of complaints have been registered with postal and law enforcement officials over the past five years in connection with the marketing of various artificial vaginas.





# COMTABS

... may be the answer

A NATURAL PLANT DERIVATIVE IMPORT FROM INDIA THAT  
CONTAINS THE ENERGY-GIVING INGREDIENTS OF THE  
COMFREY PLANT (PRONOUNCED 'COME-FREE')

The keynote to living is 'ENERGY'

With it life is robust, full of fun, and jammed with excitement!

Without it life gets increasingly dull and monotonous—even to the point where those activities that formerly provided interest, enjoyment and romance suddenly become boring and distasteful. The symptoms are obvious.

The housewife who formerly sailed through her work with a smile in her eyes and a song on her lips now 'forces' herself to keep busy and resents with a passion all her everyday chores. The business man or executive, who formerly faced each day as a challenge, unaccountably pictures himself as being in a 'rat-race' and loathes the idea of facing the problems of the business world. The working secretary who took extreme pleasure in just being with people becomes moody and subject to periods of melancholy and self-pity.

But of all the areas of normal living, unquestionably the most damaging of all attributed to loss of energy, is the incompatibility and decline in happy sexual relationships in marriage. Psychologists and Neurologists are almost unanimous in their observations and contentions that a healthy sex life is paramount in maintaining proper equilibrium and happiness in marriage. For a loss of drive and the true fulfillment of the natural love desires can bring on a web of anxieties, doubts and fears. Initially there might only be a feeling of embarrassment. But this soon gives way to loss of pride and resentment.

Science and medicine have combined forces in endless research to find the proper answers to the problems of loss of energy. In this respect attention has been recently focused on the Comfrey Plant, native to India. Comfrey has been used many years for the feeding of prime cattle and is considered far superior to alfalfa. Bulls fed on a diet of COMFREY are said to have a much longer BREEDING LIFE span.

COMTABS are power packed tablets that contain the energy-giving ingredients of the COMFREY PLANT.

COMTABS can revitalize your entire system, add vigor to your every move.

COMTABS can help you regain that youthful drive and staying power.

COMTABS can once again add the purposeful meaning of really living and enjoying all the natural emotional outlets of a well-balanced, sexually satisfying marriage.

HAVE 'DO-GOODERS' DENIED US OUR FULL  
SHARE OF SEXUAL MARITAL HAPPINESS?

SEE ORDER FORM ON REVERSE SIDE



REAL RESEARCH COMPANY

NEW BRIDGE PLAZA  
P.O. Box 2217 Hollywood, California

## HAS THE ANCIENTS' KNOWLEDGE OF SEXUAL STIMULATION BEEN TAKEN FROM US?



King Solomon satisfied dozens of wives! Ancient Chinese usually had several wives and concubines! The Koran (the Islamic Bible) says "the ideal number of wives is four!" Yet today, THOUSANDS of MEN have trouble SATISFYING EVEN ONE WOMAN! Men who feel vigorous and healthy in many ways find that their MARITAL RELATIONS are a THING OF THE PAST... while they see other men, of their SAME AGE, still SEXUALLY VIGOROUS, still producing children... as they sense their own SEXUAL POWERS GETTING WEAKER AND WEAKER!



Did the Wise Men, the Priests, the Leaders of Ancient Societies KNOW OF DRUGS, MEDICINES, POTIONS FOR INCREASING, PROLONGING AND RESTORING SEXUAL PROWESS? Have these drugs and medicines BEEN SUPPRESSED?

Consider these facts: many modern medicines, many so-called "wonder drugs" are merely refinements of ancient knowledge—recently re-discovered! TRANQUILLIZERS are made from RAUWOLFIA, used in INDIA for centuries as a GALMING DRUG. QUININE, made from CINCHONA

BARK, was prescribed by witch-doctors for years, long before white men came to this hemisphere. CANTHARIDES, or SPANISH FLY, nowadays used as a vesicant, has been mentioned in very ANCIENT WRITINGS. THIS LIST COULD GO ON AND ON!

Research into old manuscripts and documents, some written in Hindustani, Chinese, Arabic, and even Sanskrit, has revealed that MANY OF THE SAME SUBSTANCES FOR INCREASING, PROLONGING AND RESTORING SEXUAL POWER are mentioned AGAIN and AGAIN! In spite of all this, PRUDERY and NARROW-MINDEDNESS have greatly contributed to the belief that MEDICAL OPINIONS CENTURIES OLD should be ignored if they pertained to, or discussed SEXUAL STIMULANTS AND STIMULATION.

SAMSON RESEARCH COMPANY DOES NOT GO ALONG WITH THIS! We are FIRMLY CONVINCED that when Ancient Wise Men, of a DOZEN DIFFERENT CIVILIZATIONS, over a period of MANY CENTURIES, all agreed that CERTAIN SUBSTANCES DID AID IN THE INCREASE AND PROLONGATION OF SEXUAL ABILITY... there MUST be something to it! We took not JUST ONE, but MANY of these ingredients described by the Wise Men, and put them into STIMULANTS.

IMPORTANT! SEE OTHER SIDE

YES! Now perhaps you too  
can rejuvenate or increase  
your sexual prowess  
for men and women

# THRILLON FORMULA 69

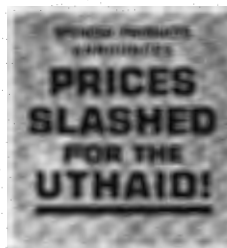
A safe-to-take combination of substances  
that have been known for their use as aphrodisiacs.

## How I Discovered THRILLON FORMULA 69

Dear Friends: I was having a problem responding to sexual stimulation. In desperation I began to search for a possible remedy. After much investigation I found that many old books as well as some that are quite recent tell of certain substances that have been used, which were thought to have aphrodisiac effects. One of the more commonly discussed, referred to as Spanish Fly, has been known to science for many years. I acquired a number of these substances. It was naturally impossible to get all of them. Through experiment I found a formula that when I used it as I recommend in my instructions, in a short time was delighted in the results. I am now more than able to meet my sexual obligations and feel confident that I could do more.

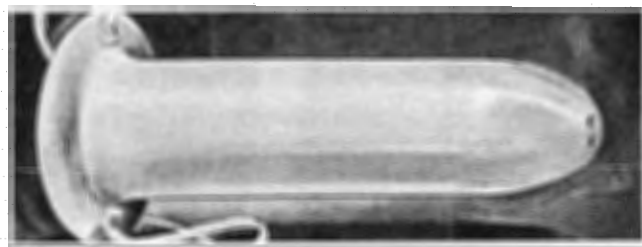
Let me try to help you too. Try my THRILLON FORMULA 69 for 30 days, and if you are not thrilled by the results your money will be cheerfully refunded. ORDER TODAY.

7621 SUNSET BOULEVARD, LOS ANGELES 46, CALIFORNIA



Sex is one of the most wonderful and beautiful things in the world and one must preserve it to maintain health and happiness in the home. The UTHAID may help you do so. The UTHAID is not a gag or joke. Its purpose is as old as time. It is made to aid married men in prolonging healthy marital relations and to help maintain the happiness of married couples. Medical journals have carried stories about articles of this nature before. The UTHAID is primarily designed as an aid to the satisfaction of the female. It may be a big help to many elderly men and to many fat men for it will assist those unable to obtain sufficient erection for penetration. There are periods that may occur in any marriage, where one partner's sex-desires lag behind the other's. Whether this happens from physical or psychological causes, the results are the same.

If the average wife is not being satisfied emotionally, she may be left in a nervous condition. This can be detrimental to her health and often becomes the cause of marital trouble. Many middle aged and elderly men often have intentions that are better than their techniques and congress frequently ends up with satisfaction only for the man. The UTHAID will tend to alleviate this condition. The all-new UTHAID is the result of prolonged investigation and study. Evaluate these all-new features! NEW SOFTER, THINNER BUT STRONGER PLASTIC BODY! DETACHABLE, ELASTIC BODY STRAP! MORE SUPPORT, MORE RIGIDITY BUT LESS WEIGHT! COMES IN NINE SIZES. THE MOST VARIED SELECTION AVAILABLE! The all-new UTHAID is sanitary, simple to keep clean and IS NOT A CONTRACEPTIVE. With proper care, the UTHAID will last for a long time.



ACTUAL SIZE OF 6" x 1 1/2" UTHAID ▲

PROLONGED STUDY AND RESEARCH has led us to the following findings: That the new UTHAID fills an important gap in the area of aids to Marital Congress. While most married couples prefer the 6" x 1 1/2" UTHAID, this is not a "universal" size. That is why we are offering for the first time, NINE SIZES OF UTHAID.

### ORDERING INFORMATION

In order to obtain your proper UTHAID, note the space between the thumb and forefinger and stretch firmly away from the body until a slight tension is felt. MEASURE ON TOP WITH RULE IN INCHES FROM THE BODY TO THE END OF THE ORGAN. MEASURE ORGAN IN LINER STATE. Number of inches will indicate your proper size.

NOTE: IF YOU FIND YOU HAVE MADE A MISTAKE IN MEASURING YOUR UTHAID, PLEASE RETURN IT TO US BEFORE USE, AND WE WILL REFUND IT. LET US KNOW THE EXCHANGE SIZE AND WE WILL SHIP TO YOU BY RETURN MAIL.

THE UTHAID COMES IN THE FOLLOWING SIZES AND PRICES

4" by 1 1/4" dia.	\$ 7.50 each
4 1/2" by 1 1/4" dia.	\$ 7.50 each
5" by 1 1/4" dia.	\$ 7.50 each
5 1/2" by 1 1/4" dia.	\$ 7.50 each
6" by 1 1/4" dia.	\$ 10.00 each
6 1/2" by 1 1/4" dia.	\$ 10.00 each
7" by 1 1/4" dia.	\$ 12.50 each
7 1/2" by 1 1/4" dia.	\$ 12.50 each
8" by 1 1/4" dia.	\$ 12.50 each
8 1/2" by 2" dia.	\$ 12.50 each

SEE ORDERING INFORMATION BELOW TO HELP DETERMINE YOUR PROPER SIZE.

### SPENCER PRODUCTS

6311 Yucca Street, Hollywood, California 90028

Please send me \_\_\_\_\_ UTHAID(s) at \_\_\_\_\_ Total.

4" x 1 1/4" 4 1/2" x 1 1/4" 5" x 1 1/4" 5 1/2" x 1 1/4" 6" x 1 1/4" 6 1/2" x 1 1/4" 7" x 1 1/4" 7 1/2" x 1 1/4" 8" x 1 1/4" 8 1/2" x 2"

I enclose \$\_\_\_\_\_ ☐ cash ☐ check ☐ money order.

☐ Send C.O.D. I enclose \$3.00 and will pay postman balance plus C.O.D. charges. (Sorry no C.O.D.'s outside Continental U.S.A.)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Note: Add \$1.00 per order (not per item) for Air Mail Delivery.

OFFERED  
FOR INITIAL  
AND FULL  
ERECTION

VIB-E-RECT  
MALE ORGAN  
STIMULANT

ORDER NOW! NO PRESCRIPTION NEEDED

## VIB-E-RECT CO.

6136 VENICE BOULEVARD □ SUITE 5 □ LOS ANGELES, CALIF. 90034

I enclose \$\_\_\_\_\_ ☐ Cash ☐ Check ☐ Money Order ☐ C.O.D.  
(send \$2 deposit) for the following:

☐ Regular Vib-E-Rect—\$15 ☐ Super Vib-E-Rect—\$25  
☐ Extra Attachment—\$5 (including Extra Attachment FREE)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

\*I enclosed \$1 for airmail delivery.

At last...modern science helps  
end man's oldest obstacle  
to complete sex happiness

NEW...DIFFERENT...GUARANTEED EFFECTIVE

Only VIB-E-RECT offers all these outstanding features

- Absolute Full Initial Erection Guaranteed
- Erection Accomplished In Minutes
- 28 Stimulating Pulsating Nodules
- Assures Complete Satisfying Sexual Fulfillment
- Brings Back The Excitement of The Honeymoon
- Achieves Your Most Cherished Desires
- Marital Affairs Reborn with Enthusiastic Zest
- Prevents Disappointments—Eliminates Failures



20 YEAR  
WARRANTY

This precision product features a pre-sealed motor and is carefully made to exacting specifications. It is warranted to perform satisfactorily for twenty years regardless of abuse, dropping, wetting or any other cause.

\* IMPORTANT! ALL ORDERS POSITIVELY SHIPPED WITHIN..... 48 hours

ANNIVERSARY  
SALE!  
Greatest Values

GUARANTEED TO SATISFY\*  
\*IF NOT SATISFIED RETURN WITHIN  
30 DAYS AND YOUR PURCHASE WILL BE  
REFUNDED OR MONEY REFUND

### THE UTHAID

Sex is one of the most wonderful and beautiful things in the world and one must preserve it to maintain health and happiness in the home. The UTHAID may help you do so.

The UTHAID is not a gag or joke. Its purpose is as old as time. It is made to aid married men in prolonging healthy marital relations and to help maintain the happiness of married couples. Medical journals have carried stories about articles of this nature before. The UTHAID is primarily designed as an aid to the satisfaction of the female. It may be a big help to many elderly men and to many fat men for it will assist those unable to obtain sufficient erection for penetration.

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The all-new UTHAID is the result of prolonged investigation and study. Evaluate these all-new features! NEW SOFTER, THINNER BUT STRONGER PLASTIC BODY! DETACHABLE, ELASTIC BODY STRAP! MORE SUPPORT, MORE RIGIDITY BUT LESS WEIGHT! COMES IN NINE SIZES, THE MOST VARIED SELECTION AVAILABLE!

The all-new UTHAID is sanitary, simple to keep clean and IS NOT A CONTRACEPTIVE. With proper care, the UTHAID will last for a long time.

THE UTHAID COMES IN THE FOLLOWING SIZES AND PRICES

4" by 1 1/4" dia. \$4.95  
4 1/2" by 1 1/4" dia. \$5.95  
5" by 1 3/8" dia. \$6.95  
6" by 1 1/2" dia. \$8.95

FAST  
REVERSIBLE  
SERVICE

7" by 1 1/4" dia. \$12.95  
7 1/2" x 1 1/4" dia. \$13.95  
7 1/2" by 1 3/8" dia. \$14.95  
8" by 1 1/2" dia. \$17.95  
8" by 2" dia. \$19.95

Safe arrival and satisfaction guaranteed.

PRICE INCLUDES DELIVERY ANYWHERE IN U. S.

Good News for Our Customers  
Your choice! you MUST be OVER 21 years of age!  
in all styles and sizes

NEW COITUS SPLINT

Here's variety!

Also available in three sizes.  
(See Measuring Chart below.)

A simple, easy to use device. It slips on like a contraceptive, but performs a totally different function. The improved "Rigid Stay" in the new COITUS SPLINT is now manufactured of the finest spring steel permanently imbedded in the softer surgical latex body of the splint. The "Rigid Stay" concept enables the average male to obtain sufficient rigidity for successful initial penetration even when the organ is in a limber or even flaccid state. Once penetration is accomplished, the new COITUS SPLINT in no way irritates or bothers the female marital partner. The NEW COITUS SPLINT is not a contraceptive.

PRICE \$10.00  
2 for \$18.00, 3 for \$25.00

CHECK THESE PRICES

NEW! ERECTOPEN

The ERECTOPEN is worn at the base of the penis, close to the abdominal wall. The ERECTOPEN is not a contraceptive. With the proper mental attitude, ERECTOPEN, when used as directed, can provide greater satisfaction for both husband and wife. The price

\$4.95

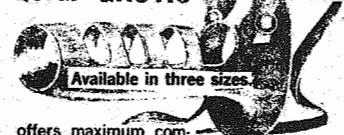
3 FOR \$10.

One Size fits All Men

MARITAL RELATIONS PRODUCTS!  
At Low Low Prices!

QUAD GROTIS

SPECIAL



Available in three sizes.  
offers maximum comfort and convenience. The extra bands and the elastic strap support the organ for almost its entire length. Allows for contact of the glans penis with the vagina.

\$8 2 for \$15.00

Unconditionally  
Guaranteed

\$3.95

NEW COVER

SURGICAL SPLINT

Designed for use for preliminary rigidity and erection for initial penetration. Made of soft flesh-colored latex.



Available in three sizes.

HOW TO MEASURE: Hold organ between thumb and forefinger and gently stretch away from the body until a slight tension is felt. MEASURE ALONG TOP OF ORGAN FROM THE BODY TO THE BACK OF THE HEAD OF THE ORGAN. MEASURE ORGAN IN LIMBER STATE. DO NOT MEASURE TO THE END OF ORGAN. MEASURE IN INCHES. Small - 2-1/2 to 3 inches; Medium - 3-1/2 to 4 inches; Large - 4-1/2 to 5 inches (or larger).

**JUST TRY THESE!**

**"STAGG BULLETS" for MEN**

**SCIENCE OF LIFE**  
LOS ANGELES . . . CALIFORNIA . . . U.S.A.  
Post Office Box 39673

Dear Friend,

Are there times when you want concentrated energy....INSTANTLY?

Listen:

At age 57 I just fathered my first child -- a boy. And tests on myself and other men indicate I have discovered something almost miraculous. STAGG BULLETS!

The results I obtain with these are delightful. I carry on an action-packed, youthful life. At work or play, for whenever or whatever I may need that "Young" feeling -- well, I do just about everything a man twenty or even thirty years younger can perform.

Other men who have tried STAGG BULLETS say they give them the same spontaneous energy.

"STAGG BULLETS give you that 'up-lift' -- at times when you need it most," as one explains. "And quick as a shot!" (That's why we call these marvellous little capsules STAGG BULLETS.)

I make no therapeutic claims for this formula. Just remember this: RESULTS WILL SATISFY YOU -- or money refunded at once. And that's all you're interested in, isn't it -- RESULTS?

Without trying to confuse you with pharmaceutical phraseology, let me explain simply: STAGG BULLETS are compact capsules that contain FIVE Body-Beneficial elements in concentrate form, PLUS -- a virapotent tonic, PLUS -- a special excitant.

All are POWERFULLY combined to give you that surging "YOUNG" Vitality....when you want it ....in a burry.

For these wonderful little "INSPIRATORS" are created for one specific purpose: TO FURNISH YOU EXPLOSIVE ENERGY AND MAXIMUM POTENCY.... at once!

Of course, there is only one way to know what STAGG BULLETS can do... for YOU. You have to try them.

And this you can do without risking ONE PENNY!

For I am so positive that STAGG BULLETS will perform as wondrously for you as they do for myself and other men, that I'll take all the risks myself, to prove this. I am so confident that I dare to say:

**DO ALL YOU PAY NOTHING IF STAGG BULLETS DO NOT DO ALL I CLAIM.** (That's how sure I am they will work for you.)

Yes, I'm more than willing to gamble on this first order sent you. I'm so certain you'll want more, once you enjoy -- for times and affairs you need a Boost -- that surging "extra lift".

So, WITHOUT RISKING ONE PENNY, why not experience -- for yourself -- what STAGG BULLETS may do -- for YOU? (And do you think I'd make such an offer if these capsules were anything less than TERRIFIC?)

"POOPED OUT"....or maybe just drooping a bit....any particular time or occasion you want to be a "Fireball", do this: Take two with a quick sip of liquid. (I'll send you free, an extra self-sealing pocket container -- so small you can palm it -- that holds capsules ready for "anytime" use.)

Then...."REJOIN THE PARTY"!....GET BACK INTO ACTION!....With concentrated energy. And -- whatever you're doing -- do it with explosive ENTHUSIASM!!!

Why deny yourself the thrill of trying these? Fill out the Order Form on the next page. Attach remittance, mail in inclosed envelope -- today. Find out for yourself about STAGG BULLETS.

All I say,  
All I ask,  
is: JUST TRY THEM!

*John D. Hancock*

P.S. - I'll send you with your STAGG BULLETS, (1) The self-sealing, minute-sized Capsule Case....(2) The secret Formula for the "INSPIRATION" Drink....(3) A full bottle of fabulous PASSIONOLA (read inclosed circular about it)....all FREE, if you order now.

**LET ME SEND YOU -- AS A GIFT -- FREE! A FULL BOTTLE OF PASSIONOLA**

Made from the real imported Passion Fruit Nectar with other tropical extracts, for drink such as you NEVER experienced!

**Also**

I'll send you a never-before-released recipe for a unique drink you make with this PASSION FRUIT NECTAR called -- "INSPIRATION"

For years only one man in this country held the secret formula for this rare drink. Now, with this just "INSPIRATION" Drink can fashion this "INSPIRATION" Drink quickly and easily in any non-prohibition territory. Serve it to guests you want to totally entrance. Perfect for a party of two ... or more! For get-togethers!

**When "Tired" Drink produces an EXTRA dramatic effect. SET IT AFIRE!**

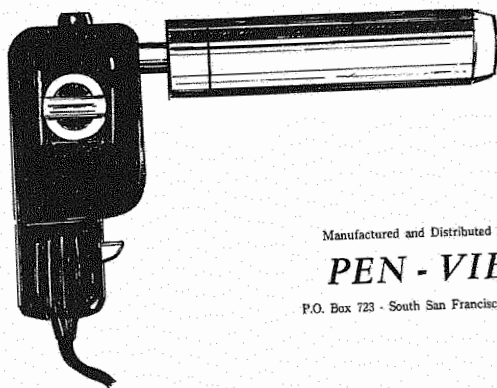
**Don't miss the High-lights of Life! Don't miss the De-lights of PASSIONOLA!**

*Remember - A complete bottle, as a Gift (with your Stagg Bullets) FREE!*

Now... YOU can... **Thrill** to the delights of the Passion Fruit nectar the drink excelled in countless legends of the romantic South Sea Isles!

its very taste takes you back to the days -- and nights -- when native exotically welcomed the white men. When Polynesian leaders "with friendly smiles" had the "white" sailors perfectly entertained the sea-weary sailors. And amidst all the merry-making served them this "nectar to make men viable as the gods!"

We have, at last, discovered an ideal source for this nectar sector. In certain lush tropical Pacific islands, the "Passion Fruit" is packed by local hands, careful to select for our purpose only the **lush-ripened** and most **flavor-ful**. Compounded with other rare tropical extracts, this imported concentrate is so strong that you need use only a small amount with water or "Mix" to produce a drink with all the "spell of the tropics" excitement!



Manufactured and Distributed By  
**PEN - VIB**  
 P.O. Box 723 - South San Francisco, Calif.

# ORDER FORM

Please Print Plainly

Received \_\_\_\_\_

TO: PEN-VIB  
 Box 723  
 South San Francisco  
 California

Currency \_\_\_\_\_

Money Order \_\_\_\_\_

Entered \_\_\_\_\_

FROM: \_\_\_\_\_

Ship \_\_\_\_\_ Date \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Special Order \_\_\_\_\_

PLEASE SEND ME MODEL \_\_\_\_\_

DO NOT FILL IN

Shipping Instructions: Please check how you wish order shipped.

Parcel Post \_\_\_\_\_ No Extra Charge

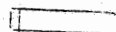
First Class \_\_\_\_\_ Add \$2.00

Air Mail \_\_\_\_\_ Add \$2.50



PEN-VIB IMPROVED STANDARD. 1 1/2" x 7" latex probe with adjustable clitoral facing. Equipped with a nationally known vibrator.

Model S-1  
 \$29.95



PEN-VIB IMPROVED PRINCESS. 1 1/2" x 7" probe with adjustable clitoral facing. Made of finest quality silicone rubber which is highly resistant to moisture and most chemicals. Especially durable and has a moist feeling and a silky texture. Equipped with a TWO SPEED vibrator.

Model P-1  
 \$39.95



PEN-VIB IMPROVED QUEEN. 1 1/2" x 7" probe with adjustable clitoral facing. Made of finest quality silicone rubber which is highly resistant to moisture and most chemicals. Especially durable and has a moist feeling and a silky texture. End has a bulbous protrusion which can be highly stimulating. Comes equipped with a nationally known hand vibrator. HAS TWO ACTIONS -- VIBRATING AND PULSATING.

Model Q-1  
 \$49.95

ALL PEN-VIBS COME ATTRACTIVELY PACKAGED IN A CARRYING CASE.

"NO C.O.D."

"NO PERSONAL CHECKS"

## IS PEN - VIB REALLY EFFECTIVE?

WE ASK YOU TO DRAW YOUR OWN CONCLUSION from what our customers say about our product. Below are excerpts from unsolicited letters in our files.

"... I am very satisfied with my PEN-VIB and would like to try your improved model. . ."

"... On the advice of our family doctor, who seemingly is quite familiar with your "Vaginal Vibrator" for therapeutic aid in lax muscle problems, we are requesting URGENT service . . . Air Mail, Special Delivery. . ."

"... Please send me information about your IMPROVED PEN-VIB. I bought your original PEN-VIB and found it helpful in my marital problem. . ."

"... Recently a friend who has long since been widowed, showed me the PEN-VIB she swears by. . ."

"... I was recommended by a friend to write you. When she told me what she had; I become more interested. You see my husband don't seem to satisfy me very much. . ."

"... In form of endorsement and recommendation, I have achieved extreme sexual satisfaction since using the vaginal massage probe. Also I now enjoy a much stronger stimuli with my husband. . ."

PEN-VIB  
 BOX 723  
 SOUTH SAN FRANCISCO  
 CALIFORNIA, USA

Dear Madame:

THANK YOU FOR YOUR INQUIRY ABOUT PEN-VIB.

PEN-VIB is a vaginal vibrator attachment manufactured by us for the purpose of vaginal massage, and is made to be used by women who for one reason or another do not or can not enjoy sexual satisfaction. PEN-VIB makes it possible for those women who suffer from sexual frustration to find relief.

PEN-VIB was created by a woman for women. She realized the many problems a woman has that stem directly from sexual frustration. Many women have husbands who are unable to satisfy their sex drive, or husbands who through necessity have to be away from home a great deal. There are single women and widows who are unable to obtain sufficient and satisfactory outlets because of our strict social code. Also, there are women whose public nerve endings are underdeveloped or weak, necessitating strong stimuli in order to achieve satisfactory orgasm. And simply, there are some women who have an unusually strong sex drive and require sexual satisfaction more frequently than the average woman, and at times inconvenient for a working husband.

PEN-VIB is constructed of various types of firm rubber ranging from latex to silicone rubber. Every possible precaution has been taken to assure complete safety when used as directed. NEVER use PEN-VIB in or around water.

Although the standard probe fits over 80% of all women, special probes are custom made for those with extra deep or shallow vaginas as well as those who feel the need for probes with larger circumferences.

PEN-VIB is easy to use: Lubricate the probe and insert into the vagina. Adjust the facing until it fits comfortably against the labia and clitoris. Turn the machine on and continue application until climax is reached. Technique of use may be varied from a gradual "up and down" motion of the machine to an "in and out" motion. However, clitoral sensation is suspended during the outward movement and except when wishing to delay orgasm, the "up and down" movement is more effective. A few moments of practice will prove that the combination of vibrating both the clitoris and the vagina simultaneously gives voluptuous sensations never experienced before; and results in orgasms of an intensity never dreamed possible.

WE ARE LOOKING FORWARD TO HEARING FROM YOU. IF YOU HAVE FURTHER QUESTIONS, PLEASE FEEL FREE TO WRITE.

Sincerely

Ray Connors

RC/mr

PEN-VIB Co.  
 Ray Connors  
 Special Consultant



THE NEW ERECT-IT. DESIGNED WITH GREATER SEXUAL GRATIFICATION IN MIND

## GUARANTEED ERECTION INCREASED DEVELOPMENT\*\*

A mechano-therapeutic device based on a MEDICAL PRINCIPLE of over thirty years standing.

In this age of Science, advancement in all fields is taking place. We of Pepco have not failed in our obligation to those who for natural reasons require aid in the fulfillment of their sexual desires.

The NEW ERECT-IT is the most safe to use product of this kind ever offered for sale to the public.

WHAT ARE SOME OF THE CLAIMS ABOUT THE ERECT-IT? GUARANTEED FULL ERECTION OF THE PENIS IN LENGTH AND DIAMETER! DEVELOPMENT AND ENLARGEMENT OF THE PENIL TISSUES\*\*

Because of the use of a vacuum bulb the Erect-It cannot be made to do personal harm.

The NEW ERECT-IT is much easier to operate.

The body of the ERECT-IT is a transparent cylinder which fits against the pubes, and envelops the penis. Operation of the bulb creates a vacuum causing erection of the penis. The penis grows both in length and diameter, creating a complete, full erection. This can make it possible for the male sex organ to enter the female vagina without additional help. Erection should be maintained till coitus is complete.

Caution — Since an extremely large penis may result in discomfort for some women, moderation in the use of the Erect-It has been advised. As has been claimed, progressive exercise will enlarge any muscle. (The penis is composed of erectile and muscle tissue.) Therefore, except in cases of extreme underdevelopment, it has been advised that the Erect-It not be used more than several times a week.\*\*

Note: If the user is prone to easy ejaculation, (climax) it is recommended that the Erect-It not be moved up and down on the erected penis as ejaculation might occur.

THE ERECT-IT IS ABSOLUTELY GUARANTEED TO ACHIEVE A FULL ERECTION! Naturally it is to be removed before coitus. Detailed instructions are included in the unmarked package that has your Erect-It.

### 20-DAY, MONEY BACK GUARANTEE IF NOT SATISFIED!

PEPCO  
11168 Santa Monica Blvd.  
Los Angeles 25, Calif.  
Please send me the ERECT-IT. I understand there is a 20 DAY MONEY BACK GUARANTEE.

I enclose \$19.95 ☐ Cash ☐ Check ☐ Money Order C.O.D. ☐ (\$5.00 deposit enclosed)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

\*"GUARANTEED ERECTION" (if erection does not occur with use of ERECT-IT full refund of purchase price will be made).

\*\*This information contained herein, are based upon writings by medical and lay authorities and authors and constitute the sellers entire knowledge on the subject. Any unintentional misrepresentation (to the mind of the purchaser) may be immediately rectified by means of the money back guarantee. No further claim is intended.



## INTENSE STIMULATION TO THE MALE ORGAN!

Modern science brings you the REX COITAID !!!

Simulates natural feeling of sexual relations for the purpose of causing erection of the penis in a natural and normal manner.

The penis is inserted into the opening of the COITAID, the bulb is squeezed repeatedly until the inner lining completely closes around and completely engulfs the penis.

Tightness can be adjusted as desired. Penis is then moved in and out until full erection is achieved.

*Sexual capability is not governed necessarily by age.*

*\*As long as the spark and desire exist, the flame can be rekindled.*

The unique construction of the COITAID produces great stimulation to the ejaculatory nerves in the penis, helping to cause full erection.

### HOW IS THIS ACHIEVED

A. By first using a special latex liner with a slightly dimpled or rippled surface. This scientifically applied principle is used in the design of the COITAID to create many tiny waves of stimulation setting up a pulsation pattern, thus helping to obtain erection.

B. By providing a hand-operated squeeze bulb pressure system which enables the operator to achieve the exact, desired amount of resistance or tightness needed. Interior walls of the COITAID may be relaxed or contracted at will.

C. By causing (with the help of our special lubricant) natural body temperature to be achieved through mild friction in the interior walls of the COITAID.

**NOTE:** Ejaculation (climax) will occur if the COITAID is used too long. Therefore, it is recommended that you discontinue use as soon as full erection is achieved.

### Immediate Delivery!!!

price THE COITAID... \$20.00

#### Special Lubricant

1 tube ..... \$2.00  
3 tubes ..... 5.00

Complete instructions for use are provided with each instrument.

FOR BEST RESULTS we suggest that a lubricant be used with the COITAID. We have developed a glycerine-based lubricant for just this purpose.

**WARNING:** Do not use vaseline or any lubricant except with glycerine base as it will tend to corrode the inner lining of the COITAID.

This COITAID is a medical device and is intended for use solely for the purpose of helping men to achieve an erection where it is normally difficult. Please do not order this product for any other use.

**\*WE DO NOT GUARANTEE MIRACLES BUT WE DO FEEL THAT FOR MANY MEN, REGARDLESS OF AGE, THE COITAID IS THE ANSWER.**

### GUARANTEED

If not completely satisfied, return within 10 days for FULL refund.

#### ORDER FORM

Fill out and mail to:

REX PRODUCTS

LOS ANGELES - Calif.

Please send me the following:

☐ COITAID ..... \$20.00

☐ Special Lubricant—1 tube ..... \$2.00

☐ Special Lubricant—3 tubes ..... 5.00

I enclose \$ ..... ☐ cash ☐ check

☐ money order ☐ C.O.D. (Must be accompanied by \$2.00 deposit).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I am over 21 years of age.

REX PRODUCTS HAS NO AFFILIATION WITH ANY OTHER CO.

## INCREASED DEVELOPMENT, GUARANTEED PENETRATION

### with the HYPEREMIATOR

A mechano-therapeutic device based on a MEDICAL PRINCIPLE of over 30 years standing. Hyperemization\* is as follows: progressive exercise and/or Hyperemization of muscle and erectile tissue tends to strengthen and enlarge that tissue. The penis is composed of erectile and muscle tissue. As the HYPEREMIATOR is used, engorgement of the tissues takes place, a complete erection is GUARANTEED, and the penile tissues are DEVELOPED and ENLARGED.

The body of the HYPEREMIATOR is a transparent cylindrical chamber which fits against the pubes, and envelops the penis. Operation of the mechanism creates a vacuum, causing hyperemization of the penis. The penis swells both in length and diameter, creating a complete, full erection. Releasing the vacuum allows the penis to slowly return to its normal, flaccid state.

Since an extremely large penis may result in discomfort for some women, moderation in use of the HYPEREMIATOR is advised. As stated above, progressive exercise will enlarge and strengthen any muscle. Therefore, except in cases of extreme underdevelopment, we do not advise using the HYPEREMIATOR more than several times a week. THE HYPEREMIATOR IS ABSOLUTELY GUARANTEED TO ACHIEVE A FULL ERECTION! Naturally, it is to be removed before coitus.

### 20-DAY, MONEY BACK GUARANTEE IF NOT SATISFIED!

CORNELL SURGICAL SUPPLY CO.  
3032 W. Pico Blvd.  
Los Angeles 6, Calif.

Please send me a HYPEREMIATOR. I understand there is a 20 DAY, MONEY BACK GUARANTEE.

I enclose \$19.95 ☐ Cash ☐ Check ☐ Money Order

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

\*HYPEREMIZATION: medical term meaning engorgement, especially for therapeutic reasons.

## ARVA BOVINE ARTIFICIAL VAGINA

PRECISELY CRAFTED TO GIVE THE

SENSATIONS AND SATISFACTION OF

ACTUAL SEXUAL INTERCOURSE !!!

### Check these Sensational Features:

#### Adjustable Size!

The ARVA BOVINE ARTIFICIAL VAGINA has a wide range of adjustability and can be easily adjusted to a perfect and comfortable fit. Diameter of the vagina and vaginal opening depends entirely on individual preference. Opening may be varied from a diameter of 2" to entirely closed. TIGHTNESS CAN BE ADJUSTED AFTER INSERTION.

#### Easy To Store!

Comes in a permanent type storage container, unmarked and easy to tuck away out of sight.

#### Guaranteed!

If not satisfied, return instrument within 10 days and your money will be refunded, less \$2.00 service charge.

### Realism!

Realistic feelings produced in artificial intercourse insure maximum ejaculation.

THESE AMAZING RESULTS ARE ACHIEVED BY:

- Incorporating a special temperature control mechanism, which approximates natural vaginal warmth in a matter of seconds.
- Providing adjustable "resistance" feeling as in normal tissue. Vaginal walls may be relaxed or contracted at will imparting a "gripping" sensation to the penis.

The ARVA BOVINE ARTIFICIAL VAGINA is a durable, long lasting, modern scientific instrument designed to collect semen from bulls for use in artificial insemination of cattle. This instrument may be used to collect semen from any male breeding animal with a penis of extremely small size to as large as 2 inches wide by 12 inches long.

Any glycerine based sterile lubricant may be used with the artificial vagina. Hydrocarbon base lubricants such as petroleum jelly, greases and creams usually found in the medicine cabinet must NOT be used as these quickly deteriorate the latex liner. We RECOMMEND OUR SPECIAL BASE LUBRICANT formulated for optimum viscosity.

Large Tube \$1.45, Two Large Tubes \$2.49

REGULAR VALUE \$25.95. All orders postmarked before midnight, September 23, 1964 will be honored at our SPECIAL INTRODUCTORY OFFER — \$19.95

COMPLETE DIRECTIONS FOR USE AND CLEANING ARE PROVIDED WITH EACH INSTRUMENT

#### ABOUT PERSONAL CHECKS

Company policy requires delaying shipment until personal checks have cleared your bank. Shipment is made immediately when cash or money order is remitted with order.

BEMCO  
P.O. Box 2082, Van Nuys, Calif. — 91404

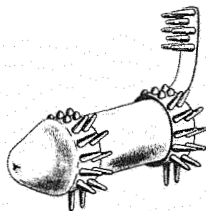
Please RUN items checked below:

☐ ARVA Artificial Vagina — \$19.95 ☐ Cash  
☐ One large tube Special Lubricant — \$1.49 ☐ Check  
☐ Two large tubes Special Lubricant — \$2.49 ☐ Money Order  
(Residents of California include 4% Sales Tax)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## \* WHAT THE DUO-STIMULAR DOES \*

Psychiatrists and other medical experts believe women experience two types of sexual climax. One is the vaginal orgasm which is effectively stimulated by the DUO-STIMULAR #1, as shown in illustration above. The other is the clitoral orgasm which is stimulated by the DUO-STIMULAR #2, as illustrated. The clitoral orgasm is recognized by experts as the most important source of sexual satisfaction in women.



Developed by an outstanding urologist, the DUO-STIMULAR is designed to deliberately and effectively stimulate the erogenous areas sufficiently to assure either the vaginal orgasm or clitoral orgasm, or both.

**The DUO-STIMULAR** is almost invaluable in helping overcome female frigidity of emotional origin. Its use by an understanding husband will successfully arouse dormant emotions and dramatically re-kindle sexual enthusiasm. It is especially helpful for the man whose wife has undergone surgery, who has a relaxed vagina and who feels she is getting "old."

**The DUO-STIMULAR** is carefully manufactured of soft, flexible material and is easily kept clean.

FOR GREATER SATISFACTION AND MUTUAL HAPPINESS, ORDER YOURS NOW!

### ORDER FORM

DIOR, 3435 MOTOR AVE.,  
LOS ANGELES, CALIF. 90034

DUO-STIMULAR:	2 BAND	3 BAND	4 BAND
Prices for ONE*	<input type="checkbox"/> \$9.95	<input type="checkbox"/> \$12.95	<input type="checkbox"/> \$15.95

#### ☐ SPECIAL OFFER:

One 2 BAND - One 3 BAND - One 4 BAND  
\$38.85 value for ONLY \$24.95\*

I enclose \$\_\_\_\_\_ ☐ Cash ☐ Check ☐ Money Order

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*Send \$1.00 extra for speedy delivery. I am over 21 years of age.  
California Residents add 4% sales tax.

### STIMULAR LUBRICANT

An especially beneficial lubricant where the situation demands.

☐ 30 day supply - - - 3.95  
☐ 90 day supply - - - 9.95

# NEW

# and IMPROVED

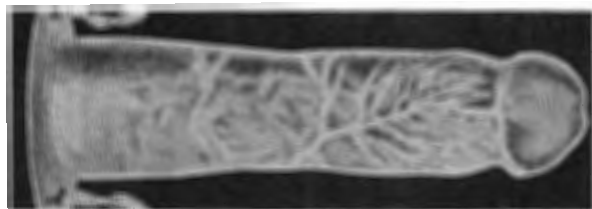
# Authentic PENIS REPRODUCTION

We wish to announce availability of a new, improved, UNITED ARTIFICIAL PENIS. This is an authentic reproduction of an ADULT HUMAN PENIS in full erection.

The UNITED ARTIFICIAL PENIS is manufactured from high quality grease-resisting soft plastic material firm enough for its purpose. It is non-toxic, unbreakable, semi-rigid and flesh colored.

The dorsal vein, corpora, skin folds and other characteristics of the organ are reproduced in lifelike proportions. (Organ is circumcised.) It comes in three convenient sizes (described in order blank).

The prosthesis is hollow with all of the detail on the outside surface, and is worn by the patient. It is washable with soap and plain water for reuse indefinitely. The UNITED ARTIFICIAL PENIS is not a CONTRACEPTIVE.



See description on next panel.

## NEW

AND SO DIFFERENT

ANNOUNCEMENT OF PROFESSIONAL GENITAL PROSTHESES

In conformity with federal regulations, sale is restricted and is to be sold by or on the order of a physician.

## AUTHENTIC PENIS REPRODUCTION

SHOW THIS LETTER TO YOUR DOCTOR FOR PROFESSIONAL ADVICE

We wish to announce availability of a prosthetic device which could be of great psychological value to certain of your patients, those with specific disability, i.e. inability to maintain satisfactory marital relationship. Its greatest usefulness may be to patients with organic or psychic impotence and premature ejaculation, surgical or traumatic amputation of the penis, hypospadias, epispadias, Peyronie's disease (deformity due to fibrosis) and carcinoma or other lesions. It may also be used by instructors in medical schools and marriage counselors.

This device is an authentic reproduction of an

ADULT HUMAN PENIS

in full erection. It has the following desirable characteristics:

**MATERIAL:** Construction is of a substance bearing the tradename, "MAGIC SKIN TEXTURE". It is non-toxic, unbreakable, semi-rigid, flesh colored and most resilient to the touch, the material is impervious to the usual lubricants and body secretions.

**DETAILS:** The dorsal vein, corpora, skin folds and other characteristics of the organ are reproduced in lifelike proportions, circumcised, six and one half (6½) inches in length and one and a half (1½) inches in diameter.

**UTILITY:** The prosthesis is hollow with all of the detail on the outside surface, and is worn by the patient. It is washable with soap and plain water for re-use indefinitely.

Manufactured by  
B. L. S. PRODUCTS CORP  
BROOKLYN, NEW YORK

This product is being offered for

\$1500 EACH Two for \$2500  
Three for \$3000  
at a price you can afford.

Satisfaction Guaranteed  
or  
YOUR MONEY BACK

BRAND  
NEW

Recommended By Dr. \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

Don't miss coupon today  
PACIFIC PRODUCTS  
SUITE 106  
1213 N. HIGHLAND AVE.  
LOS ANGELES, CALIF. 90038  
THIS COUPON VALID WITHIN 30 DAYS

Enclosed is \$\_\_\_\_\_ payment in full.  
(NO C.O.D.'s please)  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
County \_\_\_\_\_ Zip \_\_\_\_\_

## PREMIER VAGINAL PROSTHESES (artificial vagina)



\* P V P \*

SEE MEDICAL EVALUATION REPORT  
NEXT PAGE

IN CASES OF PREMATURE EJACULATION (UNTIMELY CLIMAX), WE DO NOT RECOMMEND THE USE OF P.V.P. IF YOU HAVE QUESTIONS OF A MEDICAL NATURE, CONSULT YOUR PHYSICIAN AS WE ARE NOT ALLOWED TO GIVE MEDICAL ADVICE.

THE P.V.P. IS MANUFACTURED FROM HIGH QUALITY, NON-TOXIC MATERIALS. COMPLETE INSTRUCTIONS ON USE AND MAINTENANCE ARE SENT WITH EACH ORDER.

NOTICE: WE HAVE NEITHER THE DESIRE NOR INTEREST TO SOLICIT MINORS OR ANYONE NOT INTERESTED IN THIS PRODUCT. IF YOU WISH TO RECEIVE THIS PRODUCT, PLEASE FURNISH THE LISTED MAILING LABEL ON THE ENVELOPE IN WHICH YOU RECEIVED YOUR BROCHURE.



P V P

THESE ILLUSTRATIONS SHOW  
HOW P.V.P. ARTIFICIAL VAGINA  
IS WORN

The early models claimed to be devices designed for the purpose of helping in the physical accumulation of blood in the male erectile tissue. As such they were weird looking contraptions which some medical authorities feared could afflict physical injury and damage to the users.

These were followed on the market by a derivation of the bovine artificial vaginal recepticle which is used in the dairy and cattle industry in connection with breeding. No pretense as to their human purpose was made. Improvements are claimed from mailing to mailing and the newest bear precise resemblance to the human genital area.

Major California mail order dealers in such devices have increasingly entered the wholesale business as the market has grown. One such dealer estimates that his current business is now 30 percent wholesale. These major dealers usually own the molds for the rubber products which they sell. By wholesaling, they avoid the problems of postage, mailing, handling and returned products. They will usually sell a \$1.50 product in wholesale orders of a thousand for \$3.00 to \$3.50. It will, in turn, be sold to the consumers for whatever the traffic will bear.

While these grotesque devices are perhaps pathetic, they present the nation's law enforcement agencies with a major complaint problem. Not infrequently the recipients of the graphically written and illustrated advertisements for these bizarre products are juveniles.

As previously stated, juvenile mailing lists bring a premium price of \$30 per thousand, as opposed to the average lists which cost \$20 per thousand. It is generally believed that the reason for the premium price is basic: children make easier customers.

There are now available juvenile mailing lists totaling two million names. These are compiled from publishers of juvenile books, magazines, and comics, and from the advertisers in youth publications. The latter include stamp and coin



sellers, producers of handicraft kits, and manufacturers of various science and nature sets. It is easy to see how so many youngsters' names end up on mailing lists. They are generally among American's prime coupon clippers.

Spokesmen for the direct mail industry insist that individuals and firms dealing with names of young people are careful to screen what is sent to those on their lists. However, as a practical matter, the transactions in the industry flow at such a rate, and in such volume, that adequate screening is very difficult and often "after the fact." The Post Office Department pegs the volume of mail from dealers offering material in the grey or borderline category at possibly twenty million pieces of advertising annually.

The Maryland Crime Commission test would seem to question the contention that juveniles are screened. The post office box used was registered in a name shared by a father and a juvenile son. Since no check was ever made by the advertising firms, the mail could have been addressed to the youngster as well as to the father.

The Post Office Department estimates that more than one million boys and girls in 1966 received unsolicited either pornography or advertisements for such materials as we have indicated above. It is impossible to believe that all these mailings were only accidentally sent to children.

Many of the mail order operators state that they discourage juvenile purchase of their products by including an "adults only" or "disregard if you are not 21" admonition in their mail order magazine ads. This claim is repeated here for what it is worth.

Other operators indicate that a twenty-five cent mailing fee for a catalogue or a sample elixir is specified in magazine ads to halt juvenile responses. For any businessman in 1967 to state that a twenty-five cent fee will deter today's youngsters is either gross hypocrisy or gross ignorance.

California law enforcement agencies have been swamped regularly with complaints from small towns in the mid-western United States which have been inundated with sex-oriented mailings addressed solely to the children of these towns and bearing the postmarks of Los Angeles or its suburbs.

Two years ago, a major Southern California police agency obtained in the course of an investigation, a number of complaints received by a Los Angeles mail order operator following a mass mailing of brochures on a typical male sex contraption. The complaints generally protested the products offered in the mail solicitation. Included were more than 100 specific requests to have an individual's name removed from the firm's mailing list.

Samples of the requests:

"Please remove the name of \_\_\_\_\_ from the mailing list. He is 13 years old."

Long Beach, California

"Would you please remove my son's name from your mailing list. He is a minor, 16 years old, and I do not appreciate this type of mail being sent to him."

Leawood, Kansas.

"Please take \_\_\_\_\_ off your mailing list. He is only 12 years old."

Everett, Massachusetts

"This state takes a dim view of pornography for juveniles. If any more of your filthy ads come to this address, the postal authorities and the state police will be notified at once."

Eliot, Maine

Contained in the boxfuls of protests were a number of letters which referred to previous requests that an individual's name be removed from the list. This clearly indicates that the firm was not immediately responsive to such requests.

Almost every letter expressed some surprise as to how their names got on the list. Samples:

"Dear Sir: Would please find a way of taking me off your mailing list. I don't know how I ever got on it. Maybe because I once ordered a physiology magazine. Other companies availed themselves of that mailing list to send me literature on sexual stimulants and apparatus. Please don't send me any more."

New York City

"Please take my name off your mailing list. I have asked this before. I request you remove my name as someone else (must have) sent it in in the first place and I do not want your advertising coming to me."

Glenburn

"To Whom It May Concern: I have been receiving letters of advertising from your company and several other establishments of this kind. I don't know where you got my name, but I don't like it one little bit and, furthermore, I think you should be prosecuted for sending such trash through the mail. If I receive any more of this 'junk' I will refer it to the Post Office Department."

Lawrenceburg, Indiana

"Please remove my name from your mailing list. Also, I would like to know where you got my name from. And, please do not sell or give my name to anyone else."

Wheeling, Illinois

"Dear Sir: Please do not send any more of this literature. Wherever did you get our address? Please take our name off your mailing list as of now or I'll send (the letters) to the postal authorities."

Sydney, NS, Canada

Similar letters of protest are sent to postal authorities -- at the rate of 197,277 in 1966. Such complaints have increased almost 300% in the past three years, according to the Post Office Department. The operations of one dealer alone, operating from a Los Angeles address, has resulted in 75,000 complaints to postal authorities during the past two years.

Of this general problem, Timothy J. May, the General Counsel of the United States Post Office Department has recently testified before a United States Senate Subcommittee as follows:

"Social scientists, psychologists and moral theologians will probably debate forever the question of whether such non-obscene, sex-oriented materials have a corrupting influence upon youth. Nevertheless, in this country, it is still the responsibility and the right of the parents to provide for the moral training of their children. It is their decision that counts. If parents believe that sex-oriented materials will produce a harmful result on their children, it is their right and responsibility to screen such material for their children.

"Parents, therefore, understandably look to the state to support them in prohibiting the importation of sex-oriented materials into their home where those parents have made it perfectly clear that they do not want such materials sent to their children. (emphasis added)

"I should make it very clear that the Post Office Department is in the business of delivering mail -- a full time job. We make poor censors. We do not think we are the proper agency to decide what people should read or write. On the other hand, we do not want to be the unwitting agency for delivering into people's homes sexually offensive material that the patron has clearly stated he does not want.

"The Congress may, therefore, wish to consider legislation which would prohibit a mailer from sending materials which, although not obscene, offered to sell matter of an erotic sexual nature to a patron who had already notified the mailer he did not want to receive such material in the mail. This is the type of advertising circular which the Supreme Court, in the Ginzburg case, referred to as pandering. It would not be the advertising itself which is criminal; the criminal act would be the sending of pandering circulars to a patron who has told the mailer he does not want to receive such materials.

"Under such a proposal, the Post Office Department would establish administrative machinery to receive complaints from postal patrons. Legitimate complaints would then be forwarded to the mailer with notice that thirty days after the receipt of such notice, an Act of Congress prohibits him from making any further

mailing of such pandering materials to that patron; and the notice would also state that the statute requires the mailer to delete that patron's name from all mailing lists owned or controlled by the mailer, and forbids the sale or exchange of such lists which included the patron's name. The proposal would permit a parent to take the same action on behalf of his minor children.

"In a prosecution for violation of such an order, the mailer could raise the issue whether or not the prohibited material was a pandering advertisement, and would have the benefit of a jury decision on that issue. Consequently, the mailer would be protected from arbitrary judgments by the postal patron.

"In all candor, I cannot say that such a legislative scheme is entirely free from constitutional doubt. It may constitute an abridgement of constitutionally protected speech, even though very limited. If so, hopefully, this abridgement would be found to be warranted by the patron's right to secure the privacy of his home against the invasion of unwanted pandering advertisements."

## ARCADES

Motion pictures began with the nickelodeon and its little hand-cranked viewing machines. One of the early scandalous successes was a strip of film showing Little Egypt performing her dance at the Chicago World's Fair. Other more prosaic fare included moving scenes of the Atlantic Ocean, locomotives, and firemen.

When machines were developed to flicker these images across a screen, many of the nickelodeon entrepreneurs went on to become Hollywood monarchs.

Yet in the backwashes of California's cities, there still exist nickelodeon parlors which differ in only three ways from their 1890 predecessors:

- small electric motors have replaced the hand-cranks.
- nickels are not accepted by the machines.
- the fare bill is totally devoted to sex.

The profit in these "movie arcades" is substantial. The machines may be rented or purchased. Since most of the machines are about thirty years old, the purchase price --approximately \$350.00-- is not prohibitive. The major overhead -- aside from rental of a storefront for the "arcade" -- is the employment of a full-time maintenance man. Because of their age, these machines require constant attention.

The average machine holds a continuous reel of 400 feet of 16 mm. film with a running time of 12 minutes. The film may be color or black-and-white. It is shown in 90-second to 150-second segments at ten or twenty-five cents a segment. Therefore, if the arcade-goer wishes to see an entire reel, he will place at least 60 cents in a dime machine and at least \$1.50 in a quarter machine. Some machines show an entire reel for fifty cents.

These films usually feature a single female. They range from strip-teases to extended close-ups of undulating shaven genitals simulating sexual intercourse.



There have been many convictions against arcade films in California which have been upheld at the appellate level.

A profitable sideline for many of these arcades is the sale of their films printed on 8 mm. stock. Frequently the films sold in this fashion will contain sequences which have been edited from the machine-viewer version. Hard-core per-version films are also sold under-the-counter in such establishments.

These establishments partially enclose their viewing machines with half-drapes to provide privacy for the viewer. Such enclosures generally have been removed in Los Angeles due to prosecutions for local health code violations. The machines, the floor and the surrounding area in the enclosures were found to be caked with sexual emissions. This was found to violate certain local health and sanitation standards and the enclosures were removed in an effort to avoid this problem.

Women often are barred from arcades -- as well as from movie theatres which show similar films. During a morning (9:30) inspection of arcades, a female investigator from the Attorney General's Office was prevented from entering one arcade until she identified herself. When she entered, the six early-morning male patrons fled.

Just as slot-machine players will "shop" for a machine which they believe is ready to "pay-off," the sophisticated arcade-goer will "shop" for a machine which he believes is ready to show the final climactic segment of a reel. Regular arcade-goers also become skilled in feeding a steady flow of coins to a machine so that the action of the film is not interrupted.

Occasionally arcade habitues are tipped-off to particularly provocative films by "out-of-order" signs which are placed on the machines containing these special films.

There are currently seventeen arcades in California. These are businesses devoted entirely to viewing machines and the survey does not include single machines

which may be placed in a bar or in the back of a bookstore. There are believed to be arcades currently operating in at least five cities. There are estimated to be a total of twenty-five separate operations.

The average net profit for these enterprises is \$25,000. In one year, the largest in Los Angeles netted an estimated \$85,000 from an annual gross of \$117,000.

## FILMS AND PHOTOS

Southern California, because of its geographical relationship to the motion picture industry, has long been a production center for "homemade" girlie films and still photos of varying sexual content.

While the films are not of studio calibre -- artistically or technically -- they are not "homemade." But the tag has persisted, probably because it carries its own connotation of a private show.

The making of such films is often a sideline for all involved -- models, cameramen, technicians and processors. The profits, however, have occasionally led both those who make the films and the processors to devote full-time to this occupation. Some individuals have even set themselves up as one-man studios, handling all operations from the photography to the final processing and printing of the films and photos. Such an operator usually branches into mail order sales.

Overhead in such an operation is low. The female participants are usually women with criminal records of prostitution who are paid a fee ranging from \$25 to \$75. The male participants are usually not paid. After the filming session, the only costs involved are processing the film.

The films are normally 200 feet of 8 mm. film with a running time of 12 minutes. They wholesale for about \$2.00 each and may be retailed -- over or under the counter -- for \$6.00 to \$12.00 each. The content will range from mild strip-teases to acts of sex perversion. The same films will sell through mail order at prices from \$15.00 to \$25.00. Usually the mail order films are milder than those sold in stores.

The makers of "hard-core" films frequently employ distorting camera angles and lenses, and editing techniques, to transform the participants into extraordinary sexual athletes.

The still photos are usually four inches by three-and-one-half inches. They are sold at an average retail price of \$2.00 for a packet of six to ten photos. Some packets may cost as much as \$10 depending on the material.

The retail sales are usually made in sex-oriented book stands, theaters, and arcades. In the latter, the films are often the same that are being shown on the viewing machines.

The demand for these films and photos in California and the rest of the nation amounts to a million dollar wholesale gross profit annually in California.

## FILMS AND PHOTOS



### TREND SETTERS AND SIDELINES

An analysis of the economics and nature of the business of sex-oriented materials would be incomplete without some mention of those individuals whose operations have effected industry-wide trends and methods.

Louis W. Linetsky of Los Angeles has established the pattern for the mail order marketing of sexual devices and accoutrements. His utilization of mass mailing together with his bold production of genital apparatus has resulted in scores of imitators in Southern California.

His successful challenges to the postal and obscenity laws have resulted in a general legal finding that the quasi-medical nature of his products precludes prosecution under the obscenity statutes.

His mail order operations, which include some dozen fictitious firms, are in a large part responsible for the drive in Congress to enact administrative machinery over mailing lists and their use.

Milton Luros, dba Parliament News and Sun Era, Inc., in North Hollywood, became magazine king in the sex-oriented field by discovering that nudist photo-essays had a commercial appeal ranging far beyond the nudist camp.

His photographers also range beyond the nudist camp. In the recent federal trial in Sioux City, Iowa, testimony was given about a yacht cruise to Catalina which resulted in the first nautical nude photo-essay. The three-day cruise was free for the 15 nudists who shared the yacht with three photographers. The layout later appeared in Luros' "Nudist Photo Field Trip."

A longtime publisher, Luros has been accused by critics, literary as well as legal, of patterning his sex-oriented publications after bona fide nudist magazines in order to qualify for postal privileges denied to straight "girlie" editions. He denies the charge. Whatever his motive, his editorial changes generally have coincided with court decisions which seemed to exclude

nudism and its publications from the force of obscenity laws.

His operations are streamlined and all-inclusive. His firm offers an editor every service from art work (he has his own art agency) to national and local distribution of the magazines, which he publishes under his own Sun Era banner and also prints on contract. The nudist titles which roll over his presses in North Hollywood exceed 30 in number.

Today he appears to be attempting the development of a "Playboy" trend in the nudist field, both organizationally and publication-wise. The Jaybird clubs and magazines have recently been unveiled to his public.

The tone is sophistication. Art and culture are being woven into the magazine, along with crusades--the latest being for a public nudist beach. Readers are invited to accept the Jaybird Principle, to join Jaybirds Anonymous, to live by the Jaybird Philosophy, and to subscribe to a Jaybird journal.

Where it will end culturally, legally, and financially remains unanswered.

A third national trend setter is Lyle Stuart of New York City, whose mail order book business has put more sex-oriented publication catalogs into the nation's residential mail boxes than any other individual or firm.

Stuart, who uses his own name as well as several fictitious ones, has obtained by purchase, rent or trade virtually every national book and literary club list for use in his solicitations.

This widespread indiscriminate mailing to the literary-minded has been the source of prosperity -- and a never-ending stream of complaints to postal authorities and local law enforcement agencies.

There is nothing so irate as the individual who signed up to buy the great classics only to find, immediately thereafter, that he is in receipt of a letter from Lyle Stuart which reads in part:



"Ask yourself without false shame: What do you know about erotic play with lips and fingertips. About the sexual crescendo. About the role of the skin, the hair, the limbs . . . What about celebration sex for special occasions, as fully explained in this book, along with such arts of maturity as the 'imagination-spurred special'."

All the answers, of course are promised in Albert Ellis' The Art and Science of Love, which Mr. Stuart confides in the letter is being offered "only to serious-minded people whose names we found on a special list."

Some readers never get to the complimentary close, which assures them that Lyle Stuart is "Your most sincerely." By this time, thousands of letter recipients have reached for the telephone or the pen and are protesting to an enforcement or postal agency.

Chances are that before the protestor can receive a written reply on his initial complaint, he will receive Lyle Stuart's full catalog, perhaps sent out under the name of "Rory John," a dba.

In this, the reader is offered -- at savings "up to 88%" -- a wide variety of books best classified as esoteric, erotic, exotic and -- unlikely. There is a full offering of Dr. Albert Ellis--6 volumes-- as well as "Swap Clubs" by William and Jerrye Breedlove, Japan's "Shunga," Greece's "Eros Kalos," India's "Kama Kala," "Mr. Madam," "The Third Sex," and 225 other books of a similar vein.

He is credited in the publishing world with the sex exploitation of medical books and historical books on native art and culture.

His recent catalogs indicate a pattern of marketing a number of California nudist magazines under various discount plans. The repeated offers would indicate a volume which normally could be sustained only if there were contractual agreements between publisher and distributor.

Finally, there is the mark left on the entire literary world by the entry of Grove Press into the sex-oriented field. In Grove's own words, this is what happened:

"The literary scene has never been the same since 1959, when Grove published the first American edition of "Lady Chatterley's Lover." A year later, we made it possible for you to read Henry Miller's classic "Tropic of Cancer" without traveling to Paris."

Since that time Grove has catered to what it refers to as the new generation of readers and writers, with such publications as "The Story of O," "The Nightclerk," "Eros Denied," the complete works of the Marquis de Sade, the French comic strip, "Barbella," and most recently Frederick Charles Forberg's old (1884) "Manual of Classical Erotology."

To better service its new generation of readers, Grove began publishing "Evergreen" which is equated in its advertisements with the so-called "underground" movement.

The industry, as with any other of its volume and scope, spawn side lines and marketing gimmicks. Some industry nuances which the investigation unit encountered are worthy of citation because of the economic facts which each serves to bring forth.

It is to be assumed that there will be "returns" in any publishing venture with the volume of that of the pulp books and sex magazines.

One publisher has invested in a huge chopping machine, which slashes and chews his unsold books into confetti for sale at a cost that will reportedly cover his minimal print costs. He chooses this method as the best way to prevent his unsold books from being a drug on the market, as well as insuring him the cost of printing.

Not all publishers insist on their own material being destroyed; some will sell to vendors who have come to be known as "junk" dealers. Such junk dealers will resell to local retailers at less than half-price. This operation entails, however, a certain amount of overhead in trucks, good warehousing, and the cost of labor.

At least one operator in Los Angeles has devised a low overhead market. He buys the excess materials and sells on the foreign market. His warehouse is a shack-type garage, which does not worry him because he knows that the books and magazines are going to be shipped with even less style--as ballast on ocean-going vessels. When, and how, they reach Hong Kong and Le Havre is of little concern, here or there. The price is "right" at both ends.

The industry, fraudulent as it is, finds itself susceptible to schemes of deception. Such a scheme was practiced to a professional degree within the mail order industry by an individual who sought to capitalize on the nude photograph market. The most seductive brochures were mailed far and wide, throughout the United States, for several years, offering photographs of such things as: a girl and a dog--"Lucky Dog"; two girls and a man--"They Really Give Him a Workout"; two women--"No Holds Barred"; and, a man and a woman--"Two People and a Blanket."

In reality, the pictures showed nothing more than the titles. And, in the world of obscenity and pornography and twilight material, the photographs clearly were not "worth" the \$10.00 which they sold for, sight unseen. The operator is now under federal indictment on criminal charges of counterfeiting--money, not pornography.

Another individual devised a lucrative fast-buck operation which combined pornography with books already published within the industry.

This person invested in a copy camera and installed it in his garage. He copied a number of paperbacks and interposed a number of blatant pornographic illustrations throughout each book. The photos did not necessarily have anything to do with the story line, but this individual was thus able to peddle the books as "special illustrated editions." He sold them to twilight book stores throughout Los Angeles. Naturally, he did not pay any royalty or fee to the publisher and authors of the books he was copying. Therefore, his costs amounted to little more than his investment in the camera, its film, and paper.

The gullible customers who frequent the twilight book stores paid \$10.00 for these books, which without illustrations were selling for 75 cents and \$1.00. This individual had found a ready market, but his activities were halted by criminal charges.

Still another nuance, which borders on fraud, has been noticed at the retail level. This involves seductive misrepresentation in the sale of a run-of-the-mill "girlie" or "nudie" magazine.

Such a magazine is turned to one of its provocative pages, this being enhanced at times by folding the page at a suggestive angle and then sealing the magazine in a polyethylene bag. The "wrapper" gives to the magazine the appearance of having "very hot" contents, all of which enables the retailer to set the price at whatever he feels the traffic will pay.

One can find regular \$2.00 magazines readily selling at \$4.00 or \$5.00 after being "bagged." The customer, of course, is unaware of the deception until he has furtively carried the bag home and

unwrapped its empty contents. Here, again, as with the illustrated paperback mentioned previously, the emphasis is on making the customer think he is getting material of a contraband nature.

### THE WORK OF THE SPECIAL UNIT

To carry out the intent of the Legislature, both in rendering assistance to local law enforcement and in gathering information, a special unit was established in the Department of Justice in September, 1965.

Field work was initiated in October of 1965 by Louis McClary, who came on loan to the unit from the administrative vice division of the Los Angeles Police Department. The field effort was increased in April of 1966, with the addition to the unit of Michael Serio, on loan from the Los Angeles County Sheriff's Office, vice detail.

Working with the investigators were staff lawyers of the Attorney General's Office.

The prime thrust of the special unit in the field was to assist local law enforcement with a program of informational exchange and investigatory assistance and coordination. In this manner the unit was able to assess the problem legally and economically while, at the same time, contributing toward the administration of Penal Code Section 311 throughout the state.

Simultaneously the legal staff was researching and studying the case law in the area of obscenity as well as reviewing and consulting with the field investigators. This work was aimed at making recommendations for remedial legislation.

An integral part of the assistance to local law enforcement has been the establishment of a law enforcement Data Index and Information Exchange in the Attorney General's Office. The Index comprises pertinent information on persons arrested under Penal Code Section 311, together with disposition data and relevant legal decisions. Also available to law enforcement agencies is general information on publishers and distributors involved in this field.

The Information Exchange also offers statewide to law enforcement pertinent mailings on significant court interpretations of Penal Code Section 311.

The work of the special unit will continue through the summer, with a training seminar scheduled for members of law enforcement. This seminar will include both the investigator and the prosecutor, and the emphasis will be on the evidence and procedures necessary for a successful prosecution.

Handbooks for the investigator and the prosecutor will be compiled from material presented in the seminar by expert lecturers. These handbooks will be made available to law enforcement personnel working on obscenity matters.

A chronological review of the unit's assignments follows. It will be noted that the 18-month period began and ended with investigatory work on the same mail order operator. In the interim, it should be pointed out that the subject and his firm moved to a neighboring state, but returned within the past two weeks. This operator is currently under the scrutiny of federal, state, and local agencies -- all of whom have received numerous complaints from dissatisfied customers as well as from persons who received unsolicited and unwanted advertisements for sex photos and films.

The operations began in November, 1965:

#### 1965

##### November

1. A preliminary investigation of a large San Fernando Valley based mail order firm was initiated in conjunction with postal authorities. The Los Angeles Police Department and the Attorney General's Office had received complaints concerning this large mail distributor of films and photos.
2. Information was gathered in San Diego for subsequent indictments by the Los Angeles County Grand Jury against two of the largest paperback and magazine operators in the nation.
3. Investigation was commenced involving a secondary distributor located in Wilmington, California.



1966

January

4. Twice in this month, assistance in investigation, arrest and follow-up on arcade-type material was given to the Salinas Police Department. Convictions were obtained.

April

5. A coordinated investigation with the Los Angeles County Sheriff's Department was carried out which resulted in the arrest and conviction of two suspects for violations of Penal Code sections 182.1, 311.2, and 311.5. (Complaint No. F9482, Inglewood Municipal Court, Division 1.) Material involved pictures of sexual intercourse and sexual perversion.
6. A coordinated investigation with the U. S. Postal Department was conducted relating to a San Diego mail order business. The material under investigation was generally fetish, bondage, and flagellation literature and films. Postal officials affected the arrest of this operator on February 28, 1967.
7. Assisted Los Angeles County Sheriff's Department in the investigation, arrest and conviction of a suspect bookstore dealer wherein five paperback books were found to be obscene. (Complaint No. M40937, Pasadena Municipal Court, Division 3.)
8. Coordinated investigation with Los Angeles County Sheriff's Department, Los Angeles Police Department and Long Beach Police Department, resulting in the arrest of four theater owners for exhibition of an obscene film. Prosecution is pending.
9. Assisted Los Angeles County Sheriff's Department in the investigation and arrest of four nudist magazine publishers and two photographers. Case still pending.

May-June

10. At the request of Governor Brown's Office, an investigation was made into the activities of an organization identified as the "Sexual Freedom League" with bases in Berkeley and San Francisco. Report filed with the Bureau of Criminal Identification and Investigation.
11. Assisted Santa Clara District Attorney's Office in an investigation relating to the processing of allegedly obscene film in Redwood City.
12. Advised the San Mateo County District Attorney relating to the investigation and prosecution of nudist magazine publishers.

13. Assisted Santa Clara District Attorney's Office regarding the investigation and pending prosecution of certain mail order operators leading to their arrests. Appeal pending.
14. Assisted Los Angeles Police Department Intelligence and F.B.I. with information regarding an investigation of counterfeiting by persons involved in mail order business of sexual materials. Three arrests resulted. There has been one guilty plea. Two trials are pending.
15. Investigated a complaint from a resident of the City of Fresno regarding the distribution of obscene matter. Prosecution barred by the statute of limitations.
16. Investigated the exhibition of film available at arcades in the City of Sacramento. Report submitted to authorities.
17. Assisted postal authorities at Travis and Hamilton AFB regarding pornographic material from Army bases. Military authorities now handling this matter.
18. Assisted Anaheim Police Department in investigation and arrests of persons charged with violating Penal Code section 311.2. Material involves nudist magazines, books and male nude photographs. Two arrests were made. Trial pending.
19. Assisted San Luis Obispo Police Department regarding an investigation of nude photographs distributed from that city by a mail order business.
20. Investigation and documentation of information regarding numerous mail order organizations distributing sex-oriented material.
21. Followup investigation regarding the films exhibited at arcades in Sacramento and San Francisco.
22. A survey of the retail bookstores in Sacramento and San Francisco regarding the exhibition and distribution of material possibly prohibited by Penal Code section 311(a).
23. Coordinated preliminary investigation with the Los Angeles City Attorney's Office at a local film laboratory regarding processing of sex-oriented material
24. Conducted preliminary investigation based on information received from Folsom Prison inmate regarding possible distribution of hard core sexual material by publishers of nudist magazines.

July

25. Coordinated investigation of flagellation material with Los Angeles Sheriff's Department and Los Angeles Police Department. Complaints have been issued against three publishers and eight retail distributors charging violation of Penal Code section 311.2

August

26. Co-ordinated investigation with Los Angeles Police Department of pornographic film producers and distributors. Resulted in nine arrests. Trials pending. Films showed various acts of sexual intercourse and perversion. Violations of Penal Code sections 182.1 and 311.2 charged.

September

27. Co-ordinated investigation with Los Angeles Department resulting in the arrest of a suspect alleging distribution of obscene film. Conviction obtained.
28. Investigation conducted with Los Angeles City and County authorities resulted in the arrests of 24 retail store owners and clerks. Approximately 55 publications, various photos and films are involved. Prosecution is pending.

October

29. Coordinated investigation with Los Angeles City and County authorities resulting in the arrests on February 15, 1967 of 11 individuals for production of hard-core movies. Prosecution is pending.

1967

30. New investigation into renewed activities of San Fernando Valley-based mail order firm mentioned in Case 1.

Further investigations are presently being conducted on several statewide cases.

## CONCLUSION

As a result of this study, this report can state with certainty that:

. . . There is a significantly large industry of sex-oriented books, magazines, films, photos, and apparatus.

. . . California is a center of production and marketing for that industry.

. . . It is this industry that produces the materials which come into question under the obscenity statutes of California as found in Penal Code section 311.

. . . There today exists a legal gap between the scope and intent of the guiding U. S. Supreme Court decisions and the effectiveness of the California law as interpreted by the appellate courts of the state.

. . . Such a legal gap creates confusion, indecision and unevenness in an important body of the law to which men and institutions are committed by oath and statute to apply with determination, and dispatch, and uniformity.

. . . It is unfair to ask men and institutions to continue to carry out the administration of criminal justice in an area where there exists such a legal gap between the guidelines of the highest court and the enabling statutes of the state.

. . . This legal gap can only be closed by the State Legislature with certain remedial language and amendments.

With these certainties in mind, we recommend to the Legislature that positive action be taken on Senate Bills 78 and 79 to clarify and better define the California statutes, and finally that there be a Joint Resolution asking the Congress

of the United States to legislate in the federal area of mail order lists.

Beyond the pale of certainty there is an area of contention to which we wish to speak.

The argument is often made in opposition to obscenity measures that there is an absence of scientific proof that such material has a casual relationship to anti-social or criminal behavior. At the present time the question of whether there is a relationship can neither be answered "yes," nor "~~no~~," with supporting scientific data. In the meantime, the troubling suspicion lingers with researchers--as well as with many involved in the administration of criminal justice--that there may be a relationship. In November of last year the New York Academy of Medicine formally urged President Johnson to arrange for adequate federal financing for a study. With such national interest, an answer may be available in the foreseeable future.

However, for the present it should be pointed out that the United States Supreme Court has on a number of occasions indicated through its decisions that the states have the right to legislate if the legislators believe obscenity to be an anti-social factor and threat. The court has so indicated without deciding whether obscenity is a factor in deviancy and certain crimes of violence.

We agree with the Court's position.

We also believe that the comment of Judge Chauncey M. Depuy of the 39th Judicial District of Pennsylvania is pertinent:

"It is the habit of the purveyors of this filth continuously to demand 'scientific evidence' proving that it is harmful to children or to some important fraction of adults. My reply has been that the harm from this filth is obvious and my argument is based on the most commonly accepted principle of learning.

"If the printed work, or film, has no value in instructing people, then we may as well close all the public schools and throw away textbooks, or the collateral reading matter which is promoted in schools, colleges, or other places where people gather for learning. The magazine industry may as well fold up in the trade publications field and elsewhere, if the printed word does not succeed in transmitting both information and points of view . . . Man tends to become that which he admires, and he is lead to admire that which is frequently presented to him. To reach the conclusions sought by the pornographers, we have to discard every known principle of education. Anyone wishing to employ common sense will have to admit that pursuit of either reading or visual education, whether in the classroom or in the movie theater, is a means not only of entertainment but of instruction and of imperceptibly forming points of view."

