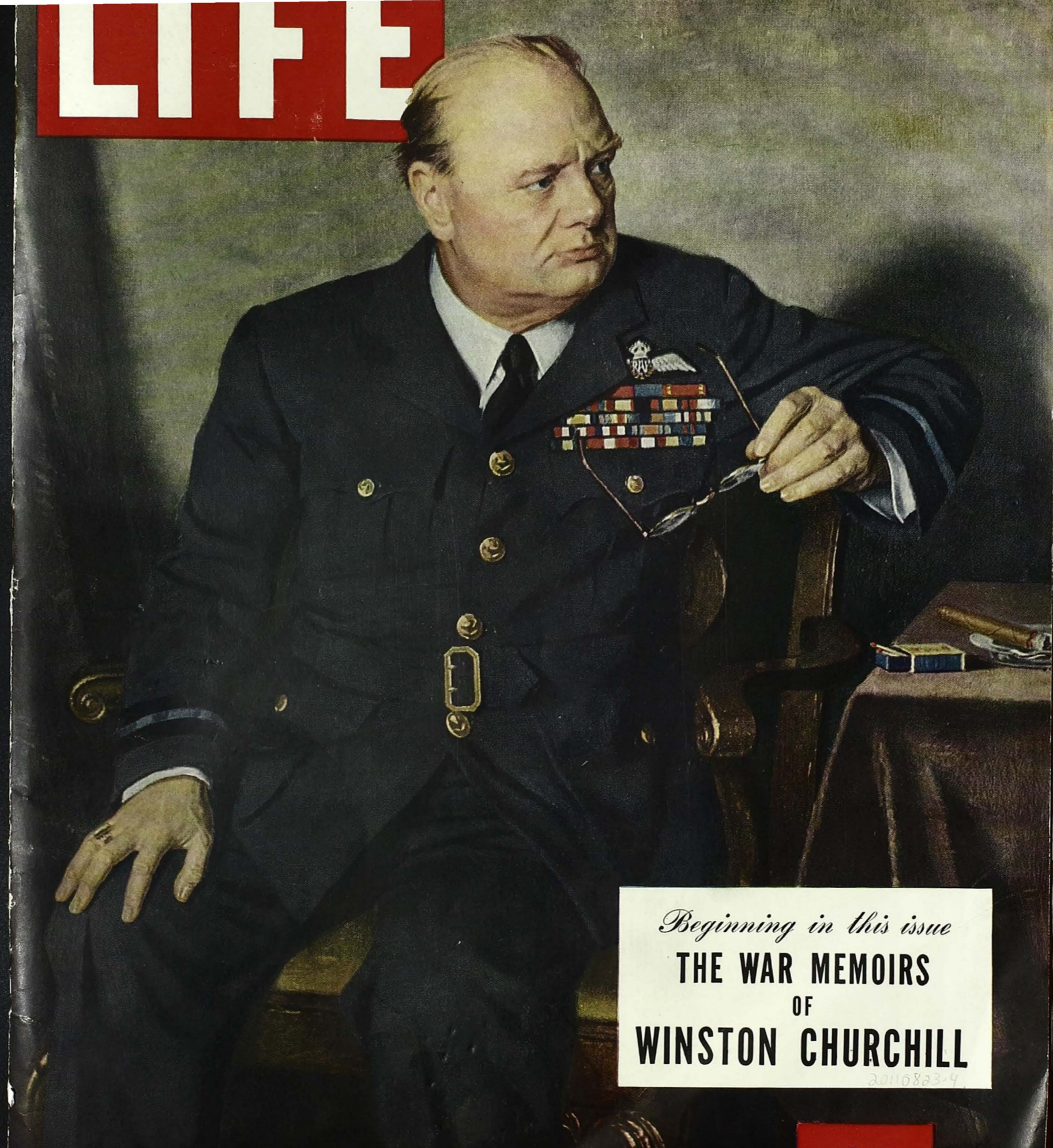


**LIFE**



*Beginning in this issue*  
**THE WAR MEMOIRS**  
OF  
**WINSTON CHURCHILL**

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APRIL 19, 1948 **15** CENTS





SCHOOLGIRLS CAMPAIGNED TO KEEP FILMS IN SIOUX CENTER

## IOWA MOVIE BATTLE

Led by clergy, devout Sioux Center votes for "no more films" but ban is reversed

Like all the other clergymen in the quiet little Dutch farming community of Sioux Center, Iowa (pop. 2,000—churches, seven), the Reverend B. J. Haan (*right*) considers movies sinful and Hollywood "a hindrance to the Kingdom of God and an enemy of Christ." Last week, according to these lights, Satan won a thumping victory in Sioux Center. The town council, after watching a five-month campaign to close it, voted to let Sioux Center's only movie house remain open.

But since last December the movie issue had split the town. The antimovie faction said films induced immorality, created an atmosphere foreign to the church. The promovie group pointed out that they were devout churchgoers too (fewer than 50 townspeople are not), said it was better to have movies at home than send local teen-agers (*above*) 20 miles to see them elsewhere. A bitter campaign was fought in press (*next page*) and pulpit. Finally in January the town turned out for a referendum. Results: antimovie, 488; promovie, 427. Before the theater's license expired, however, a new town council had been elected. Its five members voted four to one to ignore the plebiscite and renewed the license for one year.



THEATER, run by the American Legion, is in little-used town hall. Thus, clergymen complained, movies seemed community-sponsored.



REVEREND B. J. HAAN, a hellfire-and-brimstone preacher, does not claim to have seen any

movies but says he knows all about them. He approves light drinking, smokes, plays golf himself.



EVERY BABY  
IS A "LUXURY BABY" IN THE NEW

**Thayer**

"VANITY FAIR" FOLDING COACH

Who has a better right to vanity than the mother of a lovely baby? The gleaming new THAYER "Vanity Fair" is a baby carriage designed for the pride of smart young mothers... as well as the safety and super-comfort of baby. It's a luxury coach at *less* than luxury prices. All the famous Thayer features, of course... shock-proof, sway-proof chassis, rich upholstery, aluminum push handles adjustable to mother's height, safety brakes, self-oiling, squeak-proof wheel bearings, *plus* chrome-plated chassis and big semi-pneumatic white tires.



A Thayer Folding Coach *saves money* and *saves space* in a small home or apartment, because it may be used as a bassinet, simply by removing the hood and folding down the handle. See the new Thayer Coaches at your favorite store in your choice of lovely colors. Or send 10¢ for your copy of "PRIMER FOR PARENTS", Thayer's gay guide to baby care. Address Thayer, Inc., Dept. LM3, Gardner, Mass. (In Canada, address Bruce Stauffer & Co., Ltd., Montreal, 25).

THERE'S A FAMOUS **Thayer** FOLDING COACH  
AT A PRICE FOR EVERY BUDGET



Carriages • Strollers • Toddlers • Hi-Chairs • Cribs • Training Seats • Pres-toe-Pens

**Thayer** MEANS THE FINEST IN JUVENILE PRODUCTS

Iowa Movie Battle CONTINUED

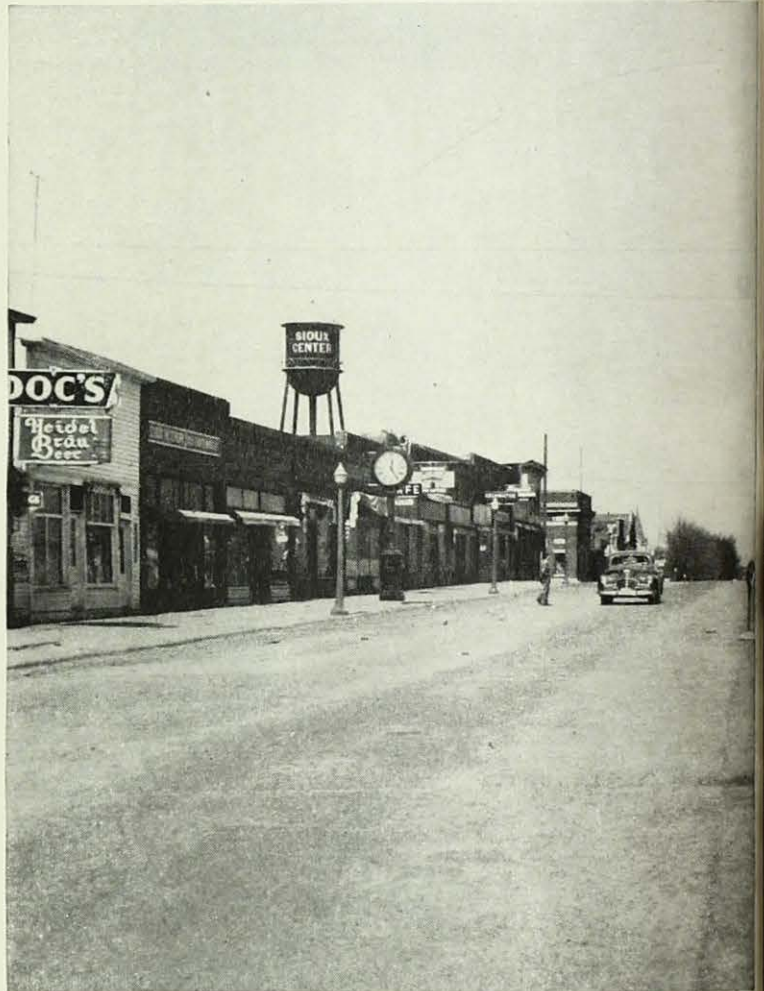
**Sin  
Needs  
No  
Encouragement**

**VOTE NO!**

**The Honor  
of God  
Demands it - -**

**VOTE NO!**

ANTIMOVIE ADS clearly labeling movies as instruments of the devil appeared throughout the weekly Sioux Center *News* right before last January's plebiscite. All of them were inserted by special ministers' committee (p. 100).



MAIN STREET in Sioux Center is almost deserted on a Sunday, when no place of business, not even the movie theater, is open. Nearly everybody in town attends two 90-minute church services. LIFE's photographer was sharply

THE SIOUX CENTER NEWS THURSDAY, JANUARY 1, 1936

**One More Community Project**

Our local post of the American Legion has in its possession several citations and trophies for Community Service.

Our most recent Community enterprise has been the sponsoring of Motion Pictures in Sioux Center.

During the summer months the Civic Club promoted and showed motion pictures in our municipal park. The large attendance there demonstrated to us the need for a year round showing. At present we are renting the town hall, but before a great while we expect to build a substantial building which will be a fine addition to our town. We thank the people of this community for their enthusiastic patronage and warm approval of our carefully selected films.

We also wish to acknowledge the thanks of a great number of parents who expressed their appreciation to us for providing carefully supervised entertainment locally.

But now some folks want to take away our license to operate. They have asked for a vote. The date is January 6th. We wish they had been here all their lives like we have, instead of just a little while. We wish they had been with us when we went to war. They would understand us better — they would know that we love our community and have only its good at heart.

We know that some spiritual leaders here who oppose us are lenient and liberal as to their own habits, but some of our boys and girls are too young to take up smoking and drinking just yet. God give us strength to offset the example they are setting for the youngsters of this community.

We are asking the people of this town to support us with our project of nice pictures for nice people.

Please Vote  YES

PROMOVIE ADS played on Sioux Center's strong community spirit. Nearly all its residents are of Dutch extraction, say "ja" instead of "yes," distrust outsiders. Churches are the only social subdivisions—no lodges, clubs, Rotary.

A  
Gibson Van Hook  
New Gilbert Van  
Ray L. King  
New, Ray L. King  
Edward B. Prudden  
New, Edward B. Prudden  
Charles M. ...  
New, Charles M. ...

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## A PLEA OF 450 FARMERS

To The Voters of Sioux Center  
We The Farmers Can Not Vote....

BUT WE ARE DEFINITELY INTERESTED IN THE ISSUE CONFRONTING THE TOWN PEOPLE NEXT TUESDAY!

WE, THE UNDERSIGNED, CONSIDER SIOUX CENTER TO BE OUR HOME TOWN AS WELL AS YOURS. SIOUX CENTER IS OUR HOME AND THE HOME OF OUR CHILDREN AS FAR AS CHURCH, BUSINESS, FRIENDS, AND MANY SOCIAL ACTIVITIES ARE CONCERNED. WHAT HAPPENS IN THE TOWN DEFINITELY INFLUENCES US AND OUR CHILDREN.

WE ARE OPPOSED TO MARRING THE CITY OF SIOUX CENTER WITH A THEATER WHICH AS SATAN'S TOOL WE BELIEVE TO BE A SPIRITUAL AND MORAL DETRIMENT TO OUR PEOPLE.

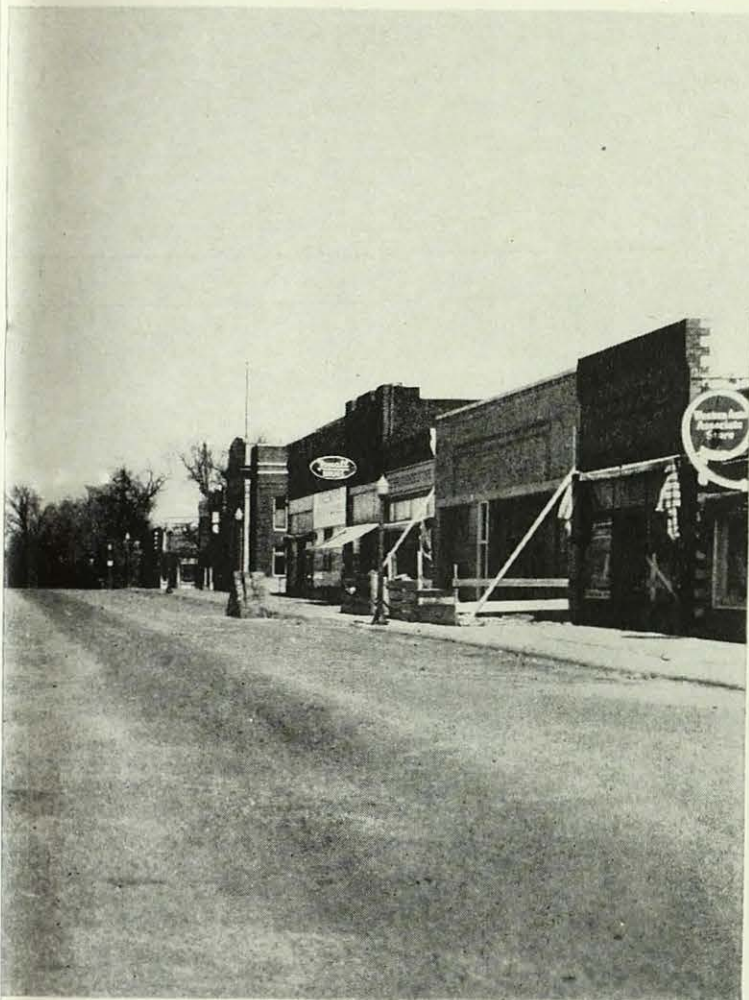
THEREFORE WE STRONGLY URGE UPON ALL OUR FRIENDS IN SIOUX CENTER AND ESPECIALLY THE BUSINESS MEN WHOM WE CONSIDER OUR FRIENDS TO GO OUT TO THE POLLS AND VOTE NEXT TUESDAY

**No X**

The above petition was signed by the following farmers:

Gilbert Van Beck Mrs. Gilbert Van Beck Earl E. Reas Mrs. Earl E. Reas Evert R. Franks Mrs. Evert R. Franks Charles Mel Mrs. Charles Mel Mrs. Van Kamp	Henry Cleveringa Jacob Cleveringa Jacob Bergman Clarence A. Berg John P. Schulz Gerrit De Jansz Jr. Clarence J. Cleveringa Arthur Wilson	George J. Reas Mrs. George J. Reas Ed. Erickson Mrs. Ed. Erickson John Berglund Mrs. John Berglund Peter J. Berglund Mrs. Peter J. Berglund Alfred J. Berglund	Pete Voser Mrs. Pete Voser John Hill Mrs. John Hill L. A. Klein Mrs. L. A. Klein Dick Fransen Mrs. Dick Fransen	Geert Van Kamp Jr. Mrs. Geert Van Kamp Jr. J. Albrecht Ella Stenok Mrs. Ella Stenok Mrs. Wm. Janszbergen Martin A. Janszbergen Richard Voser	Harry Calenbrander Mrs. Harry Calenbrander John M. Van Vleet Mrs. John M. Van Vleet Mrs. Mrs. Janszbergen Mrs. Van de Hart
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ANTIMOVIE PRESSURE from nearby farmers was put on local businessmen whom they patronize. The promovie forces accused clergymen of routing out habitual nonvoters like old people and invalids in order to swing the vote.



criticized for taking this picture on Sabbath day. Some yelled angrily, "Don't you know that it's Sunday?" At left in the picture is Doc's, Sioux Center's only bar. It closes before midnight and nothing stronger than beer is sold.

## PLEASE BE FAIR WITH US AND BE HONEST WITH YOURSELF--VOTE YES

Dear Sioux Center Voter:

Next Tuesday afternoon you are asked to make an important decision for your friends in the American Legion. We do not have a great deal of money or a great deal of time and opportunity to get our message to you. We will not have expert speakers to sway your judgment. May we therefore have your attention and fair judgment in this

hold ourselves responsible, and earnestly solicit your active support next Tuesday. Vote as early in the afternoon as you can.

This is being settled the American way—Tuesday afternoon you can make your choice.

PLEASE BE FAIR WITH US—VOTE "YES" (X)!

THE AMERICAN LEGION

OPEN LETTER from American Legion appealed to those who claimed theater would stimulate business, cut down on juvenile delinquency. There is little routine juvenile delinquency in Sioux Center, but a good many hasty weddings.

CONTINUED ON NEXT PAGE

# STOP CORNS FAST!



NEVER WAIT! At the first sign of sore toes or tender spots from new or tight shoes, apply Dr. Scholl's Zino-pads. They instantly end painful shoe friction, lift pressure off the sensitive spot and stop corns before they can develop! But—if you have corns, callouses or bunions—these thin, soft, cushioning, protective pads give you quick, soothing relief.

### SPEEDILY REMOVE CORNS, CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads speedily remove corns and callouses when used with the separate Medications included. No other method does all these things for you!

Zino-pads are entirely different, in medication, design, shape, texture, vastly softer and more effective than anything you ever tried. Don't stick to stocking or come off in bath. At Drug, Shoe, Department Stores, Toiletry Counters.

## Dr. Scholl's Zino-pads



## Have You Any Other Common Foot Troubles?

There is a Dr. Scholl Relief for them. Sold everywhere.



### TENDER FEET

Dr. Scholl's Foot Powder relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot.



### HOT, TIRED FEET

Dr. Scholl's Foot Balm relieves tired, aching, hot feet from fatigue. Very soothing, refreshing.



### PAIN HERE?

Dr. Scholl's LuPad relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light, washable.



### ATHLETE'S FOOT

Dr. Scholl's Solvex relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin. (Liquid, Powder or Ointment).



### FALLEN ARCHES

Dr. Scholl's Foot-Eazer and exercise relieves tired, aching feet, rheumatic-like foot and leg pains, due to weak or fallen arches.

THERE ARE 40 **Dr. Scholl's** FOOT AIDS



# Dry Clean it Yourself with SUPER RENUZIT

• YOU'LL DO IT BETTER!

• YOU'LL SAVE TIME and MONEY!



Just "DIP and RINSE" WITH AMERICA'S NO. 1 HOME DRY CLEANER

IT'S SAFE— for home use!

- DRESSES • NECKTIES
- SWEATERS • SCARVES
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- WORK CLOTHES
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AT LEADING STORES EVERYWHERE



\$1.19 only GAL.

Also 2 Gal. and Quart Sizes (Slightly Higher in Far West and South)

RENUZIT SPOT & STAIN REMOVER IT REALLY WORKS ON LIPSTICK • FRUIT STAINS and other hard-to-remove spots 4 oz. 29c Sold Everywhere

RENUZIT HOME PRODUCTS CO. PHILA. 3, PA.



MINISTERS' COMMITTEE to stop the theater-license renewal is headed by the Reverend B. J. Haan (second from left). All but one of town's ministers are Calvinists. The Dutch address their clergymen by the title "Dominie."



BAPTIST CHURCH is the poorest in this well-to-do Calvinist town. All the churches protested so much over a dance held last year that none has been held since. Note the many children. Families of 12 are common in Sioux Center.



SECRET SESSION of town council met with Mayor Maurice Anthony Te Paske (head of table) and renewed license. In spite of plebiscite the council felt that closing the theater would create more problems than it would solve.



## First of the social graces

Household cleanliness is the first sign of the good home maker. That includes toilet bowls—which your friends expect will be odorless and fresh. Your best friend here is Sani-Flush—which keeps toilet bowls as clean as new. No stains or film after a Sani-Flush cleaning. No work—no other disinfecting needed.

Safe in all toilet systems—works in hard or soft water. At grocers' everywhere. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

### Sani-Flush

GET TWO CANS AT A TIME



26,000,000 Americans now read LIFE every week. This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

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In One Simple Easy Operation 8 1/4 Lbs. Save Time and Labor with a MONTAMOWER

New model. New type metal handle has special device to adjust cutting height. Drive shaft now mounted on free rolling, factory lubricated, sealed ball bearings. No tired backs or aching arms. 8 1/4 lbs. live precision made mechanism that first gathers, then cuts smoothly a clean 16" swath through grass, dandelions, spike grass, lawn weeds. No noise or clutter. As modern and efficient as your electric razor. Cuts right up to walks, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory for 26 years. Costs little. Write at once for trial on your own lawn "approval offer," guarantee information and literature.

MONTAMOWER DISTRIBUTING CO. 801 Keeler Bldg. GRAND RAPIDS 2, MICH.

IT MAKES DOGS HAPPY, HEALTHFUL charge

The original vitamin mineral candy. DOGS RELISH. Vets formula. Healthful scientific food supplement. Contains no cane sugar. At all stores selling dog food or dog supplies.

CANINE VITA CANDY CO., INC., NORTHVALE, N. J.