

## **General Principles**

1. No picture shall be produced that will lower the moral standards of those who see it. Hence the sympathy of the audience should never be thrown to the side of crime, wrongdoing, evil or sin.
2. Correct standards of life, subject only to the requirements of drama and entertainment, shall be presented.

## **Particular Applications**

### **I. Crimes Against the Law**

1. Murder
  - a. The technique of murder must be presented in a way that will not inspire imitation.
  - b. Brutal killings are not to be presented in detail.
2. Methods of Crime should not be explicitly presented.
  - a. Theft and robbery should not be detailed in method.
  - b. The use of firearms should be restricted to the essentials.
  - c. Methods of smuggling should not be presented.
3. Illegal drug traffic must never be presented.
4. The over use of liquor must never be presented

### **II. Sex**

The sanctity of the institution of marriage and the home shall be upheld. Pictures shall not infer that low forms of sex relationship are the accepted or common thing.

1. Adultery, sometimes necessary plot material, must not be explicitly treated, or justified, or presented attractively.

## 2. Scenes of Passion

- a. They should not be introduced when not essential to the plot.
- b. Excessive and lustful kissing, lustful embraces, suggestive postures and gestures, are not to be shown.
- c. In general passion should so be treated that these scenes do not stimulate the lower and baser element.

## 3. Seduction or Rape

- a. They should never be more than suggested, and only when essential for the plot, and even then never shown by explicit method.
- b. They are never the proper subject for comedy.

4. Sex perversions or any inference to it is forbidden.

5. Scenes of actual child birth, in fact or in silhouette, are never to be presented.

6. Children's sex organs are never to be exposed.

## **III. Vulgarity**

The treatment of low, disgusting, unpleasant, though not necessarily evil, subjects should always be subject to the dictates of good taste and a regard for the sensibilities of the audience.

## **IV. Obscenity**

Obscenity in word, gesture, reference, song, joke, or by suggestion (even when likely to be understood only by part of the audience) is forbidden.

## **V. Profanity**

Pointed profanity (this includes the words, God, Lord, Jesus, Christ - unless used reverently - Hell, S.O.B., damn, Gawd), or every other profane or vulgar expression however used, is forbidden.

## **VI. Costume**

1. Complete nudity is never permitted. This includes nudity in fact or in silhouette, or any lecherous or licentious notice thereof by other

## **VI. Costume**

General Principles:

1. The effect of nudity or semi-nudity upon the normal man or woman, and much more upon the young and upon immature persons, has been honestly recognized by all lawmakers and moralists.
2. Hence the fact that the nude or semi-nude body may be beautiful does not make its use in the films. For, in addition to its beauty, the effect of the nude or semi-nude body on the normal individual must be taken into consideration.
3. Nudity or semi-nudity used simply to put a "punch" into a picture comes under the head of immoral actions. It is immoral in its effect on the average audience.
4. Nudity can never be permitted as being necessary for the plot. Semi-nudity must not result in undue or indecent exposures.
5. Transparent or translucent materials and silhouette are frequently more suggestive than actual exposure.

## **VII. Dances**

Dancing in general is recognized as an art and as a beautiful form of expressing human emotions.

But dances which suggest or represent sexual actions, whether performed solo or with two or more; dances intended to excite the emotional reaction of an audience; dances with movement of the breasts, excessive body movements while the feet are stationary, violate decency and are wrong.

### **VIII. Religion**

The reason why ministers of religion may not be comic characters or villains is simply because the attitude taken toward them may easily become the attitude taken toward religion in general. Religion is lowered in the minds of the audience because of the lowering of the audience's respect for a minister.

### **IX. Locations**

Certain places are so closely and thoroughly associated with sexual life or with sexual sin that their use must be carefully limited.

### **X. Titles**

As the title of a picture is the brand on that particular type of goods, it must conform to the ethical practices of all such honest business.

### **XI. Repellent Subjects**

Such subjects are occasionally necessary for the plot. Their treatment must never offend good taste nor injure the sensibilities of an audience.