

# MALOOF

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around the country and forbade the commission from publishing a list of those merchants.

"That is no different in the eyes of the law from what your mayor is doing," Whicher said. "Perhaps once the mayor's constitutional error is pointed out to him, he will change his plans."

Maloof said Thursday he will consult with attorneys before deciding whether to scrap his crusade, but he said his gut reaction is to proceed as planned.

"If President Reagan and Edwin Meese can ask the nation to take on pornography, why can't Jim Maloof?" he said. "I think it's our responsibility as leaders to at least ask for the cooperation of retailers to provide us with a better reading element."

Gary Morris, a Peoria city attorney, said Thursday none of the resources of City Hall have been used in the mayor's crusade, so Maloof probably would have to defend himself personally against any legal action.

The mayor also said Thursday he was elated to learn that press reports alone of his planned anti-pornography campaign were enough to prompt some local merchants to pull certain magazines off the shelves.

A well-known group of drugstores, a chain of convenience stores, and at least one bookstore announced Thursday that they were reducing or eliminating consumer access to certain magazines because of Maloof's personal objections.

Dick Bogard, owner of Bogard Drug Stores Inc., said he was pulling Playboy, Penthouse and other such publications off the shelves of his stores to avoid a confrontation with the mayor and the ministers' group.

"You're going to get church people coming in and raising all kinds of hell," Bogard said.

Illico Independent Oil Co., which operates Apollo Marts in the Peoria area, announced it was also halting the sale of such magazines at some of 11 area outlets.

Les VanBibber, sales manager at Illico's headquarters in Lincoln, said many Apollo Marts already had dropped the likes of Playboy and Penthouse in recent months because of a general upheaval about the acceptability of those magazines.

But Maloof's public appeal for a boycott "forced the issue," VanBibber said.

"I want to be a part of the solution — not the problem," he explained. "That's my answer to all confrontations."

Meanwhile, employees at the B. Dalton Bookseller store in Northwoods Mall received a personal thanks from the mayor when they pulled the magazines off of display shelves and made them available only from behind the counter.

Store manager Diane Speidel said Maloof was at the shopping mall on other business but stopped in the bookstore and expressed his gratitude after seeing that magazines he finds pornographic were not in public view.

Playboy Enterprises Inc., which has encountered similar crusades recently in cities all across the country, said Thursday it had 85 retail outlets in the Peoria area as of last year and competitor Penthouse had 79 outlets.

Playboy spokesman Bill Paige said those numbers probably have dropped in the past year because campaigns like Maloof's have been

fairly successful.

"If a person has a business but he doesn't have the conviction to conduct that business," Paige said, "you can't put a gun to his head to sell the magazine."

Paige also said Playboy probably would not initiate a lawsuit against Maloof.