By around 1937 and 1938, the spicy pulp chain began to have trouble with some public figures crusading against the moral decline evidenced in their pages, with the result that the stories and illustrations slowly began to be "cleaned up." In an apparent effort to continue to sell their magazines in areas where censorship was more stringent, SPICY ADVENTURE STORIES and the other spicy titles began to frequently publish two versions of each issue, a "censored" version and an "uncensored" version. The censored versions were generally denoted by a star on the front cover, though at some point it appears that all issues began to have a star on the front cover.