

Nation's Merchants Turn To Variety of Gimmicks To Stimulate Business

New York (UPI)—Watch out, Santa Claus. On your guard, Gen. Trujillo Jr. When it comes to handing out free gifts, retailers across the United States can give you both competition. A United Press International survey reveals that many merchants are going in for some old-fashioned showmanship and new-fangled gimmicks to woo the consumer and stimulate sales. **Even Plain Money** They're giving away stockings and subway rides, Cadillacs and cabin cruisers, ladders and lubrication, and just plain money. Perhaps the most intriguing sales gimmick came up last week when the New York City Transit Authority announced a plan to let subway and bus riders get free rides for certain soap coupons. Three coupons equal one free ride.



MARRIED OR NOT?—Pierre de LaSalle shown following his visit with actress-model Suzy Parker who was hospitalized in St. Augustine, Fla., after an auto-train accident in which her father was killed. LaSalle denied reports that he is married to Miss Parker.

Gold Hill Boy To Get National VFW Citation

Gold Hill — Willard Vernon Waterhouse of Gold Hill has been notified that he will receive a National citation from the Veterans of Foreign Wars, in recognition of his services to his school, Post, church and the community. Qualifications for the citation were based on scholastic ability, leadership, activities both school and community service. Willard, a graduating senior at Crater High, was among finalists competing for the 1958 Veterans of Foreign Wars Explorer Scholarship award, won by Gerald Lynn Eller of Stratton, Neb. The National committee of judges included John M. Mayhall, division sales manager of Anderson Prichard Oil corporation; Lewis P. Andrews, architect; and J. T. Naylor, president of United Telephone companies, all of Kansas City, Mo. The committee instructed John Mathieson, National director of Youth activities, to notify Willard of their congratulations to him because of his achievements. The judges stated that the accomplishment shown in his records would be beneficial to him in securing jobs and college requirements in the future. **Among Graduates** Willard was among the graduates at Crater High June 5. He hopes to attend Oregon State college this fall to study agriculture education. He is a son of Mr. and Mrs. V. L. Waterhouse of Los Angeles, Calif. His interest in Scouting began when he was 13. He is a Life Scout and served as senior crew leader for Explorer Post 43 the past year. The post is sponsored by Gold Hill VFW Post 7416. It has been largely through the efforts of Vaughn Whitmore that the Explorer Scouts were organized in Gold Hill, Willard said. The youth has resided in Gold Hill the past 10 years. He was carrier for the Oregonian here during his sixth, seventh and eighth grades and attended the local school. He has been employed by Norman Gail at Gail's Gold Hill market the past three years. Willard has been a member the past 15 months of the National Guard.

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The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors.

John K. — My wife's shyness handicaps my business. **Ethel K.** — I can't help myself.

John K. — My wife and I are having a terrible problem involving our social life. We recently moved to a new community where I set up a small business of my own. It is very important in my line of work to have an active social life. Everything depends upon personal contacts and word-of-mouth recommendations.

My wife, who has always been a shy person, does not give me the necessary help. I feel for the sake of our family she ought to force herself to come out of her shell enough to entertain people and to participate actively in the community life. I don't think this is asking too much from a loyal, loving wife.

Ethel K. — I realize almost everyone would say I am in the wrong, but I can't help myself. I go to pieces if I

have to entertain at a large party. The more I realize how much depends on it, the more impossible it seems to handle it. I feel I have enough to do to take care of our three children and make a comfortable home. The rest is up to John.

Aside from this, I don't like our new community or the people in it. I am accustomed to life in a fairly large city and I miss all of the advantages I used to enjoy there. I just wasn't cut out to be a small-town girl. I feel as though I am surrounded by people with whom I have nothing in common.

The Council: There seems to be a painful lack of communication in this family. John needs his wife's help,

as virtually a partner in his business, yet he has embarked upon the enterprise without first making sure of her support in a community she finds undesirable.

How come the husband and wife did not discuss their plans in detail? How did Ethel allow herself to be led to a small community when she feels she cannot tolerate life there?

Of course, it is understandable that neither John nor Ethel could anticipate their situation completely, but if they had talked together, they undoubtedly would have realized some of the problems which would arise. If the problems did not come as a surprise, the couple would be better able to cope with them. It is certainly time for John

and Ethel to arrive at an understanding.

John thinks he knows what a "loyal, loving wife" ought to contribute, but does he know what is expected of a "loyal, loving husband"? We think one of the things he could and should offer his wife is an understanding and acceptance of her personality, even with its faults and limitations. His wife undoubtedly is experiencing a deep sense of failure and rejection because she cannot do what is expected of her.

On the other hand, we do think individuals can change their personalities when there is a strong motivation. If Ethel could put her heart into helping John build up his business, she would undoubtedly lose much of her shyness and probably learn

to like the community she now disdains. The problem here is less a social one than a lack of active interchange in the marriage relationship. (Copyright 1958, General Features Corp.)

EX-MODERATOR DIES

Portland Washington, N.Y. (UPI)—Dr. Sam Higginbottom, who served as moderator of the Presbyterian Church in the United States in 1930-40, died here Wednesday. He was 83. The clergyman won fame as a missionary to India, where he served for a time as president of the Allahabad Christian college. He founded and headed the Allahabad Agricultural Institute.

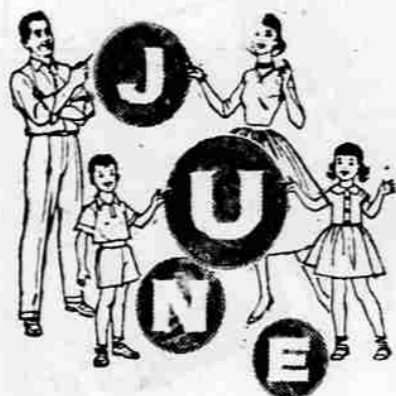
KRUPP LEADER DIES Essen, Germany (UPI)—Prof. Eduard Houdremont, 62, leader of the research section of the Krupp industrial concerns, died here on Tuesday. The cause of death was a heart attack.

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