

# Moscow Lacks Flashing Signs, Big Billboards

By JAY AXELBANK  
MOSCOW (UPI)—Anyone who really wants to get away from bright lights, flashing neon signs and billboards could come to Moscow.

Communism and Madison Avenue techniques do not go together, so Moscow probably is the world's most signless city — advertisingly speaking.

The only signs you see in Moscow are either public service announcements or propaganda slogans for communism. Most are painted on the sides of buildings. A very few are lit up.

Samples of those you do see: "Beware of fire," "Put your money in a savings bank," "Take a taxi — it's fastest — it's the fastest and most convenient" and "Glory to the Communist party."

The nearest thing to a catchy jingle is "Krasnaya svet, Perekhod nyl" which means "Don't cross against a red light."

A few signs on buildings that do advertise goods or services are strictly downbeat. They say the Aeroflot, the staterun airline, is "convenient and fast," that such and such is the latest movie, that tomato juice is "healthy" and ice cream "tasty and nourishing."

According to the Soviet Encyclopaedia, the development of advertising in capitalist countries was stimulated by unrestrained competition and over-supply.

"Huge sums are spent on advertising which ultimately is a burden laid on the backs of consumers," it says, commenting: "By contrast, in socialist countries advertising has been put to the service of the consumer."

National circulation newspapers such as Pravda or Izvestia carry virtually no advertising, although such local papers as "Evening Moscow" and "Moscow Pravda" do run a few ads on the back or inside pages. On radio, there are 10-minute periods in the morning and afternoon set aside for public service announcements on the availability of goods (new sewing machines on sale at such and such a store), appearance of a visiting sporting team or a help-wanted announcement for a new manager of, say a Moscow tire plant. Occasionally such "commercials" appear on television. There is no other radio or television advertising.

## Cockroach Poison Kills Miami Child

MIAMI (UPI)—A 2-year-old boy died Thursday and eight other youngsters were treated at a hospital after coming into contact with cockroach poison, police reported.

Kenneth Stanley fell unconscious Wednesday and died at a hospital, Friday.

## Show-Off Towels



Decorator's dream! Color-luscious needlework makes a set of towels outstanding! Easy, gay applique plus cross-stitch, magic combination for colorful towels. Pattern 7486: four 6 1/2 x 28-inch motifs; applique pattern pieces.

THIRTY-FIVE CENTS (coins) for this pattern—add 15 cents for each pattern for first-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, ZONE, PATTERN NUMBER.

NUMBER HANDICRAFT HITS in our big, big, new 1964 Needlecraft Catalog, out now! See toys, fashions, crewelwork, heirlooms, gifts, bazaar hits—everything to crochet, knit, sew, weave, embroider, quilt, smock. Send 25c right now.

**MONTGOMERY WARD**

WARDS IS ALL  
AGLOW ABOUT  
CHRISTMAS!

**WARDS  
BELLRINGER  
SALE**

WARDS IS THE PLACE TO BUY  
GIFTS! WE'RE BRIMMING OVER  
WITH CHRISTMAS IDEAS, VALUES

WE'RE OPEN EVERY NIGHT FROM NOW TO CHRISTMAS. For your convenience, Wards has extra-long store opening hours—extra help, too. Shop Monday through Friday 9:30 A.M. to 9:00 P.M. Saturday hours are 9:30 to 5:30

### COTTON SHIRTS



BUY TWO—YOU  
SAVE MORE!  
REGULARLY 2.98

**2 for \$4**

2.44 EACH

Oxford, cotton, Fortrel®/cotton, Dacron polyester/cotton . . . solid colors, pretty prints . . . button-down, Bermuda, softly tailored styles . . . roll-up or long sleeves. What a group! What a way to check off names on your Christmas list! 30-38.

### GIRLS SAVE 1.10



ORLON® BULKY  
KNIT CARDIGAN  
HOLIDAY COLORS

**3<sup>88</sup>**

REG. 4.98

For a gift she'll love finding on Christmas morning, select a Wards Miss Brent cardigan in the popular bulky knit. Fashioned in soft, warm Orlon® acrylic, it machine washes and bounces back in perfect shape. White or holiday pastels. Sizes 7 to 14.

See Wards complete girls' Chubby Fashion Line, too!



**SAVE 2.21**

CAROL BRENT QUILTED GIFT ROBES EXCLUSIVE WITH WARDS

**6<sup>77</sup>**

Reg. 8.98

Imagine! Not just 3 or 4 styles . . . BUT EVERY 8.98 quilt robe reduced! Nylon Chiffoni, lace and acetate tricot . . . with luxurious Shiffoni, and or piping trims! Florals or solids, loose or fitted, collared or collarless. Sizes 8 to 18.

**SAVE NOW!**

Hardy, Handsome Car Coats In  
Many Styles . . . Reg. 16.98, 17.98

**14<sup>99</sup>**

Reg. 19.98 to 22.98 . . . 16.99

Slick young car coats keep you warm—and take the hardest day-after-day wear! In cotton corduroy, wool Melton, vinyl suedes; many toasty-warm linings. Black, green, taupe. Sizes from 10 to 20. Everyone a real buy!

### TAPER-TAILORING



MEN'S REG. 3.98  
OXFORD CLOTH  
BRENT SHIRTS

**2<sup>77</sup>**

SAVE 1.21!

Choose smart solid colors or woven stripes . . . both of fine long-wearing combed cotton oxford cloth. Comfort tailored with neat-fitting tapered bodies, tails. Button-down banded collars give smooth, dress-shirt look. Washable...shrinkage controlled. S-M-L-XL.

### SLIM PETTIPANTS



REGULAR 2.99  
NYLON TRICOT  
IN FANCY TRIMS

**2<sup>24</sup>**

Slim, trim Carol Brent pettipants to wear under skirts, slacks, other fashions for casual comfort. Nylon tricot with lace trims on one style, applique in pastels on the other. And, now you buy them at Wards typical low price. . . . Sizes S-M-L. You'll want both of these pretty styles.



SAVE 31% ON  
STRETCH SHEERS

**68<sup>PC. REG. PR.</sup>**

Carol Brent micro-stretch nylons conform to your legs with complete wrinkle free flat-ty. Priced so low now.



BOYS' NEW BRENT  
IVY SHIRTS

**1<sup>68 REG. 1.98</sup>**

Tapered with back box-pleat and hanger loop. Ivy prints in Sanforized® cottons. Prep and jr. sizes 8 to 18. \*Max. shrink. 1%.



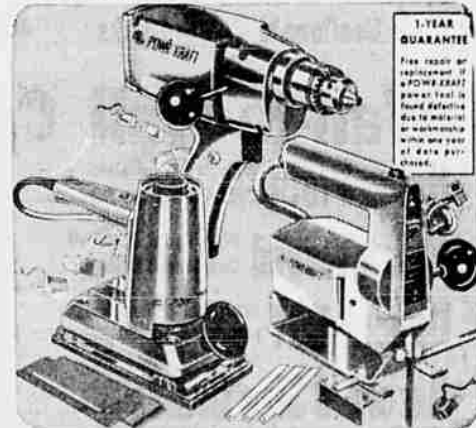
**\$40 RECORD BONUS!**

23" TV, STEREO, FM/AM, MULTIPLEX

Complete entertainment TV with Picto-Matic brightness control, stereo has 6 speakers, FM/AM radio receiver, FM stereo-cast! Much more! Walnut veneer cabinet. \*Measured diagonally.

**419<sup>95</sup>**

NO MONEY DOWN  
Up To 36 Mos. To Pay



### FOR HEAVY DUTY

6.96—\$10. OFF! POWER-KRAFT TOOLS

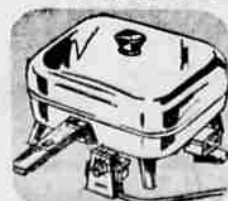
- (A) 29.99 orbital sander; w/ plate, 9 sheets, bannet.
- (B) 26.95 sabre saw; Ball bearings. With 3 blades.
- (C) 26.95 drill, 1/4": Most powerful of its size!

**19<sup>99</sup>**

NO MONEY DOWN



**3-SPEED MIXER**  
With powerful motor, extra-large beater, and thumb-tip ejector. Hangs on wall or stands on heel. **12.88**



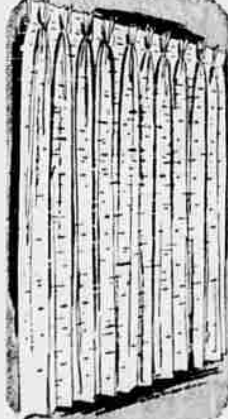
**ELECTRIC SKILLET**  
All-aluminum—automatic! With vented lid, polished Sunray interior, tilt-lean for fat-free frying. **14.88**



### PRINTED TOWELS MAKE GAY GIFTS

2 for **88<sup>PC. REG. 99. EA.</sup>**

Holiday dress for kitchen or bath, or charming as "little gifts." Assorted patterns and colors; about 16x28".



### SALE! FIBERGLAS® DRAPERY PAIR

**7<sup>88</sup>** 48x84" Pr.

9.98 panels of easy-care, no-iron Fiberlas® in boucle stripe weave. 5 fresh colors; other sizes sale priced. ©Owens-Corning Reg. T.M.



### LEG LOUNGER FOR TILT-TOP COMFORT

**10<sup>88</sup>** Reg. 11.95

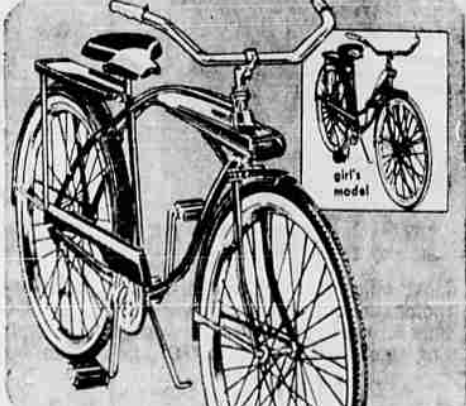
Handsome brass-plated base adjusts; 5" cushion covered in no-scuff vinyl in choice of colors. 16x17 1/2".



### 31-IN. HASSOCK BUILT-FOR-TWO!

**17<sup>88</sup>** Reg. 19.95

Soft pillow-top style, in luxurious supported vinyl. Resists wear 'n' tear of young TV watchers! Color choice.



### SAVE \$10 NOW!

BOYS' 24"—26" TWIN BEAM BICYCLES

A dream come true for the boy in your family! Bright chromed fenders, handlebars, rims, pedals, etc. Foam-padded saddle; carrier; safety coaster brakes.

**43<sup>88</sup>**

NO MONEY DOWN



**MONOPOLY GAME**  
Fun for the whole family! Win a fortune, or go bankrupt by tossing dice. With houses, "money" . . . **3.88**



**PRETEND TV-RADIO**  
Turn dial—plays "Farmer in the Dell" as story shows across screen. Jam-proof. Won't overwind! . . . **2.28**



**WOODBURNING SET**  
UL approved air-cooled electric pen, 6 plaques, color point and materials to make gifts . . . **1.78**

**HURRY!**  
come to  
Wards  
Toy Town

ALL THE TOYS YOUR  
KIDDIES DREAM  
ABOUT AT VALUE-  
PACKED PRICES