Salesmen Beating Bushes With Bags Of Old Tricks In Search For Customers

By SAM DAWSON

NEW YORK, Aug. 17 (AP)—Salesmen are beating the bushes for customers again. They are using some new sticks, but the old tricks.

For instance, wives of highly placed public officials pour tea in department stores—part of a nation-wide drive to sell a brand of silverware.

Two girls pull hair at a New York night club. They are said to be quarrelling over which knows the really stylish way to make a drink, with cucumber or mint. The sponsors introducing this British beverage (Pimm's Cup) to the United States say the fight was unrehearsed.

I just means it's a buyer's market again, and that people lie awake nights thinking up ways of getting you to learn about their product without realizing it was planted.

It's no accident these days when a trade-marked product becomes part of a movie set—it's more apt to be the result of a long campaign by the company's agents to plant it there. Nor when a particular product becomes part of a gag line of a radio comedian, nor when it draws ohs and ahs on a give-away program.

Here are some of the perfectly legitimate advertising and promotion stunts that companies have tried recently, with results they report as excellent:

You used to get a free ride on election day if you'd vote right. A New York department store uses television now to advise you that if you will shop right, they'll send a big car to fetch you from home to their door.

Some companies, especially in the radio and home appliance fields, hold exhibitions of their product in swanky hotels. They offer door prizes to lure possible customers inside.

International Silver started a silver sweepstakes for retailers around the country. A department store which got a public official's wife to pour tea in the silver department reports sales jumped 1200 per cent in the next two-weeks over the same two weeks in 1948.

The Seiberling Rubber company says one of its Maryland dealers increased sales by advertising the price of truck tires as so much per 1000 miles of service, instead of as a lump sum per tire.

Sometimes the promotion schemes spread into fields that surprise old-timers. Remember when banks were grim fortresses, and banker's hours served his convenience, not yours.

Now, some have show-windows and counters like stores. Some run branches in railroad stations to serve commuters. Others stay open one evening a week. At least one in the Wall Street district serves afternoon tea. Others have television equipped lounges so that shopping customers can be amused while resting their feet.

The secret seems to be, they want your business.

Movie Charge Accounts In The Offing?

HOLLYWOOD, Aug. 17 (AP)—You may soon be able to step up to the boxoffice at the Bijou and say: "Charge it, please."

Yes, to crown such lures as free dishes, bank nights and popcorn, movie men have dreamed up new bait: boxoffice charge accounts.

The see-it-now-and-pay-later-plan was hatched by the King brothers, a trio of Hollywood producers. They are offering it free—as a tonic for ailing film profits.

The Kings, who arrived at their present eminence via an interest in slot machine movies, intended to offer their plan to the theater owners of America. The organization begins its annual four-day convention here Sept. 12.

The plan operates this way:

A patron's credit rating will be established just as it is when he opens a department store charge account. He will be issued a credit card. At the boxoffice, the cashier will note the card number, name and number of guests. The customer will be billed at the end of the month.

Are credit happy Americans ready to rise to the lure?

Yes, says Frank King, spokesman for the brothers.

"Most families live on budgets," Frank says, "and the family bankroll is usually pretty thin the last few days before payday. If they knew they could pay later, a lot more people would go to the movies."

Plane Makes Fast Trip On New Run

VANCOUVER, B. C., Aug. 17 (AP) A Canadian Pacific Air Lines plane flew directly from Shemya in the Aleutians to Vancouver last night, cutting more than six hours from the normal flying time between Hong Kong and Canada.

The lines "Empress of Sydney" covered the trans-Pacific route in 29 hours and 5 minutes of flying time.

The direct Shemya-Vancouver hop eliminated normal routing through anchorage.

C. T. Carlsen Sought Here

A Hales Corners, Wis., man has written to the postmaster in Klamath Falls requesting information on the whereabouts of Christian Teodore Carlsen.

When last heard of, Carlsen was working for a Klamath Falls lumber concern. That was in 1913.

The man is described as being 68 years of age, blue eyes, and well built. He was about six feet tall.

Persons knowing the whereabouts of this man should contact William S Carlsen, Hales Corners, Wis.

Poison Victim Gets Treatment

DUNSMUIR, Calif., Aug. 17—Albert Jordan Jr., of Dunsmuir was rushed to the Weed hospital Thursday for emergency treatment for poisoning. He was released from the hospital Saturday night.

Use the Want Ads for Quick Results!

Transients Get 30-Day Sentences

DUNSMUIR, Calif., Aug. 17—Two transients received 30-day sentences in the Siskiyou county jail at Yreka in the court of Judge Hugh O. Clarke Saturday afternoon on a charge of violating section No. 13,000 of the forest service health and safety code, after starting a brush fire near the Dunsmuir railroad yards.

They are Jerry Lenzing, 18, of New York City, N. Y., and James Lloyd Nolan, 25, of Chicago, Ill.

They were cooking a meal over a campfire when the fire got out of control and burned an area of brush. Dunsmuir fire department and forest service apparatus were called to extinguish the flames.

The carousel was first used in 17th century European fairs.

"Teen-age" facial blotches

To cleanse skin carefully—relieve pimply irritation and so aid healing, use these famous twin helps

RESINOL OINTMENT AND SOAP

Pitcher J. Travers once allowed 34 runs in one game to hold the major league record in that dubious department.

When a truck is not working it's a costly Luxury . . .

BRING YOURS "BACK HOME" FOR THE BEST SERVICE

Ford

BALSIGER MOTOR CO.

Main at Esplanade Ph. 3121

McGrath Gives Opening Talk At KC Confab

PORTLAND, Aug. 17 (AP)—Senator J. Howard McGrath urged Catholics to battle for christianity and democracy in a speech last night that opened the supreme convention of the Knights of Columbus.

The democratic party national chairman said the church must become militant. He warned that "in Europe and Asia the old barbarities are reappearing with a new scientific vengeance."

McGrath then criticized what he called the "crass materialism, which would elevate and glorify sense and sensuality, above spirit and conscience" in the United States. The Rhode Island senator said "piety and patriotism alike demand a reminting of the coinage of our christian civilization."

Archbishop Edward D. Howard of Portland told the Catholic organization that the responsibility for a better world is a personal one for every citizen.

"Reconstruction of the social order must begin with the individual. We must be vigorously christian in the home and in our daily work," he said.

Another Budworm Area Reported

PORTLAND, Aug. 17 (AP) — Location of another 100,000 acres of western Oregon forest lands that are infested with spruce budworm was reported today.

State Forest Research Chief Richard Berry said aerial surveys spotted the infested areas on the McKenzie river headwaters and on the north fork of the Willamette. Smaller units are near Springfield and Roseburg.

Public timber agency and private owners have just completed spraying 272,000 acres along the Cascade and Siskiyou ranges. The infestation areas just found will be sprayed next season.

WAR HANGOVER

ROME, Aug. 17 (AP)—A group of boys went exploring yesterday in an abandoned ammunition dump outside Rome.

They found a round, rusty ball of metal and had lots of fun rolling it about—until the hand grenade exploded.

Marcello Cimini, three, and Natale Cordiali, five, were killed. Two others were injured.

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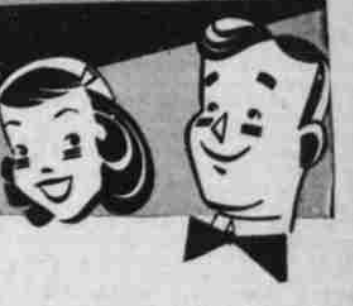

Everything in the book for school . . . Shop at Sears and Save!

Boyville All-Wool Plaid Jac Shirt

3.98

Bright, multiple plaids, button front, 2 button-down chest pockets; coat-style, button sleeves. Sizes 8 to 18. A buy!

Jr. Flannel Shirt

1.49

Long wearing cotton flannel. 2-way sport collar, lined; long sleeves, straight hemmed bottom, 1 pocket. Sizes 4 to 10.

Boys' Cotton Socks

25c

Boyville Socks, Sizes 6-11 ..... 25c
Plaid Elastic Top Socks, 6-8½ 39c
Vertical Striped Sox, 6-8½ 39c

Boys' Underwear

39c

Boyville, Jr. Combed Cotton Underwear!
White Elastic Band Cotton Briefs
Boyville Sleeveless Undershirts
Boyvill Rib Knit Cotton Briefs

Save! Buy Several Pairs Now for School!

Boyville Gabardine Slacks

✓ Smart pleated front—easy-action-zipper fly front

✓ Dropped belt loops—5 pockets Serged seam—cuff bottoms

4.44

He'll be as snappy and dapper as dad when wearing these Boyville slacks. Tailored to look well, wear well and priced extra low to save you money. Gabardine slacks are 23% wool, 77% cotton. Latest style pleated front . . . with an easy action zipper front. Dropped belt loops . . . 5 pockets. In blue, brown, dark tan and dusty green. Sizes 25 to 31.

Boyville "Mello Tone" Long Sleeve Sport Shirt 2.39

Boyville Jr. Corduroys

Thickset corduroy longies look better, wear longer and really hold their shape better. Elastic inserts at sides. Front pleats—zipper fly, 4 pockets. Corn or castor color. Sizes 4 to 18.

3.98

Boyville Jr. Long Sleeve Sport Shirt 1.49

Back to school with a brand new pair of Comfortable, Economical, Longer Wearing Gold Bond oxfords

4.98

Hey fellas, here's a Gold Bond oxford to make you the envy of your crowd! Give that fancy punchwork on the gleaming wine tone leather uppers the once-over—check the composition Sear-o-lite that outwears leather! Rubber heels. Select yours today. Sizes 3 to 7, B and D width.

Boys' Slip-on

Smooth brown leather uppers—long-wearing rubber soles and heels. Sizes 3½ to 7 ..... 4.98

Copper Riveted Denim Jeans

with double stitched seams and 5 pockets

They're sturdily made—double stitched seams, copper rivets at all strain points. Sanforized—maximum shrinkage 1%. Fly front, 4 front swing pockets, 2 back patch pockets, 1 watch pocket. Yoke back. Sizes 6 to 16. Buy Now and Save!

1.39

Boyville Short Sleeve Cotton Knit Shirt 98c

Boyville Suspender Style Jeans

Copper riveted front . . . zipper fly front. Button on suspenders . . . handy pockets. Sanforized—maximum shrinkage 1% 3-6, 8-6.

1.29

"Satisfaction guaranteed or your money back" SEARS

STORE HOURS 9 TO 5:30

133 SO. 8TH PHONE 5188