



TO TELL OF EVEREST—Count Everest conqueror Sir Edmund Hillary and his wife arrive in London for a series of lectures on his climb of the world's highest mountain.

### It Pays to Advertise — Even For Russian Government

By TOM WHITNEY

LONDON (AP)—It pays to advertise—even in Communist Russia. Ever since the end of the war I have been watching neon signs go up in Moscow. At night their bright colors urge Ivan Ivanovich—Russian equivalent of Joe Doakes—to buy whatever the Soviet government wants to sell him. They say:

"Put your money in a savings bank—it's reliable, convenient, and safe."

"Travel by plane."

"Smoke 'Dukat' cigarettes."

"Buy Soviet champagne."

"Invest your money in the 3 per cent state lottery loan."

"Collect Soviet postage stamps."

"Buy caviar."

Wine, automobiles, soap, tooth powder, cigars, perfume, sausages, insurance—these are a few of the products pushed.

The advertising is mostly poor quality—a fourth grade boy in the United States could do better—but the odd thing is that the advertising exists at all. Indeed, articles in the press demand better ads and displays. So does the minister of trade, Anastase Mikoyan. Evidently economic needs are forcing the Soviet government to advertise in order to sell some of its products.

In the West, advertising changes habits, promotes new products, introduces improvements in old ones. It stimulates people to want things, and work harder and more efficiently to obtain them. In Russia, where the advertising is poorly done, this stimulus is in large degree lacking.

To see the effect of real advertising on a Russian all one has to do is to hand him a copy of an American publication. He turns directly to the advertisements and starts looking at the pictures of things for sale. He begins to wonder whether life in America is as bad as his government says—and he wants to buy similar goods. Once that desire to buy arises, one starts to think about finding the money—of working harder, if necessary, and producing more.

The Soviet government is on to this idea too, even though it apparently does not realize how important it can be for Soviet economic development.

A year ago the Soviet press took up the question of window displays. One paper said most stores' show windows were being made up by oafs and hacks. Since then there has been an improvement. Many windows carry fairly attractive displays which get buyers into the stores and sell goods.

Autos and television sets are selling well with little advertising. But other goods are not being sold as

### Youths Lead Cops To Hidden Loot

CHARLESTON, W. Va. (AP)—Four youths led police to \$200 worth of jewelry and household items hidden under rocks here, which they said they had stolen on a four-day crime spree.

City police, who arrested the boys today, said the loot included approximately 75 pieces of jewelry, two watches, three clocks and a stack of "crime does not pay" comic books.

### OCTOBER CALENDAR OF SQUARE DANCING AT DO-SI-DO CLUB HALL

- October 2, Round Dance Night
  - October 3, Fenton "Jensy" Jones
  - October 16, Round Dance Night
  - October 17, Open Dance Night
  - October 31, Halloween Party
- Regular club meetings every Thursday night, visitors always welcome. Beginners class every Wednesday

### Square Dance Newsnotes

By CLAIRE ELLIS

Allemande left and right to your dears. A wagon wheel but stirp the gears.

For men only department: almost every square dancer, upon discovering the joy of participation in the activity, decides that all of his friends must join him and be usually makes a thorough pest of himself trying to convince them. You tell them how much fun it is, how healthful, how relaxing. You use every argument that you can think of and they stubbornly resist. With "Go 'way, I don't wanna dance, I'm too old, too busy, too tired."

In this age of "miracle drugs" I am seriously considering enlisting the aid of medical science. Possibly they could provide a little pill that could be slipped into a man's coffee, rendering him slightly helpless until we get him to his first dance. It is usually the man who puts up the greatest resistance and since dancing is historically a male activity, his resistance is more difficult to understand. Most men arrive at their first square dance in a state best described as desperation and defeat. The "little woman" has threatened him with everything from buttonless shirts to starvation, physical violence or divorce. In extreme cases they have even resorted to tears. What a strange way for a man to approach something that is his rightful heritage, something that will give him so much pleasure and satisfaction.

If our square dancing offered nothing more than physical exercise set to music we have accomplished much; however, this pleasant activity offers far more than that. It is sheer magic—brings us new friendships, new interests and real fun that is relaxing, wholesome and healthful.

We were pleased to have a call from Joe and Kay Mattal of Oakland, Calif. They are members of the Castle Promenaders and were looking for a square dance. We were happy to accommodate them and hope they had fun. If any of you have square dancing house-guests, a call to Otto, 8111, or myself, 2-2659, will find us anxious to scare up a hoe-down for them.

The Elks and their ladies are planning a beginner dance program starting Oct. 13 at 8 p.m. in the lodge rooms. A special invitation is issued to all new members of the lodge and their wives to participate in this program. Otto Ellis will instruct.

The various instructors have reported capacity crowds in their beginner classes.

Jonesy, top caller and recording star, will be in the Klamath country Saturday Oct. 3. He will appear at Klamath sponsored by the Do-si-do Club. He is one of Southern California's most popular callers and in my book one of the smoothest for either dancing or listening.

### Deputy Arrests His Own Brother

MEMPHIS, Tenn. (AP)—Deputy Sheriff James A. Crews arrested his own brother on charges of transporting a stolen automobile.

Memphis FBI Chief Charles E. Weeks told this story:

Milton Crews, 30, now living in Akron, Ohio, arrived here Friday to visit the deputy sheriff. He was driving a new automobile but couldn't explain to his brother where he had gotten it.

Deputy Crews called the FBI, which disclosed the car had been stolen from an Akron parking lot.

Milton was arraigned yesterday after his brother took him into custody and turned him over to federal officers. He was released in \$1,000 bond to await federal grand jury action.

Weeks quoted the deputy as saying his brother had suffered memory lapses since being injured in an automobile accident seven years ago.

### Sister-in-Law Of Benny Jailed

HOLLYWOOD (AP)—Jack Benny's sister-in-law, object of many jokes on the comedian's radio and television shows, found it was no joke when she was involved in a fracas at the apartment of a young man friend.

Mrs. Babe Blum was jailed on a booking of drunkenness and disturbing the peace after the Sunday night incident. She was released on \$1,000 bail Monday, pending a hearing Thursday in Municipal Court.

Two companions, Joseph D'Elia, 31, and Clement Scapaticci, 36, pleaded guilty in Beverly Hills Municipal Court to disturbing the peace. They were fined \$100 each, with \$75 each suspended.

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Accurate, hard-hitting. Made with power-packed maximum loads for long range accuracy. Progressive burning, smokeless powder.

**HIAWATHA "Airway" SHOT SHELLS.**  
 Low priced! 12 gauge. Box of 24..... \$2.40

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 Hammerless automatic, full choke.

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 Slide action pump, full choke; Model 12.

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 • Handy Adjustable Super-Choke  
 Model 820 hammerless, pump action, 28 in. overall. With recoil pad.  
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| Tenr Stakes   | ..... 20c    |
| Metal         | ..... 20c    |

BUM CASE, 50 in. plastic, zipper opening. Lined..... 1.49  
 CLEANING ROD, 3-pc., 36 in. long, 12, 16 ga. shotguns..... 1.29  
 GAMEBAG, Has billows pocket, Water repellent duck. Med..... 4.95  
 HUNTING HAT: Water repellent duck. 6½ to 7½..... 1.49

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