

Pianist Conquers Filmland In Same Way He Did Russia

By BOB THOMAS

HOLLYWOOD (AP)—Van Cliburn has come and conquered Hollywood, just as he did the Soviet Union.

Last week the youthful Texas pianist played an unprecedented two successive performances at the Hollywood Bowl. The concerts drew a total of 30,000 customers, and Van was paid \$10,000 for each performance.

The critics were swayed too. They raved for Cliburn's rendition of Tchaikovsky's concerto, which he played in winning the Soviet contest. But they were unrestrained in the enthusiasm for his Rachmaninoff D Minor Concerto the second night.

Commented Albert Goldberg of the Los Angeles Times: "... A magnificent performance of what is probably the most difficult of all concertos."

Before departing for a New York concert at Lewisohn Stadium, Van paused to reflect on his meteoric career. Does he feel the danger of becoming a flash personality?

Lum Duk, 83-year-old Chinese who came to Vancouver from Hong Kong 51 years ago, has now applied for Canadian citizenship. "I find I like Canada," he explained.

"Very definitely," he replied. "There are flash personalities in any line of endeavor, and I've got to see that it doesn't happen to me."

"For that reason, I have tried to cancel everything for the next two months. I've got to get off the treadmill that I've been on, exciting though it has been, and devote some thought to my future. You can't keep driving all the time. As somebody said, you need some time to twiddle your thumbs and gather your forces. I plan to devote at least seven days to nothing but twiddling my thumbs."

Though he was proud of his Bowl fee, Van said he wasn't overly interested in money.

"That's not what I'm after," he said. "There are so many things more important than money. Money is actually the easiest thing to achieve. You've got to plan for the future. You can't put juice back in a squeezed lemon."

The pianist declared his affection for California on his first visit here, but added that his future dates preclude returning for a year and a half. Next year he expects to spend up to three months touring the Soviet Union, including Siberia, and two months on a tour that may take him to Portugal, Yugoslavia, Poland, Bulgaria and Romania.

"DENNIS THE MENACE"



"DON'T TAKE IT OFF! I TOL' JOEY YOU HAD A HAIRY CHEST!"

Girls Will Look More Like Girls This Fall, Winter

By GAY PAULEY
UPI Women's Editor

PARIS (UPI)—Men will have something to look forward to and at come fall and winter, with girls looking more like girls.

Here is how Paris says we will shape up — so far, that is. We still have the rest of the week and Dior to go.

Busts—Ooh-lah-lah!

Waists — They're back, but higher than nature puts them. No sign of the unfitted gunny-sack of last year.

Hips — Thank heavens, not much emphasis; no bow-decorated or hobbled derrieres, which some of the chemise variations of last year produced.

Legs — Well, all I can say is, after watching some of France's top designers chop away the material, better hie to the nearest make-me-over salon if your legs aren't comparable to Betty Grable's. Gams are extra fair game for the girl-watchers, with skirts as high as 20 inches from the floor.

Silhouette — Still narrow, but easy fitting. Fabric seems to glide loosely over the body in daytime clothes, rather than hugging it. For evening, full skirts dominate, although some designers like the sleek, long formal dinner dress. Coats are bulky, and many have collars more the scale of a cape.

Hair-dos — The "Ma, you caught me necking" look; mussy and fluffy at the front and sides. Some of the models looked as if they had used an egg-beater instead of a comb. But the hair is smooth at the back, usually tucked up neatly, French-twist fashion.

These are some of the styles facing us on the basis of the first day of fall and winter fashion previews, by members of the Chambre Syndicale de la Couture Parisienne — a high-falutin' term for a tightly-organized group of Paris fashion designers.

Scheduled today were the works of such old-timers as Pierre Balmain, Jacques Heim who is president of the syndicate, and Coco Chanel, although Miss Chanel is a non-member. But she was to show anyway late today to the more than 600 members of the press from the United States, Canada, Great Britain, France and other parts of the globe.

Every designer had variations on a silhouette again beginning to show the figure; but among those

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A SPARKLING JEWEL AMONG CIRCUSES OF THE WORLD

TV Salesmen Face Tough Times During Recession

By CHARLES MERCER

NEW YORK (AP)—When a salesman can't sell his product, does the problem lie with the salesman or the product—or with insurmountable notions in the mind of the potential buyer?

Salesmen of quite a few products have been asking themselves that question during this economic recession. Among them are the network television salesmen who still are trying to peddle almost a third of the fall season's prime evening viewing time.

We suggested yesterday that television should reappraise its sales emphasis on the star theory and the audience rating theory. The suggestion, calculated to make any salesman mad as coming straight from an ivory tower, is simply to offer sponsors a good show because the audience with buying power recognizes a good show and will be interested in the products it sees advertised.

"Look," said a salesman, "a good show doesn't sell itself to a sponsor. See it Now was a terrifically good show. Do you think CBS would have canned it if they could have sold it? The trouble isn't with what networks offer. It's with what advertisers think they want."

"I don't care who started the star system or the rating system. The point is they're here. They're what most sponsors want. Are you going to refuse to sell a car to a guy because he wants sidewall tires and you think he shouldn't have 'em'?"

All right, let's pass the buck to the sponsors. There will be some good shows on the home screen in the new season. But some excellent, good and potentially good programs will be missing—not because the networks wished to kill them, but because no advertiser would sponsor them.

They include See It Now, Project 20, Wide World, Kraft Theater, Studio One, Matinee Theater, Climax!, the Patrice Munsel Show, Omnibus will be reduced to hour length and run every other week.

A television network, like any business organization, is dedicated to the purpose of making money. From its viewpoint there is no point in reappraising its sales thinking unless that thinking is reappraised on the same grounds by the purchasers of its time and programs.

The general pattern of sponsor thinking, as it presently emerges for the coming season, is at loggerheads with the thinking of viewers like myself.

The majority of sponsors appear to want giveaways, quizzes, filmed melodramas and "big name" star shows. Their thinking is based on past successes.

The majority of viewers with money in their pockets, I believe, want a wide variety of good dramas and musicals, of programs that provoke thought and evoke emotions.

Only the passage of time and viewers themselves will reveal what the public expects of commercial television.

Meanwhile, the networks stand in the middle.

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ROBERT MIDDLETON-MARIE WINDSOR
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--- WEDNESDAY ---

MATINEE FOR KIDS!

KIDS - 25c
ADULTS - 75c

DOORS OPEN 1:30
SHOW STARTS 2:00
OUT AT 4:15

DANNY KAYE
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Starts WEDNESDAY!

The story of Johnny Butler, born white—raised as an Indian and Shenandoe, the frontier girl, whose love bridged the difference between their worlds!

WALT DISNEY'S THE LIGHT IN THE FOREST
TECHNICOLOR

FESS PARKER
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JESSICA TANDY • JOHN McINTIRE
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WEDNESDAY

One Complete Show Starting At 7:05

RIOTOUS FUN!

MARLON BRANDO • GLENN FORD

MACHIKO KYO

"The Teahouse of the August Moon"

EDDIE ALBERT

and

BHAWANI JUNCTION

Mishap Hurts Movie Exec

CANNES, France (UPI)—Jack L. Warner, U.S. movie executive, was seriously injured in an automobile-truck collision while en route home today from a casino here.

Police said Warner, who was 66 Saturday, collided head-on in his open sports car with a coal truck.

He suffered a concussion, a possible skull fracture, severe cuts and possible broken bones.

Doctors at Cannes Hospital said his condition was "very serious." They said he was in a coma.

Warner was driving alone. He was headed in the direction of his villa "Ajourd'hui" at Cap d'Antibes when the accident occurred. The truck driver was not injured. The crash occurred at 6:30 a.m. (p.d. Monday).

Warner's elder brother, Harry, died in Hollywood last July 25.

SEVEN INJURED

LONDON (UPI)—Seven persons were injured at Epsom Downs race track Monday when a bottle of soda pop exploded.

Two of the injured—a nine-year-old boy who suffered throat wounds and a 34-year-old woman—were hospitalized.

TOWER TU-4-3484
DOORS OPEN 6:30 P.M.

Ends TONITE!

SOPHIA LOREN-ANTHONY PERKINS
DESIRE UNDER THE ELMS

BOOTH **HOT SPELL**
QUINN

Wedding Rite Ruling Asked

LOS ANGELES (AP)—The month before her son was born, wealthy yachtman Paul Hurst dipped a ring in a glass of champagne, placed it on her finger and told her:

"I know you feel terrible about not being married. So now you are married."

So testified Mrs. Blanka Hurst yesterday as she asked Superior Court to rule if the rite, performed in 1956 in a San Francisco bar, constituted a valid marriage to Hurst.

She also asked for support and for a ruling on the paternity of her son Paul, now 18 months.

Mrs. Hurst said that she and Hurst lived together as man and wife before he left her in October. He denies the ceremony occurred, or that he is Paul's father.

GIVES SELF AWAY

NEW ORLEANS (UPI)—An unidentified soldier complained to police Monday that someone had stolen his watch while he was swimming.

Police, learning he had left both the watch and his trunks on a seawall when he went into the water, arrested him for indecent exposure.

If your car has a whale-sized appetite... **Switch To Rambler**

Winning America on Economy... Now 7th in Sales in the U.S.!

With sales up more than 70% over last year, Rambler is one of America's best-selling cars, ahead of 10 other famous makes. Because Rambler is smartest to own, costs least to run, tops all low-priced cars in resale value. See Rambler today.

ECCLES RAMBLER SALES, 401 So. 6th St., Klamath Falls

An OPEN LETTER to the people of Portland, MAINE

In 1845, two men flipped a coin in a tiny town in the wilderness Oregon Territory. Francis Pettygrove, from Portland, Maine, won the toss, and the community on the banks of the Willamette (pronounced wil-lam-et) River became Portland. If Amos Lovejoy had won, it would have been Boston, and who knows what might have happened to us then!

Twenty years later, a group in Portland, Oregon, applied for the first national bank charter on the Pacific Coast. They asked for the name "First National Bank of Oregon," but for some reason the charter came back from Washington, D. C., reading "First National Bank of Portland." (In 1865, with Pony Express communication, Oregonians settled for what they got. It took years to conduct a simple discussion!)

We're writing you in our sister city across the nation to let you know that we still like the name you loaned our state's largest city and our bank. However, from now on, we will be known as "First National Bank of Oregon," the name we asked for 93 years ago.

There are many good reasons for getting back to basic principles, and using the name "of Oregon" along with "First National Bank." For example, the new name best describes the kind of bank service we are giving... real, genuine statewide service, with 77 banking offices in Oregon communities. This statewide service is really practical. Wherever a customer of ours goes in Oregon... on vacation, business trips, or visiting cousins... there's a convenient branch of his bank nearby, ready to give the same excellent, helpful service he gets at home.

Hope you in Portland, Maine, like our new name as much as we do. As we said before, the name "Oregon" fits our statewide banking service best. We're sure you will understand.

Best regards,

The FIRST National Bank of Oregon

OPEN LETTER TO EVERYBODY ELSE: It's really official. It's a point of pride with First National Bank of Oregon, as it has been since 1865, to bring you the best, most convenient bank service you could find anywhere in the world.