

EXPORT SERVICE HELPS TAP NEW MARKETS



Entrances like this to trade fairs abroad lead many American companies to extra sales, more jobs for Americans.

With a yen to make money in Japan, many American businessmen are also making high financial marks in Germany, speaking frankly in France, and gaining pounds — if not weight — in England. For export opportunities continue to mean extra revenue for American companies, and are an ideal method of reducing our balance of payments deficit.

One large international airline, Lufthansa, now has developed a marketing program designed to assist potential exporters in discovering such new markets abroad. Called "Show and Sell," the program offers the carrier's staff and facilities to pinpoint potential export markets for any given product, recommend trade fairs providing broadest exposure to these markets; furnish literature on exhibition locations and their availability in Europe and throughout other parts of the world, and make contacts for United States firms with European specialists who take over all arrangements.

To help participating firms gain the most from the program, Lufthansa German Airlines' large staff of air cargo specialists is on hand in offices throughout the United States and Canada.

The carrier's extensive through-pallet service direct



At this trade fair in Europe, American companies sell their products for marks, francs, pounds — even yen!

from major cities such as Atlanta, Chicago, Houston, Minneapolis, Dallas, Miami and Milwaukee in combination with domestic airlines is also part of this program. Through-pallet air cargo service offers the exporter special advantages for his overseas shipments. They are: fast terminal transfer, elimination of reloading at transfer locations and better shipment control.

And, contributing further to the nationwide effort to improve the balance of payments, Lufthansa has pledged to keep every dollar earned in the United States in this country.

Freeze Now, Enjoy Later

Next best to enjoying a fresh peach pie in season is the wonderful thrill of serving one on a dreary winter's day. Why not take advantage of the attractively priced, luscious peaches in the markets and freeze some peach pie fillings for mouth-watering peach pies in the months ahead? FRUIT-FRESH will keep the peaches bright, prevent darkening and protect their flavor. You'll find freezing just the fillings is easier than freezing the entire pie. In addition to taking up less freezer space, preparing only the fillings will give you more time to enjoy the last golden days of summer to the fullest. You can make the pie shells as you need them during the winter months.



- FREEZER PEACH PIE FILLINGS**
- 3 tablespoons FRUIT-FRESH
 - 1/2 cup quick-cooking tapioca
 - 2/4 cups sugar
 - 1 1/2 cups sliced, peeled ripe peaches
 - 2 tablespoons lemon juice
 - 1/2 teaspoon almond extract
 - 1/2 cup melted butter

Combine FRUIT-FRESH, tapioca and sugar. Add peach slices and toss. Stir in lemon juice, almond extract and butter. Line 5-inch pie pans (no mistake, 5-inch pans) with foil. Fill pans with peach mixture. Do not overwrap. Freeze until hard. Remove from freezer and slip foil with filling out of pan. Overwrap, stack and store in freezer. When ready to bake, line a 9-inch pie pan with pie crust. Unwrap filling and slip into pie pan. Cover with crust, crimp edges and prick top. Bake in a preheated moderate oven (350° F.) for 1 hour or until crust is brown and filling is bubbly. Serve warm. Makes fillings for three 9-inch pies.

Czechs Yield to Pressure

PRAGUE — Czechoslovak leaders, pressed by the Kremlin, have agreed to declare that their country's western borders are not secure and must be "defended" by its Warsaw Pact allies, informed sources said Sunday.

This means occupation troops will be stationed on Czechoslovakia's western borders indefinitely and the Soviet promise to withdraw when the situation "normalizes" does not mean a complete withdrawal, these informants added.

Although there has been no official announcement, articles in the Soviet Communist party organ Pravda indicate Russian intentions. Pravda said Sunday that Czechoslovakia is taking "the first steps toward normalization" but its leaders have failed to deal "a decisive blow to hostile forces still trying to act."

The sources in Prague said the pledge to make the western borders declaration was included in the Moscow accord signed by Czechoslovak and Soviet leaders Aug. 28, a week after the Soviet-led invasion.

They said district leaders of the Czechoslovak Communist party were briefed on the agreement in the past few days, and a Soviet first deputy foreign minister, Vasily V. Kuznetsov, was sent to Prague to accelerate



SUMMER SPRUCE-UP—Bill Blackshear, left, a 17-year-old summer employee of Humble Oil & Refining Company at Plainfield, N. J., receives helpful hints on service station maintenance from dealer C. C. Hivick, center, and supervisor Harold Jackson. Blackshear is one of many youths employed by Humble in various cities as part of the National Alliance of Businessmen program. The project is designed to provide jobs to young men from disadvantaged areas.

ate Czechoslovak compliance with its provisions.

Communist party chief Alexander Dubcek, Premier Oldrich Cernik and President Ludvik Svoboda conferred Sunday about their talks with Kuznetsov. Their meeting was held at Lany Castle, 18 miles northwest of Prague.

In the capital, Red army soldiers paraded with carnations in

their machine guns to celebrate the Soviet Armed Forces Day. No Czechoslovak army units participated and very few spectators turned out to watch the parade.

The informants said Czechoslovak leaders also pledged to: —Change the political development of Czechoslovakia to conform with the conservative Soviet brand of communism.

—Remove from office Interior Minister Josef Pavel, Deputy Premier Ota Sik and Foreign Minister Jiri Hajek.

—Reintroduce censorship to insure that news media do not campaign against countries that participated in the invasion, the Soviet Union, Bulgaria, East Germany, Poland and Hungary.

—Declare invalid the 14th Congress of the Czechoslovak Communist party, held clandestinely while party leaders were prisoners in Moscow.

—Withdraw Hajek's formal request for a hearing on the Czechoslovak crisis by the United Nations Security Council.

—Take no reprisals against any Czechoslovak citizens who cooperated with the invading armies.

Ask Dr. QUIZMEE

If you are the first to submit a question which Dr. Quizmee, our information specialist, answers in his column, we will present to you, free, the complete, illustrated, 25-volume set of Funk & Wagnall Standard Reference Encyclopedia.



Mail your question to Dr. Quizmee in care of this newspaper. This week's winners of encyclopedias are: Gayle Johnson who asks: "Why is a silver spoon blackened by egg?"

Eggs contain a considerable amount of sulfur which attacks the silver. This forms the tarnish, called silver sulfide, on the surface of the metal.

Helen Bowman for asking: "What are the natives called from the following states: Connecticut, Maine, Massachusetts, Wisconsin?"

Connecticut — Nutmeggers; Maine — Mainies; Massachusetts — Bay Staters; Wisconsin — Badgers. There is nothing official about these nicknames.

Michael Gannon for asking: "Is it possible for a farmer in a dry season to find water on his land by using a forked rod?"

Such a rod has been used since the Middle Ages to search for water or ores. In spite of widespread belief that use of these divining or "dowsing" rods is largely superstition, dowsers do sometimes find water.

"DREAM" HONEYMOON?



A honeymoon complete with boa constrictors and other hazards was recently "enjoyed" by the then newlyweds, Mr. and Mrs. David Mattoon. The place was a primitive Venezuelan jungle, the destination, Angel Falls, the world's highest waterfall. The purpose (nchieved) was to find and bring back a case of whisky which was stashed away here.

An advertisement by Hiram Walker started the adventure and David learned about it via a magazine ad, which listed very real hazards. Mattoon said okay because the adventure and the promised prize of Canadian Club whisky was tempting.

His then fiancée Diana couldn't vote, arrangements were completed before she was consulted.

Although neither had previous experience in jungle junketing which required travel by cable car, airplane, dug-out canoe, the thirsty mission was completed.

David's post comments: "The trip was great."

Diana's remarks: "It rained too much."

Since neither reported complaints concerning crocodiles, water currents, and assorted other hazards to life only one conclusion can be drawn. An elbow bent with one's true love is the surest way to conquer all.

TELL ME

HOW DOES THE FISH-HAWK CATCH ITS PREY?



IT DIVES INTO THE WATER, CATCHING ITS PREY WITH STRONGLY HOOKED TALONS! SOMETIMES THEY SINK THEIR CLAWS INTO FISH TOO LARGE TO CARRY AND THEY ARE SWEEPED UNDER AND DROWNED!

IS A SHOOTING STAR AN ACTUAL STAR?



NO! IT IS USUALLY A METEOR, A FRAGMENT OF MATTER FALLING THROUGH SPACE INTO THE EARTH'S ATMOSPHERE! FRICTION SETS IT ON FIRE!

WHO INVENTED THE FIRST SOLAR YEAR CALENDAR?



THE EGYPTIANS... BACK IN THE YEAR 4246 B.C.! IT WAS A 12 MONTH CALENDAR... WITH 30 DAYS FOR EACH MONTH!

WHEN SOIL FREEZES, DOES THE EARTH ITSELF BECOME SOLID?



NO! IT IS THE WATER BETWEEN LUMPS AND PARTICLES OF EARTH THAT TURNS SOLID!

Spleen Transplant Study Urged

NEW YORK — Transplant surgeons were urged here Sunday to conduct more research before transplanting spleens in humans with hemophilia.

Dr. Erle E. Peacock, chief of the Division of Surgical Biology at the University of North Carolina School of Medicine, told the Second International In return, the sources said, Czechoslovak leaders secured a Soviet pledge that when the oc-

possible to know what is being accomplished by splenic transplantations in the future.

The spleen is one of the most interesting organs in the body. It has been known to medical science since earliest history, but the exact nature of the abdominal organ's functions remains unknown.

An amazing characteristic of the spleen is that it gets involved in an extraordinary number of disease processes. It is seriously affected in at least 20 or 30 different diseases and infections, but apparently is not the cause of any of them.

The per capita consumption of candy in the United States in 1960 was 16.8 pounds.

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GUESS WHAT'S THE MOST POPULAR SHOPPER 'EXTRA' OF ALL TIME?



New York Everybody likes to get a little something extra for his money. Merchants learned that thousands of years ago, and in all the time since, those who most often succeeded were those who provided a greater added value for their customers.

But in the centuries long gone some of the added attractions were peculiar, indeed, to say the least.

At one time in the dim, dark past, Roman cosmetic manufacturers gave a tooth of a special kind of wolf (named Hycranian) as a premium to women who purchased their beauty aids.

According to the explanation which has come down to us, the wolf's tooth was believed to have a magic property. When handled correctly, it would enable the woman to keep the love of the man she had selected.

that the incense had an aroma that met with the particular deity's approval. This merchandising proved so popular that the merchants soon also established a market for repeat orders of the incense.

At a somewhat later time in history, some long-forgotten baker found out he could beat his competition by adding an extra, 13th roll or bun to the standard dozen. Before long the competition was doing it, too, and gave rise to the expression "baker's dozen."

Generations ago in New Orleans the merchandising practice called "lagniappe" — the Cajun expression meaning a little something extra — became a standard retailing tradition.

Since the founding of this country the most successful merchants have always featured an extra of some kind or other with purchases.

Many of today's elders remember such things as peppermint sticks for the kids, or the cracker or pickle barrel for pop — not to mention the pot-bellied stove around

which many a discussion of public affairs took place.

Still later came the free piece of cheese on the hunk of apple pie, the mustard for the hotdog and the two-for-one special, such as the double-header baseball game.

Today's merchants offer many more extras: free parking or delivery, weekly specials, "loss leaders," credit, local newspaper advertising to advise the housewife of bargains, convenient store locations, air conditioning, attractive decor and so on.

But guess what has proved to be the most successful single idea of all time? It's nothing more than a little square piece of gummed paper.

You know it as the trading stamp.

It has become by far the most popular merchandising promotion device in all history, both with customers and merchants.

The trading stamp idea won quick acceptance with the public when it was first introduced in this country 72 years ago, and ever since has continued to grow in consumer favor.

A national survey completed a few months ago showed that more than 8 out of 10 U.S. households are stamp savers. This is a record figure.

Stamp popularity is attributable to a number of things. The chief ones are that the customer gets the stamps, redeemable for high quality merchandise, at no raise in store prices, and that all customers get the benefits equally on the basis of the amount spent.

Individuals or groups wishing to know more details of how trading stamps benefit consumers may obtain an informative booklet, entitled "What You Should Know About Trading Stamps," by writing The Trading Stamp Institute of America, Inc., at 11 Broadway, New York, N. Y. 10004.