

Italijani bero premalo knjig

Neдавно se je zbralo v Rimu okoli 50 italijanskih založnikov, ki so razpravljali o krizi na knjižnem trgu. Ugotovili so, da pravzaprav ni krize knjig, pač pa kriza bralcev.

Neki milanski založnik je povedal, da so porabili v Italiji leta 1938 mesečno samo 4800 ton rotacijskega papirja za tisk dnevnih listov. Lani je znašala ta številka 7500 ton. Za tednike in revije so porabili leta 1938 okoli 2800 ton papirja, zdaj pa prav tako 7500 ton. Potrošnja papirja za knjižni tisk se je zvišala v omenjenem obdobju od 18,000 na 30,000 ton.

Kolikor se nanašajo te številke na liste in časopise, dokazujejo, da Italijani bero znatno več kot poprej, založniki pa vedo povedati, da so imeli na primer lani na knjižnem trgu štirideset milijard promet, medtem ko je nanesel obisk filmskih predstav 120 milijard lir. Od omenjenih štirideset milijard pride 25 milijard lir na najrazličnejše učbenike.

Zdaj živi v Italiji okoli 48 milijonov ljudi, med temi pa je komaj pet milijonov priložnostnih kupcev knjig, torej samo desetina. Četrtnina odraslih Italijanov ne zna pisati—mnogi niso hodili v šolo, nekaj pa je takih, ki znajo spraviti na papir samo svoje ime in priimek—okoli 65 odstotkov prebivalstva ima povprečno osnovnošolsko izobrazbo. K tistim petim milijonom kupcev knjig pa je treba pršte tudi precej uradnikov in učiteljev, ki nimajo dovolj sredstev, da bi kupovali knjižne novosti.

Leta 1954 je izšlo v Italiji 8500 novih knjig—v Franciji 12,000—na 69,000 Italijanov pride ena knjigarna. Glede tega je Italija v evropskem merilu po vsej verjetnosti na zadnjem mestu. Ker torej knjige ne gredo v denar, objavljajo priznani italijanski pisatelji, na primer Moravia in Levi, svoja dela v listih in revijah, ki jih bere znatno več ljudi kot pa knjige. Zato si italijanski založniki prizadevajo, da bi ilustrirane časopise sredno ali neposredno navezali na svoje založbe.

MORILEC-HIPNOTIZER

Angleški Scotland Yard je sprožil natančno preiskavo v zvezi s primerom v Eastbourne, kjer je v dvajsetih letih napravilo okoli 300 žensk samomor ali pa umrlo pod hipnotičnim delovanjem neznanega človeka. V tem kraju so že dolgo časa šušljali o morilec-hipnotizerju, ki je sprejemal obiskovalce v nekem morskem letovišču. Po pričanju angleških časnikov so bile žrtve tega psihološkega vpliva v največ primerih starejše ženske in vdove, ki so "padle v mrežo hipnotične sile." Preiskava bo trajala precej časa, saj policijski organi proučujejo vzroke samomorov dvajsetih žensk.

MOSTOVI ZA TURCIJO

Jugoslav. podjetje "Djuro Djaković" bo prihodnje leto zgradilo nekaj mostov v Turčiji. Pripravljalna dela so se že začela pri reki Muratu, kjer bo most dolg 110 m.

For Sale

BY OWNER

Newly painted 4-year-old, 2 bedrooms 1st; built-in storage drawers up; large room roughed-in ready to finish; flagstone porch, brick patio, garage; Gasinator, basement, 60x140 lot; near Van Aken shopping and rapid; asking \$19,500. SK 1-0213

Precision Optical Dispensing Co.

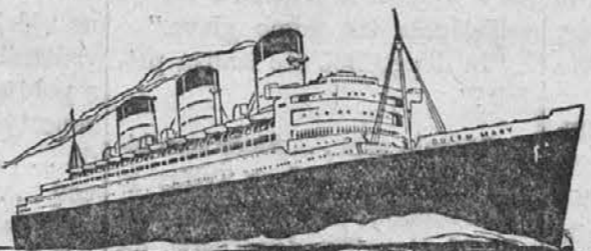
L. V. PROHASKA
Main Office Open Monday Evening to 8:30
9915 EUCLID AVENUE CEdar 1-4961

Branch Offices: Open Friday Evening to 8:30
22580 LAKE SHORE BLVD. REdwood 1-5779

Open Thursday Evening to 8:30
3550 WARRENSVILLE CENTER RD. SKyline 1-0112

v JUGOSLAVIJO... preko CHERBOURGA in PARIZA

POTUJTE NA QUEEN ELIZABETH
ALI QUEEN MARY
zdaleka največji potniški
ladji na svetu, ki pljujete vsaki
teden iz New Yorka



DOBITE VAŠE DRAGE V AMERIKO!
Po gotovi, priročni poti — kupite jim Cunard karto v U. S. in prepusite Cunardu, da uredi vse ostalo.
Uživajte 5 krasnih dni na morju, BREZ DODATNIH STROŠKOV, z zabavo v prijetni družbi
Obiščite spotoma Pariz
V Cunardovi mednarodni kuhinji Vam bodo šla v slast Vaša priljubljena jugoslovska jedila
Znižane sezonske cene (do prihodnjega 31. marca). Kabinski razred od \$232.50. Turistični razred od \$177

CUNARD

Obiščite Vašega lokalnega potniškega zastopnika — uredit Vam bo vsa potrebna za važno do Vašega cilja.

Household Goods

SEWING MACHINES
Close-Out of ALL 1958 MODELS 1957 Models New In
2—Necchi Zig-Zag Automatics
2—Necchi Zig-Zag Machines
1—Brothers Zig-Zag Automatic
2—Pfaff Model 230 Automatics
• \$75 to \$100 Off List Price
Used Trade-Ins — Save 30-60%
REPAIRS, PARTS — All Makes

TOM GIBBS
567 E. 185th St. RE 1-9229
OPEN DAILY: 9 a.m. to 9 p.m.
Till CHRISTMAS

Female Help Wanted

ASSIST WITH LIGHT HOUSEKEEPING
Help care for two-year old twins. Live in — Own room and bath. Prefer young adult.
TR 1-6292

COOK or HELPER
Full Time — No Night Work
Steady and Many Extra Benefits
FL 1-0070 Ext. 228

Help Wanted Male

WE HAVE OPENINGS
For several young men, possibly students who qualify after Sales Training and who have the time and desire to sell. See Mr. Hall at Williams Ford, 30 W. Bridge St. BErea 4-2077

UNUSUAL OPPORTUNITY SALESMAN
Nation's leading check and form manufacturer has sales position open in Cleveland territory for man of stability and character interested in permanent connections with chance to grow within organization; person selected will call on top executives to sell disbursement systems; no travelling, car necessary. For personal interview contact
A. P. SCHRAUT THE TODD CO.
3030 Euclid Ave. HE 2-2555

SERVICE MEN

experienced, to service heating or cooling equipment hourly rate, mileage and plenty of overtime

Quiggin Service Co.
2126 E. 21st at Carnegie
SU 1-9400

JANITOR

We are looking for a janitor for a West Side Branch office to start immediate training at one of our downtown offices.

Position includes many benefits, good starting salary, yearly profit sharing payment in cash, free checking accounts, excellent hospital and insurance program and paid vacation.
Age 40 - 55. Must be able to read and write English.
Apply
PERSONNEL DEPT.
Room 600
Midland Bldg.
123 W. Prospect Ave.
CENTRAL NATIONAL BANK

RUDOLPH KNIFIC AGENCY
IV 1-7540 820 E. 185 St.
24 HOUR SERVICE
Complete Life, Auto & Fire Insurance.
Rates given over phone.
Our companies are rated A-plus.

Kadar nameravate kupiti ali prodati HIŠO... TRGOVINO
pokličite za ZANESLJIVO in TOČNO POSTREŽBO:
JOHN ROŽANCE
LAKELAND REALTY CO.
15604 Waterloo Rd.
KE 1-6681

ZAVAROVALNINA na HIŠO BIZNES - AVTO - ZIVLJENJE
Pomnite, da kakršnokoli zavarovalnino vi potrebujete, vam jo lahko preskrbi
DANIEL STAKICH
815 EAST 185th STREET
poleg St. Clair Savings & Loan Co.
tel. KE 1-1934

Zakrajsek Funeral Home, Inc.
6016 ST. CLAIR AVENUE
Tel: ENdicott 1-3113

A. GRDINA & SONS
FUNERAL DIRECTORS & FURNITURE DEALERS
1053 EAST 62nd STREET Henderson 1-2088
COLLINSWOOD OFFICES:
17002-10 LAKE SHORE BLVD. Kenmore 1-5890
15301 WATERLOO ROAD Kenmore 1-1235

BOŽIČ BO KMALU TU!

Obiščite našo trgovino že sedaj in si nabavite lepe stvari za darila dokler je zaloga še velika za izbero.
Imamo veliko izbero otroških Cinderella in Nanette obleke, v meri ob 6 mesecev do 14 let.
Imamo tudi lepo izbero finih žakskih oblek Louis Alcot in Mynette izdelka, v merah do 50.
Dobili pa boste na izbero tudi veliko drugih lepih predmetov za ženske, dekleta in otroke.
Se priporočamo v obisk.

MARSICH & RUSS
6108 St. Clair Avenue
CLEVELAND 3, OHIO

Ugajal vam bo osvežujoč drugačen okus na ognju varjenega Stroh's piva



Nobeno drugo ameriško pivo nima okusa kot Stroh's, ker nobeno drugo ameriško pivo ni varjeno kot Stroh's. Stroh's je edino ameriško pivo, ki kombinira varjenje na ognju z najboljšimi tvarinami. Rezultat je okus, ki je lahknejši, gladkejši, bolj osvežujoč. Kupite zaboj danes... in veselite se finega okusa Stroh's piva.

AMERICA'S ONLY FIRE-BREWED BEER
Ugajalo vam bo
Stroh's
je lahknejše!
SEDJ PO LOKALNIH CENAH
The Stroh Brewery Co., Detroit 26, Michigan
Nobeno drugo ameriško pivo nima okusa kot Stroh's, ker nobeno drugo pivo ni varjeno kot Stroh's

Female Help Wanted

TYPIST
Good opportunity for girl in small office; southeast Cleveland; variety of duties based on typing skill and working with figures. Employee benefits. Call Mr. White for interview.
UT 1-5700

GIRLS
17 years and over. Also women for wrapping laundry bundles. Experience not necessary.
MENK BROS.
Laundry & Dry Cleaning Co.
643 E. 103 St.

WOMEN SALES LADIES FOR LAUNDRY OFFICE
MENK BROS.
Laundry & Dry Cleaning Co.
643 E. 103 St.

STENOGRAPHER
Sales and engineering office; purchasing, expediting and general office work; 5 days, salary.
Ridge Rd., near Denison
AT 1-8200

STENOGRAPHERS
Euclid - E. 30th Area. Have openings for 2 stenographers in new air conditioned building with cafeteria, insurance benefits; 37 1/2 hour week. Must like working with people.
Mr. Dymond UT 1-8800

WAITRESS
Full time, salary, excellent tips; no Sunday or holidays.
WA 1-4760
or apply
Allendorf Restaurant
Shaker Heights

GENERAL OFFICE
Experienced accounts payable bookkeeper, also various duties. Typing essential, 5 days, salary.
BROADWAY WRECKING CO.
Call Mrs. Mason DI 1-2700

CLAIM CLERK
Typing required. Insurance claim office. Near Public Square. Pleasant surroundings. 37 1/2 hour a week. Salary, Benefits.
Mr. BYERS
CH 1-8900

OPERATORICE - ZA LIKANJE
Morate znati nekoliko šivati in likati; dobra plača od komada z jamstvom plače na uro.
THE PRINTZ BIEDERMAN CO.
1874 E. 61st St.
od Euclid Ave.

GENERAL OFFICE
Some experience required — typing essential, knowledge of bookkeeping and billings preferred. 5 day week, permanent position.
WOMAN'S HOSPITAL
SW 1-2600

WAITRESS WANTED
Good working conditions — Nights
FA 1-3310
CORKY & LENNY'S
13963 Cedar Rd.
near Warrensville Road

IZURJENA KUJARICA dobi službo v Mac Gillis bolnišnici, 1560 Mistletoe Dr. & Wade Park.
Pokličite SW 1-6068 po 10:30 uri dopoldne.

WAITRESS
uniforms furnished.
7:30 a.m. to 2:30 p.m.
No Sundays, holidays.
CLEZIE'S RESTAURANT
3467 Warrensville Center Rd.
WA 1-9865

RECEPTION - CLERICAL
Immediate opening in pleasant small office for intelligent adaptable girl. Typing essential. Will train in all phases of job. Good salary; 40-hour week. Come in for interview between 9 a.m. to 4 p.m.

THE HOOVER CO.
4614 PROSPECT AVE.
5th floor

RECEPTIONIST PHONE OPERATOR - TYPIST

Permanent position with well known firm. Downtown Cleveland. Must have pleasant personality, reliable and good appearance. Please submit brief qualifications by letter to:
F. H. HILL CO., INC.
2274 St. Clair, N.E.
Cleveland 14, Ohio
Att. Mr. JEFFCOTT

Parkwood Home Furnishings
7110 ST. CLAIR AVE.
ZAVASE, DRAPES, POSTELJINA PREGIRNALA
Preversto blago po pravih cenah
"Naši odjemalci se vedno vrnjo"

Help Wanted Male

RADIO AND TV SHOP SERVICEMEN
Salary or hourly, some experience needed. Apply in person.
DEY RADIO
2019 Broadview Rd. SH 9-0520

DAIRY MAINTENANCE
General maintenance, mechanic, must be experienced, age limit 40. Apply in person only.
HILLSIDE DAIRY
1418 Warrensville Center Rd.

EARN CHRISTMAS MONEY
\$2.25 per hour to start
Part Time Work.
3 evenings per week and Saturday.
Must be neat and have car.
For appointment only call
KE 1-7022

TOOL AND DIE MAKERS DAY SHIFT
Experienced—Steady work. Good hourly rate, group insurance, Holiday pay, vacation, and incentive benefits.
THE CUYAHOGA STAMPING CO.
10201 Harvard Ave.
DI 1-8100

MECHANICAL TRAINING COURSE
boys between 18 and 20 years... up to 23 years if you have had military training. High-School-Education by a school in the Cleveland metropolitan area required. College courses provided with allied shop training. Four years course. Hourly rate and profit sharing. \$3,000 bonus when you graduate.
See Mr. Melchriest at
1557 E. 27 St.

Turret Lathe Operator Multiple Spindle Automatic Operator Internal and External Grinders
Apply
Mr. LUCAS
1557 E. 27th ST.

MEN, HOW ABOUT, \$13 A DAY, \$78 A WEEK!

Didn't you ever wonder if there wasn't some job available that would pay you more money than your present one? Well, there is such a job available now. Drive a taxicab and you get 42 1/4% of each fare PLUS what you might receive in tips. A trip from a residential area to downtown might run \$2.60. You would earn \$1.10 PLUS any additional monies from tips. (Courteous driver-salesmen find tips can amount to about 15% of the meter reading.) On this one trip you would make about \$1.50. You can see that to earn \$13 a day is not difficult for all you need is about \$25 worth of business. You'd even make more after one year when your commission rate goes up to 45%. Men 21 to 60 should apply at Yellow Cab Employment Office, 1453 Superior Avenue, Monday through Friday 8:30 A.M. to 7:30 P.M., Saturday 8:30 to 11:30 A.M. Ask for Mr. Gordon.

