

Eugene's Stores Report Business 'Good' for 1951

National Trends Reversed Locally

Eugene merchants can look back with satisfaction over the past 12 months this New Year's Day. Retail sales for the year showed average gains of 5 per cent over those of 1950.

Christmas sales, too, were slightly above those of the year before.

These estimates are based on "unaudited reports" given by department and other store managers of 30 leading city retail establishments.

Sales categories surveyed included furniture, appliances, women's and men's apparel, toys, jewelry, sport goods, credit versus cash sales.

Store officials indicated that in several cases local sales ran counter to less favorable national trends.

More Cash Sales Here

For example, while national retailers are reported to show considerable gains in credit sales, a majority of local merchants report a cash sale increase or "no noticeable increase" of credit over cash sales.

Sizable credit increases in a few of the city's larger stores seemed to be more than offset by cash sales increases in competing establishments having extensive credit programs.

Further support of this sales picture is reported in November's edition of "Sales Management," a national marketing publication which names Eugene as a "Preferred-City-of-the-Month."

This publication cites Eugene for being one of two cities in Oregon (one of four in the Northwest) to better the national city retail dollar sales volume for the month of November, 1951; and for showing a 4.4 per cent increase in its own city's retail dollar sales volume over November of last year.

As Good as '50

Again, while the national picture shows considerable decline in the sale of appliances, men's furnishings, jewelry and other luxury items, local store managers report their sales remaining firm compared with last year.

Major classifications surveyed show the following:
Large establishments, including department stores, show gains of between 3 and 5 per cent for the year and only "slightly below" for the month of December.

Soft lines follow the national trend and show increases in volume generally of about 10 per cent. Two large apparel establishments report their best years to date.

Appliances, down nationally, are either holding firm or only slightly below last year's record appliance sales year.

Furniture stores report a "good year" with gains varying from 3 to 5 per cent.

Other Stores Gain

Jewelry stores report gains of five per cent for the year and average similar gains for the month of December. They also report good sales in the high and low cost items and slow sales in the middle brackets.

Sporting goods remained constant with the national trend, showing slight gains of five or more per cent. This gain in most cases was offset by local sale declines in hardware and household items.

In all, local sales throughout the year have equalled or bettered the national picture, the survey reveals.

Further, it is apparent that local retail sales have been little influenced by the national lag which set in after the last surge of sales buying in February of this year.

Retailers credit the continued sales improvement variously to greater out-of-town buying, population increases, quality, attractive merchandising, and progressive sales promotion, such as the recent Christmas parade and street decorations.

First Fire Alarm Of '52 Comes Early

Eugene firemen had to get up early New Year's Day to put out the first fire of 1952.

A wood circulating heater overheated and caught a wall on fire at the Glen Mart residence, 1594 River View St. at 8:27 a.m.

A portion of the wall, the floor near the circulator, and part of the upstairs burned. No estimate of damage was made.

The firemen hoped the remainder of 1952's first day would be quiet—they had a turkey cooking Tuesday morning in the fire station kitchen.

Early Edition

In order to give Register-Guard employees a New Year's Greeting, Tuesday's paper went to press at noon.

Safe and Sane

Advent of '52 'Routine' in Lane

The year was new but the story was old. Babies arrived in the world of 1952 at the same one-an-hour pace in Lane County. Death claimed one elderly resident seven hours into the new year.

There were no major auto accidents and few minor ones in spite of spots of ice on many streets.

Whoopie went on, and half a dozen persons were arrested in the county for showing too much of it—and a Cottage Grove man lost a tussle with a tin horn.

All in all, however, it was a fairly safe and sane new year's morning, with all emergency offices in the county reporting an unusually quiet time.

Bizarre Race On Main Stem Startles Police

LOS ANGELES—(AP)—It was just a friendly New Year's Eve race down Main St.

Edward J. Ellinger's vehicle swiped a parked car and piled up. Clay G. Chrisman's jumped a curb and overturned.

Traffic officers who intervened found Ellinger, 56, suffered minor cuts and bruises. They booked him on suspicion of drunken driving. Chrisman, 53, was unhurt.

So were Ellinger's mule and Chrisman's horse. Their junk wagons were slightly damaged.

American Jets Battle 60 Migs

SEOUL, Korea—(AP)—American Sabre jets started out the New Year by damaging two Red MIG-15s in a 30-minute battle over Northwest Korea.

The U.S. Fifth Air Force said no Sabres were hurt in the dogfight between 31 American planes and 60 Communist jets.

But two U.S. propeller-driven planes were shot down by Communist anti-aircraft guns. They were an F-51 Mustang and a Marine F-4U Corsair. Both were brought down behind Communist lines.

The Fifth Air Force said no body was hit in an earlier jet battle involving 70 MIGs.

New Year's Day opened with a United Nations artillery barrage the length of the 145-mile front and bombing raids by Communist planes on two air fields near Seoul.

The Allies said the Red bombers escaped, but did no damage. On the ground the U.S. Eighth Army said the only action New Year's Day up to noon was a 40-minute fight against a lone squad of attacking Reds northwest of Yonchon on the western front.

Despite the twilight war, the Eighth Army said the Communists lost 3866 men last week, including 2305 killed, 1502 wounded and 41 taken prisoner.

Con Escapes In Tourist Garb

SALEM—(AP)—The successful walk-away of convict Kenneth O. Smith from Oregon State Prison disguised as a tourist prompted Warden Virgil O'Malley Tuesday to call for a tightening of routine at the penitentiary.

O'Malley said "laxity" was responsible for Smith's successful escape.

Smith apparently donned some smuggled-in store-bought clothing and mingled with tourists, then nonchalantly walked out of the administration building and down the lane to the State exit, O'Malley said. The warden added that guards did not get help to the move for several hours Sunday.

O'Malley said the lapse apparently was due to "confusion in the counting system" of the prisoners. He said he was taking steps to eliminate whatever might have been responsible for failure of the guards to notice Smith's absence. Smith was sent up from Marion County in August, 1950, to serve seven years for armed robbery.

FEWER HUNTING DEATHS

PORTLAND—(AP)—Oregon's hunting accident record during 1951 was one of the lowest in recent years, the State Game Commission reported Monday. Three persons were killed and 13 wounded, the commission said.

Toasts, Prayers, Sudden Death Greet New Year

Accidents Claim 436 U. S. Lives

By the Associated Press
There were toasts and prayers and cannonades for infant 1952 Tuesday as the new year brought the hope of the future to a world troubled by its past.

Peoples of nearly all nations—on both sides of the Iron Curtain—greeted the new year at cheery midnight parties or quiet church watch night services.

Accident Toll Mounts

Accidents had taken a toll of at least 436 lives Tuesday as the nation celebrated the four-day New Year's Day holiday, and there still was about half a day to go.

The traffic toll was 282 and still was short of the 350 predicted by the National Safety Council. Fires killed 44, and a variety of accidents of miscellaneous nature killed 110 more.

In Korea, where 1952 inherits 1951's major headache, the new year was ushered in with a rocking Allied artillery barrage across the entire front. Meanwhile, truce teams dragged their negotiations into the new year.

While the guns were booming in the world's current conflict, New York City's Times Square had one of its biggest celebrations since World War II dimmed the early 1940's.

Police estimated almost one million persons were in the Square when midnight signalled the new year. The figure was 150,000 greater than last year. Plate glass windows were boarded up while 1,500 police patrolled the area and closed the Square to traffic.

Across the United States, the big holiday event was the annual football "bowl" games.

Revels in Moscow

Moscow also had its revels. The Russians made the holiday count for both New Year's and a sort of Christmas. "Grandfather Frost" passed out toys to children, who were on a 10-day recess from school.

As the world celebrated, the men of state prepared the politics of the new year. President Truman worked quietly in Washington while his wife and daughter were in Missouri.

Winnie Drinks Toast At Exclusive Party

ABOARD QUEEN MARY, AT SEA—(AP)—British Prime Minister Winston Churchill toasted the New Year with a glass of champagne at the stroke of midnight at an exclusive party for members of his U.S.-bound delegation.

Churchill, Foreign Secretary Anthony Eden and other British officials disappointed passengers and crew clamoring for their attendance at the ship's New Year's party by remaining in their suite.



HAPPY NEW YEAR has a special meaning for Ethel Jean Carlile. Nine-year-old Ethel has been chosen theme girl for the 1952 Lane County March of Dimes. She was stricken with polio Oct. 4, 1948, and is now on her way to complete recovery. Being theme girl will mean that she will make radio and personal appearances in the campaign starting Wednesday.

No Quota—None Required

March of Dimes Campaign Opens

With the advent of the New Year, Eugene and Lane County organizations Wednesday will open the 1952 March of Dimes campaign.

In Eugene and most of the county, the campaign for funds to fight polio will run through Jan. 31. In Cottage Grove, the drive will run for 60 days, culminating March 2.

Campaign chairman in Eugene is Joe Richards. In charge of fund raising for the county is Mrs. C. A. Horton, a veteran campaigner for the March of Dimes.

Highlight of the March of Dimes this year will be the Mothers' March, tried for the first time in Eugene. Mrs. Dave Campbell will lead the march, a big night when contributors will turn on their porch lights, and women in the neighborhood will call at those houses. The plan has been very successful in other communities.

There is no quota for the campaign.

"We feel that this is one drive that speaks for itself and needs no pressure," is the way Richards laid out plans for the 1952 drive.

E. T. Hedlund, state chairman for the March of Dimes, this week announced that an average of 300 cases of polio have been recorded in Oregon the past five years.

"More than \$100,000 has been received in the state from the National foundation," Hedlund said. "This money is in addition to the funds—50 per cent of that raised in local campaigns—kept by the county chapters."

Labor organizations are among those units giving wholehearted endorsement of the March of Dimes.

Both Richards and Mrs. Horton have expressed satisfaction at the cooperation given the March in its advanced planning stage.

"This is one campaign that always gets volunteers," Richards summed up.

Air Crashes Fatal to 30; 38 Missing

14 Survivors of C-46 Disaster Safe in Hospital; All Will Live

By UNITED PRESS

Thirty persons were killed in three air crashes as rescue teams Tuesday searched for traces of four planes missing with at least 38 persons aboard.

The rescue of 14 persons from the wreckage of a no scheduled C-46 near the Pennsylvania-New York border brought hope that other survivors might be found.

Another C-46, missing on a flight from Pt. Barrow, Fairbanks, Alaska, was the latest craft added to the list of Transocean Air Lines, owner of the plane, said at least 10 persons—a pilot and co-pilot—were aboard the ship.

A five-man rescue team returned from a jeep search of the Superstition Mountains near Phoenix, Ariz., to report that no trace had been found of a military C-47 believed down in the area with 28 persons aboard, including 19 West Point cadets.

The party made its way to a spot where an Air Force observer reported he had spotted the plane's wreckage. However, no trace could be found.

Doctors at Salamanca, N.Y. hospital said that all 14 persons who survived the C-46 crash were expected to live.

More than 175 volunteer firemen, sheriff's deputies and physicians made their way to the wreck scene after George Albert, 30, of Miami, Fla., stumbled into a farm house and telephoned the news that some persons survived the crash.

Working under conditions made difficult by the rough terrain, the rescuers took out the survivors and the bodies of all but one of the 26 dead.

The airliner, carrying 33 passengers and a crew of seven, departed from Pittsburgh at 9:47 p.m. Saturday night. No further word of the ship was heard, despite a gigantic search by air, water and land, until Albert, stumbled out of the dense wilderness at 2:45 p.m. Monday to report the crash.

His telephoned plea for help sent almost 200 volunteers swarming into the rugged, hilly country five miles northwest of here to aid the survivors. Ambulances and fire engines, doctors and peace officers churned over the snow-covered backwoods roads to the scene.

Those survivors able to talk told a harrowing tale of days and nights in the snow-covered wilderness, how they built fires to keep warm, huddled beneath a parachute they found on the plane to ward off rain, and tended the injured and dying the best they knew how.

Albert, operator of a Miami restaurant whose mother was one of those killed, said the crash occurred between 10:20 and 10:25 Saturday night, about 45 minutes after the plane left Pittsburgh on its flight to Buffalo.

"Just before the crash, I realized we were losing altitude but I figured we were out of Pittsburgh long enough to be coming in for our regular landing," Albert said. "About three minutes prior to the crash, the stewardess came along and told us to fasten our safety belts."

"Suddenly there was a sickening, grinding crunch and within the next three seconds before the lights in the plane went out, I felt I knew what it's going to be like to die."

The plane had broken up in five sections and most of the dead were either buried in the debris or lay nearby.

Burglars Take Guns as Loot

Police may have to call in the militia to aid them in the capture of the thieves who broke into Troeh's Sporting Goods store during the weekend—if and when they solve the case.

A glance at the list of missing articles brings only one conclusion: That someone was building an arsenal. Taken were 23 guns—most of them automatic pistols—and nine boxes of ammunition for them. Total worth of the loot was far in excess of \$1000.

Eugene police said the 6th Ave. and Willamette St. store was entered by breaking out a basement window on the 6th Ave. side some time between 8 p.m. Saturday and 8 a.m. Monday.

Two other Eugene burglaries occurred over the weekend. Up-town Lunch, 1041 Olive St., was entered in the same manner. The loot was several cartons of cigarettes, a dozen white shirts and an unspecified amount of money.

The office of Jackson Motor Co., 168 W. 6th Ave., was entered Sunday night. However, nothing was listed as missing.

ROAD REPORTS

Willamette Pass: Clear, cold, packed snow. Sanded, but no recommended. Santiam Pass: Same.

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Untouched by TV, Eugene Kids Still Westerners



Hoppy Hero Here, No 'Space Rats'

"Hopalong" may be just "Drop-along" to TeeVee area kids, but here in Eugene Roy Rogers still has the edge on Buck Rogers.

In the video-saturated East and Southland, the impact of the new visual entertainment medium nearly scuttled the stock of heretofore favorites of the popgun set in 1951.

Programs about ray guns and rocket ships made impressions deeper than meteor craters on the TV-eyed youngsters. Cowboys became ex-idols.

Natives Naive

But here in the cathode-less Northwest, in places where the television set hasn't replaced the "old-fashioned" radio, "Hoppy" and Roy are still holding their own.

On this city's playgrounds, the big-city cry of "Spacemen's Luck" as a greeting and "you space rat" as a curse have not yet made much of an appearance.

A "rocket," to most Eugene youngsters, still signifies the Fourth of July, and to many the Moon is still a piece of green cheese.

In fact, when one of Eugene's elementary teachers was quizzed on whether she noticed any of her charges playing spaceman instead of cowboy, she looked blank and replied, "Spaceman, what's that?"

Playthings

In big-town department stores, the toy-counter drawing cards at Christmas were space suits, playtime ray guns, and imitation "paralyzer rays." Some stores even had mock interplanetary ships for the kids to ride!

One New York department store "rocket crewman" received national wire attention when he showed up for work one day in the 25th-Century "regulation" spaceman's uniform with fishbowl-

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type helmet, but wearing present day fashionable Argyle socks.

And, speaking of fishbowl helmets, one eastern youngster dumps the family turtle out and dons the animal's fishbowl home for a headpiece whenever his favorite science fiction program flickers on the screen.

Adults Ahead

Science fiction has had an adult following for many years in magazine form, and a Los Angeles department store had a Christmas-time mock rocket ship assembled for kid shoppers to ride way back in the 30's.

One small science fiction club magazine, "Eusofanso," is published in Eugene. But local kids are still unimpressed.

Eugene's pre-Christmas store counters were amply stocked with cowboy suits for both boys and girls, and the sale of cap-gun six-shooters was as high as ever the past year. Navy a space suit was visible on toy counters. However, some stores carried play ray pistols.

Weird effects employed by TeeVee producers in the video thrillers delighted the younger set. For example, one show uses a process of superimposing lizards and similar "monsters" over the same piled-

screen on which the human cast is seen.

When enlarged, the lizards create a life-like "One Million B.C." atmosphere.

Many of the shows contain sound scientific fact, thereby educating the younger generation at the same time they get their video thrills.

Local experts have estimated that it will be "at least" late 1952 before Eugene gets TV.

But even though the new medium has not yet made an appearance in this area, and cowboys are still top dog among the city's youngsters, modern scientific achievement has not left all local kids behind.

Atomic Imaginations
One imaginative Eugene boy told his teacher the other day that "we set off an H-bomb, and it killed the man," while relating a playground episode.

Another, when asked what he did over the weekend, said "we went hundreds of miles back to Nebraska."

Startled at the speedy trip, the teacher queried him on what type of transportation was used.

"Oh, we went in a jet plane," the imaginative six-year-old replied.

Beer Cached; Boys 'Caught'

Happy New Year and stick up!

That was roughly the greeting given two party-bent youths in abandoned pump house near F Ridge Lake New Year's Eve.

The youths, James Lowell Spencer, 16, and Jimmy Lee Beardsley, 17, both of Rt. 1, Veneta, v carrying off 20 cases of beer had cached in the lonely little building last week in anticipation of the big holiday.

Patience Rewarded

Greeting them were State policemen William L. Trout and Norman Adams. The two officers huddled in below-freezing temperatures for four hours, fee sure their wait would be rewarded. They worked on the that beer stored up late in year can be for only one party—New Year's whoopee.

Spencer and Beardsley were charged with burglary not dwelling and taken to Lane County jail.

Loot Identified

Sgt. Vern Hill, in charge of state police post in Eugene, Tuesday they were arrested the Dec. 28 burglary of the Elr Shopping Center. Hill said the pump house, included were the cases of beer, two auto tires, 1 gallons of motor oil, two blank and five large boxes of chocolate.

The tip that led to the arrest came from the owner of the abandoned shack, Hill explained. A farmer noticed the loot and called Officers checked it against stolen property, made the decision concerning New Year's beer, and at about 3:30 p.m. M. day Trout and Adams started a chilly vigil which ended at 7:30 p.m.

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