

Inventor of Cross Country Shopping Gives New Ideas

By GAY PAULEY
United Press Correspondent
Yonkers, N.Y. — (U.P.) — The man who took Fifth Avenue shops to suburbia, U.S.A., says women don't want shopping made too easy.

"Take away a woman's chance for a day of shopping and lunch with the girls, a chance at a sale, why is it like robbing her of the right to vote," said Sol G. Atlas.

Atlas is a creator, builder, and boss of the Cross Country Shopping Center, the largest such center in the world.

"A woman wants to browse, to feel the goods, to try on before she buys," he said. "I doubt if shopping ever will reach the push-button stage, because women don't want it that way. Of course, we will go on working out new services which they do want."

His busy brain already is at work on a couple of added aids to the shopper.

One would be sort of a Cook's tour—to tour the shops instead of the sights. Atlas sees the day when "shopping centers will stretch their sales arms right into the heart of the rural areas, run buses to specified pick-up points, give a group of women free transportation to the shopping center, feed them at a swank restaurant in the center to provide the social atmosphere, and then cart them, bundles and all, home at the end of the day."

Another Atlas idea—a shopping center under one giant, plexiglass roof or dome. The dome would operate on motorized hinges, so that it could be rolled back to let nature in on beautiful spring and fall days. In winter, it would be closed from the cold, in summer, air-conditioned.

"Shops wouldn't be so formal," Atlas said. "No need for windows, for instance. It would be sort of like one sprawling, outdoor mart."

Atlas got interested in suburban shopping center 15 years ago. "I sensed this mass move to the suburbs," he explained, "and

I knew women in the outlying areas weren't going to drive to town and fight the traffic and parking problem. Merchants in the big city would have to open suburban branches with the same complete stocks they carried in town."

In 1949, he built what has become known as the "miracle mile"—a \$7,500,000 shopping "strip" at Manhasset, Long Island. Some of New York's top department stores and specialty shops opened branches.

Atlas opened the Cross Country Center in 1954. It now averages 40,000 shoppers a day—on a peak day, as many as 110,000. This year, Atlas estimates people will spend \$70,000,000 at the center. The center has 78 stores, ranging from specialty shops featuring Dior gowns to a supermarket featuring everything.

This year, another Atlas prospect opened in West Orange, N. J. Now, Atlas is planning a fourth at Providence, R. I. He doesn't have a corner on the idea of the shopping centers... there are many others. And he sees the day when they become a national institution. With their spread will grow the habit of night shopping, every night instead of one or two nights. And, also, the husband will go along.

"Merchants like to see a man shopping with his wife," he said. "It means they can sell her more."

Travel is Theme For Ball Friday

Travel at Christmas will be the theme of the ball which Tudor guild of the Oregon Shakespearean festival will give Friday night of this week at Rogue Valley Country club. Emphasis will be placed on Christmas at home, Christmas in warmer climes and Christmas at Sun Valley.

The event conflicts with the important semi-finals football game between Medford High school and Benson High school of Portland here Friday night, something which could not have been foreseen at the time the date was selected. Because of this, the committee states that the major festivities of the evening will be held in the late evening after football fans have had an opportunity to leave the stadium and arrive at the clubhouse. Those who wish to listen to the radio broadcast may do so at the club.

The event will raise funds for the guild's scholarship fund for Shakespearean festival actors, and is open to the public. It will be semi-formal, with women to wear cocktail type gowns and men dark suits. Reservations must be made by calling the country club, in addition to purchasing tickets. The tickets may be secured from Tudor guild members, at Jean Hart's store or at the country club.

Mrs. William Dawkins is president of the guild, and Mrs. Harry Skerry is chairman of the ball.

The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor and two writers. Each article is a summary of an actual report. The Family Council does not give advice; it merely reports on problems that have been dealt with by responsible agencies and counselors.

Kate Z.—We're getting too cozy with another couple.
Albert Z.—She's always suspecting things.

Mrs. Kate Z.—My husband and I have been very good friends with another young married couple for the past two years. We go out together a lot and see each other at one home or the other at least once a week.

Recently, however, I've had the feeling that the arrangement is getting a bit too cozy. For example, this other man will make a big fuss about some outfit I am wearing or pay me a lot of compliments. He says I am a better dancer than his wife and always wants to have more dances with me than with her during the evening.

This man's wife has been very pleasant about the whole thing, but I feel she is annoyed underneath. I think this relationship should be broken off before something unpleasant happens.

Albert Z.—My wife is always very quick to suspect men of flirting with her. Often she has told me a man is staring at her when he as simply glanced her



Mrs. Maxine Smith, on the faculty of Medford Senior High school, left last night for Washington, D. C., where she will represent Oregon at a conference on merit rating sponsored by the Department of Classroom Teachers, National Education association.

Teacher Leaves For Conference In Washington

Mrs. Maxine Smith left by United Airlines last night for Washington, D. C., to take part in a conference on merit rating of classroom teachers sponsored by the Department of Classroom Teachers, National Education association.

Mrs. Smith, president of the Department of Classroom Teachers, Oregon Education association, is one of 25 teachers from throughout the nation chosen to take part in the conference. The teachers represent systems now under merit rating, from systems where it has been tried and has been terminated, and in systems where merit rating is being contemplated.

Oregon's delegate has been serving as chairman of the OEA committee on teacher competencies which is studying the merit rating as one of its topics this year.

The conference will attempt to clarify the meaning of the term merit rating, will consider all aspects of merit rating and will identify the role of the NEA Department of Classroom Teachers in merit rating. The conference was set at this time in order that teachers could utilize the Thanksgiving holiday time and lose no time from their teaching schedules.

In addition to the conference sessions, which will include one dinner meeting at the Iron Gate, another at the Hotel Statler and a luncheon session at Bonat's, the group will be taken on a tour of the NEA headquarters.

In addition Mrs. Smith will visit with Margaret Perry, former Oregon teacher who was chosen McCall magazine's "Teacher of the Year" for 1953-54, and with Hazel Markel, who was one of her high school French and Latin teachers. Mrs. Markel, radio commentator, is often a panelist on the American Forum. Mrs. Smith is on the faculty of Medford Senior High school.

Society

Travelers Make Holiday News; Students Home

Thanksgiving week sees many persons arriving in the city to spend the holiday with families, and others leaving to be with friends and relatives in other cities.

Col. and Mrs. William H. Bartlett, 131 Valley View drive, left today for Berkeley to spend Thanksgiving with their son and daughter-in-law, Mr. and Mrs. Hamilton A. S. Bartlett and their two small children, Gail and William. The Bartletts plan to remain in Berkeley for two weeks.

Hamilton Bartlett is enrolled at the University of California for graduate study in business, and will receive his master's degree in January. He is an honor student, having ranked 11th in the graduate school last year, and is on scholarship this year. He is a graduate of Carnegie Institute of Technology, and formerly was on active duty with the Corps of Army Engineers, including service in Korea.

While in Berkeley, Colonel and Mrs. Bartlett will celebrate their 33rd wedding anniversary. Colonel Bartlett is now on the campaign staff of Rogue Valley Memorial hospital.

Miss Sue Harris is expected to arrive tonight from Troutdale, Ore., where she is on the faculty of Reynolds High school. Her sister, senior at Oregon State college, is also expected home for Thanksgiving. They are daughters of Mr. and Mrs. Lester D. Harris, 707 South Oakdale avenue. Both are members of Delta Delta Delta sorority at OSC.

Mrs. Fred Lawrence and her son, Harry Lawrence, left today for Richmond, Calif., to spend Thanksgiving with Lt. Cmdr. and Mrs. Wallace Ludwig and family. Mrs. Ludwig is a daughter of the Lawrences.

Miss Beverly Burgoyne, freshman at Oregon State college, will arrive tonight to spend the holidays with her parents, Mr. and Mrs. A. W. Burgoyne, Old Stage road. Expected Friday is Mrs. Burgoyne's mother, Mrs. Harvey James Sallee, San Mateo, Calif. After a visit here, Mrs. Sallee will continue east.

Mrs. Marina Gates will spend Thanksgiving in Portland with her brother and sister-in-law, Mr. and Mrs. Tommy Starfus. Thanksgiving day the trio will be guests of Mrs. Gates' godparents, Mr. and Mrs. Tom Vlahos, for dinner.

State President Visits Auxiliary; Officers Elected

Mrs. R. T. Stolvig, Portland, president of the Ladies' auxiliary to Patriarchs Militant, paid her official visit to Siskiyou canteen and auxiliary last Friday. She was accompanied by Mr. Stolvig, who is junior past president of the Patriot encampment, and Mrs. Mae Anders, Klamath Falls, a past president of the state auxiliary, who was reviewing officer.

Mrs. Ed Dameron, president of the local auxiliary, conducted the session during which officers for the coming year were elected. They are Mrs. George Nichols, president; Mrs. Floyd Murray, vice-president; Mrs. Lewis Thompson, clerk; Mrs. L. O. Howard, treasurer.

Candidates were mustered in during the evening. Mrs. Fred Daugherty, state color guard, was introduced, as was Mrs. Eber T. Weed, a past state auxiliary president.

Mrs. Jennie Hensler headed the refreshment committee. Mr. and Mrs. Stolvig were house guests of Mr. and Mrs. E. W. Pease while here. Mrs. Pease is a past president of the Ladies' auxiliary in Oregon.

way to many men, she should realize that such fears can become obsessive and she should discuss the matter with a physician.

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Leap Year Draws to Close Eligible Bachelors Listed

BY GAY PAULEY
United Press Correspondent
New York — (U.P.) — Get going girls! Only 29 days left to do your Christmas shopping, and only 42 left to do your husband-shopping.

For leap year is fast passing into history, and there are only 42 days left in which to propose to Howard Hughes, Dag Hammarskjold, Elvis Presley or J. Edgar Hoover. We're counting Sundays and holidays, because cupid's not on a five-day week.

It is encouraging to report that leap year already has paid dividends for several of us. Actress Grace Kelly altared her future to include Prince Rainier of Monaco. Margaret Truman married E. C. Daniel Jr., a New York newspaperman, Marilyn Monroe got hitched to playwright Arthur Miller.

Guri Lie, daughter of Trygve Lie, the former secretary-general of the United Nations, eloped with William Zeckendorf Jr., son of the real estate millionaire. And New Jersey's 48-year-old Gov. Robert Meyner got engaged; he and Helen Stevenson, a distant cousin of Adlai, will be married in January.

Prosperous Leap Year
Other eligibles already caught in the tender trap include Hal March, Phil Silvers; Dave Garroway and Don Cherry of television; and Greg Bautzer, Hollywood attorney. Even Porfirio Rubirosa was a leap year victim. The statistics don't tell who proposed to whom. But the facts from Uncle Sam indicate that all

seemed to us—that proportionately, the men are getting scarcer reported the other day—saddy, it every year.

The government reported that this year, January through August, the latest count available, there were 1,033,000 marriages, compared with 1,022,744 in the same period in 1952.

But the list of eligibles still is long, even if time is short. As a public service, I have compiled a list. You are on your own after reading. I am too busy with my own leap year campaign to give out telephone numbers.

Most of the eligibles are bachelors. A few once were married, but have been single long enough—and are rich enough—to rate most any female's list.

Let's ease the continent first where a girl has a chance at a title. There are Prince Bertil of Sweden; King Baudouin of Belgium; Baudouin's younger brother Prince Albert, Britain's young and gregarious Duke of Kent; Peter Townsend, who wooed but lost Princess Margaret, and Billy Wallace, 30, wealthy but not titled.

Senator Experienced
Closer home, the list includes Dag Hammarskjold, a handsome, blond and charming Swede; Adlai Stevenson; J. Edgar Hoover; House Speaker Sam Rayburn; House GOP leader Joseph W. Martin Jr., and Senators Henry M. Jackson, Warren G. Magnuson, Richard B. Russell, and Theodore Francis Green, at 88, is pretty experienced at escaping leap year hazards.

Other potentials: Elvis "hound dog" Presley; Bing Crosby; Marlon Brando; Hugh O'Brian, the Wyatt Earp of TV, and Libera.

If you sights are set on \$\$\$ as well as romance, we recommend Howard Hughes, West Coast plane builder, or Sid Richardson, Fort Worth, who some people say is a billionaire.

So get going, girls! Only 42 days left this leap year, and 1960

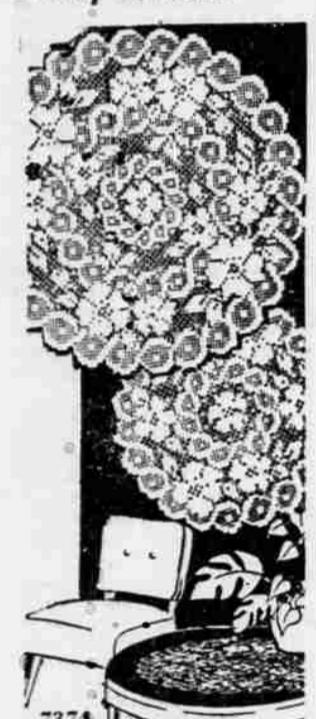
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