

'Park and Shop' Plan Lauded as Boon To Hard-Hit Downtown Area Merchants

Washington—UPI—Washington merchants and parking lot operators believe they have found a way to escape the economic strangulation that threatens downtown business districts of many cities.

After a year and a half of trial, they are elated with the results of Washington's "downtown park and shop" plan. The trail-blazing plan has been copied in part by six cities and studied by dozens of others.

It is the downtown merchant's answer to the "area of free parking space" luring customers to suburban shopping centers.

Thanks to the "park and shop" plan, it now is possible for a suburban housewife to drive into downtown Washington and park her car free in virtually any parking lot while she shops, gets her hair done, visits the dentist, meets a friend for lunch, or has a few pounds pared off her hips at a slenderizing salon.

The free parking plan was begun in May, 1955, after stores decided it was time for drastic action to halt the steady exodus of their customers to "more convenient" suburban shops.

This decision was prompted by charts showing that retail sales in the central business district had declined by two percent during a six-year period in which total retail sales of the Washington metropolitan area (including the mushrooming suburbs) had risen about 36 percent.

Until complete sales figures for 1956 and future years are available, one can say precisely what impact the "park and shop" plan has had on the distribution of retail sales here. But Arthur J. Sundius, chairman of the Washington Board of Trade's downtown committee, said there is no doubt that "it has been a great boon to downtown business."

William G. Barr, executive director of the National Parking Association, called it "the most successful program" of reviving downtown trade in the nation.

Here's how the "park and shop" plan works:

A housewife (or man too, of course) who wants to shop downtown drives directly to a private parking lot or garage which displays the red, white, blue and black "park and shop" emblem.

Gold Hill Man Hurt In Auto Accident

Gold Hill—Bill McHargue, Gold Hill, suffered chest bruises Monday when the car he was operating ran into the back end of a car registered to Bob Gray, Eagle Point, in Gold Hill, according to the Gold Hill, marshal's office.

McHargue was taken to Oregon State hospital in Medford. The accident occurred at was reported, when Gray backed his car into the street from the driveway of a residence. Gray's car rolled and he got out of the car to inspect the engine when the other car ran into it, the marshal's office said. Gray was not injured.

About 98 per cent of the downtown parking facilities in Washington do.

The attendant gives her a regular parking check. She then proceeds with her shopping or other errands in any one of the 228 stores, banks, restaurants, beauty shops, professional offices or other establishments participating in the program. These, too, are identified by the distinctive emblem.

Ticket Stamped

At each place she visits, she presents her parking ticket to

the cashier, who puts on a stamp which entitles her to one hour free parking. Some stores require a \$2 minimum purchase to be eligible for a parking stamp; others hand them out even to "just browsing" customers.

When the shopper returns to the parking lot, she pays nothing if she has a stamp to cover each hour she was parked. If she has only one stamp but was parked for two hours, she pays for the second hour at its lower rate.

Merchants buy the stamps

from the park and shop association for 30 cents each. Thus they underwrite most of the cost of the plan. Parking lots which customarily charge 40 cents or more for the first hour of parking lose a little on one-hour parkers but make it up on long-staying customers.

Major department stores so far have remained aloof from the plan. They take the position that their profit margins on small sales are too low to absorb the extra cost of parking stamps.

Girl Trapped in Wrecked Auto for Nine Days Earns Christmas Money as Clerk

Sunnyvale, Calif.—UPI—Eighteen-year-old Jean Margetts works in a toy store to earn money for Christmas—a Christmas less few expected her to see.

Soviet Divisions Declared Massed In East Germany

Paris—UPI—West German Foreign Minister Heinrich Von Brentano warned the NATO allies today Russia has massed 22 crack divisions in Communist East Germany.

He said this huge force is backed up by another 30 to 40 divisions in other Soviet satellite countries.

Brentano took the floor soon after the second session of the four-day meeting of North Atlantic Treaty Organization foreign ministers began.

Poses Blunt Challenge

He posed a blunt challenge to the 15-member NATO council: What will the alliance do if an anti-Communist revolution breaks out in East Germany similar to the bloody revolt in Hungary? Will it act to help oppressed East Germany, or will it sit by and watch the Soviet Union again use its armed might to crush anti-Communist rebels?

German sources here said that Brentano hoped to drive home "as strongly as possible" the gravity of the situation in East Germany, where Soviet tanks crushed a bloody workers' revolt three years ago.

The challenge was expected to add anything but harmony to the most critical NATO ministers' meeting in seven years.

Says Revolt Weakened Army

Although Brentano contended the Hungarian uprising made Russia stronger than ever by alerting the Soviet armed forces, British Foreign Secretary Selwyn Lloyd argued Tuesday the Hungarian revolt actually weakened the Russian army.

U.S. Secretary of State John Foster Dulles differed with Lloyd on the Soviet menace Tuesday, and French Foreign Minister Christian Pineau disagreed with Dulles' opinion that the meeting should be restricted to NATO-area problems, informed sources reported.

Less than five months ago, Jean was trapped for nine days beneath the wreckage of a car in the desolate Wasatch Mountains of Utah; her only companion the body of her sweetheart.

"I can't believe yet that it could happen," the dark haired girl said as she stood behind a counter in the toy store.

Surrounded by dolls, blocks and gay Christmas decorations, Jean said "It's all like a big dream. But I'm standing here because the Lord was standing by helping me."

Jean's extraordinary escape from double death—auto accident and starvation—has left practically no visible mark on the pretty Brigham Young University coed. Her color has come back; she's vivacious and laughs as freely as any girl her age.

"She still tires easily," her mother, Mrs. Lawrence Margetts said. "But her strength is coming back."

Right now she is busy with Christmas plans and preparations for returning to school at Provo, Utah, after the holidays. "I've been buying some new clothes and the money I'm making now—it's not much, I'm only working part time—I'll spend on Christmas presents," she said.

Unless one talks to the girl there's little about her to hint at the nine days of living death she went through last June.

Returning from an excursion with her fiancé and boyhood sweetheart, James Hixon Jr., 22, Jean was in high spirits as they drove toward Provo. Somehow Hixon lost control of the car and it plunged off the mountain road into a heavily wooded ravine. Hixon was killed and Jean was pinned under the wreckage unable to move.

Wreckage Spotted

A search plane spotted the wreckage more than a week later, and a party reached it on

Five Minor Crashes Reported in City

Five minor accidents were reported in Medford Tuesday, according to city police. No injuries were reported in any of the accidents.

Cars operated by James Grant Metternich, 1307 Reddy ave., Medford, and Earl B. Bigelow, 104 King st., Medford, collided at King st. between Eighth and 10 sts., according to police.

A collision occurred at Sixth st. and Riverside ave. involving a car operated by Lucille Willoughby, route 2, box 227J, Medford, and a parked car registered to Evelyn G. Leverette, route 2, box 438B, Medford, officers reported.

Motorists involved in a collision at Eighth st. and Riverside ave. were Harold McDonald Dunn, Eugene, and Frank Arthur Hubbard, Grants Pass, police said.

A citation was issued to Dorothy Margaret Dorff, 108 Elm st., Medford, for having no operator's license after the car she was operating was involved in an accident with one operated by Edwin Russell Durno, 2512 East Main st., Medford, and a parked car registered to Don and Rosemary Hanning, 684 Ross lane, Medford, at North Front and Third sts., police said.

Vehicles operated by DeArmond Leigh, Ashland, and Fred Francis Milledge, 12 South Orange st., Medford, were involved in a collision at McAndrews rd. and Beatty st., police reported. Milledge was cited for failure to yield right of way, they said.

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Mid-East Saboteurs Explode 16 Bombs in Anglo-U.S. Oilfields

London—UPI—Saboteurs exploded 16 bombs early Tuesday in the Anglo-American oilfields at Kuwait, setting fire to one oil well and damaging pipelines, dispatches from Bahrain reported today.

It was the first serious outbreak against the West since end of the Suez fighting. Kuwait police began an investigation but said no arrests had been made.

Others Unsuccessful

Other attacks on oil wells, gas pipelines, power station and a water distillation plant was unsuccessful, but tanker loadings were suspended and strict security precautions were set up.

A foreign office spokesman said the sabotage had not affected the overall production in Kuwait. Britain's biggest oil supplier, Kuwait, is an independent Arab nation under British protection and is located at the head of the Persian Gulf. It supplies 60 per cent of Britain's oil.

Set Up Headquarters

Maj. Gen. E. L. M. Burns, head of the United Nations Emergency Force (UNEF) flew from Cairo today to Port Said to set up headquarters in the tense city. The independent Egyptian newspaper Al-Ahram said in Cairo the UNEF would take over Port Said formally on Saturday.

The newspaper said Egyptian forces expected to enter the city on Christmas Day to take over from the U.N. police.

Israel meanwhile left unanswered the question of its total withdrawal from the Sinai Desert and there were no indications it would balk at turning the entire area back to Egypt on grounds a new war might break out if it did.

Bids for Ashland Job to be Received

Salem—The Oregon state highway commission will receive bids in Portland Dec. 17 for improvement of Highway 99 in Ashland.

The project calls for construction of a 48-foot paved street between the Southern Pacific under crossing in north Ashland to Helman st. in the city. Completion of the project will provide a four-lane highway throughout the city. Distance of the new construction is 1.11 miles.

A north-south one-way couplet for Highway 99 through downtown Ashland was completed recently.

The project is financed jointly by the state and federal governments and is scheduled for completion by the end of October, 1957.

About 11 billion cubic feet of new wood grows in U.S. forests each year.

Woman in Coma From Sleeping Pills

Miami Beach—UPI—The 24-year-old wife of actors' agent Nick Condos remained in a coma today more than 24 hours after she took "40 to 50 barbiturate capsules."

Doctors said Barbara Caplin Condos, former New York fashion designer who married Condos two years ago after he divorced comedienne Martha

Raye, was in a serious condition from the overdose of sleeping pills.

Doctors Tuesday described it as a "suicide attempt," her second in the last two years.

Between the ages of six and 18 the average American child develops about one decayed tooth each year.

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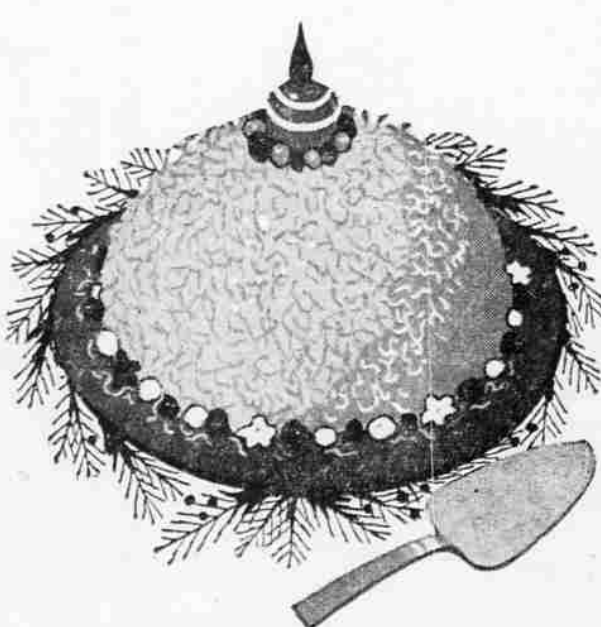
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Angel Ball Cake—Make and bake it all in the same bowl! Prepare package of angel-cake mix according to directions, bake in 4-qt. oven-proof bowl, cool as usual. Now for instant frosting, a sprinkle of toasted coconut. Just for fun—top with a glittering tree ornament. For fun and flavor—treat all hands to ice-cold Coca-Cola. Its great taste goes just great with cake!



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