

Foundation Industry Described As Big World-Wide Business

By **ELMER C. WALZER**
UPI Financial Editor
New York — (UPI) — Women throughout the world will buy three-quarters of a billion dollars worth of American styled girdles and brassieres in 1960.

And by 1965 they'll be spending a billion dollars for this type of equipment, according to Henry M. Plehn, president of Peter Pan Foundations, Inc.

The foundation industry is big business world-wide. It seems foreign women like the American products. It's a matter of styling and doesn't mean they are trying to shape up to the standards of American women, says Dick Howard, executive vice president of Peter Pan.

American makers of foundations design their products to conform to the contours the ladies abroad want to assume.

Roughly it works out something like this: Give the women of the various nations the kind of curves or angles they want. You can generalize on this subject a bit: Round, smooth lines for the Southern women and flatter or more angular lines for those in the northern climes.

Now How
It isn't the purpose of this dissertation to dwell on the

intricacies of curves, angles, or straight lines. But there is a story in how Peter Pan gets its products into nations from Finland to South America.

Howard says his company expects a 40 per cent increase in girdle and brassiere sales abroad in 1960. Peter Pan markets its lines in 54 countries and claims a 75 per cent share of the total overseas volume of American-styled corestry.

Peter Pan licenses foreign companies to make its products. It maintains offices and directors in Mexico City and Brussels for easy liaison between licensees.

Constant Touch
The company keeps in constant touch with its foreign licensees through exchange of information, methods and personnel. It provides technical experts within 14 hours reach of each licensee, sends a vice president abroad at least once a year, and provides training in its American factories for members of its licensee organizations.

"American made girdles and brassieres enjoy a highly favorable market abroad," says Howard. "Production quality and styling excellence account in part for this acceptance but, more important, is the extreme care taken to

produce styles suitable for the varying shapes of individual types of women.

Custom Made
"We practically custom-made girdle and brassiere patterns to conform with the differing figure requirements of Spanish women as opposed to Scandinavian women."

Howard says New York City is the design center for girdles and brassieres just as Paris and Rome are looked up to by the fashion industry.

But, he adds, the road between the New York design board and the retail store in Ceylon is paved with painstaking care. Peter Pan designs its products and works out the exact details for their manufacture by licensees even to the point of translating costs into foreign currencies.

Through its network of overseas manufacturers, Peter Pan can avail itself of design scouts throughout the world to keep informed of how women's profiles are being projected by the fashion designers.

WALL KILLS TWO

Cherbourg, France — (UPI) — Two construction workers were killed and another was injured Friday when a stone wall collapsed on them as they were digging a drainage ditch.

AT&T Said to Have Largest Number Of Shareowners

New York — (UPI) — American Telephone and Telegraph Co., which boasts by far the most stockholders of any company in the world, increased its shareholding family by 114,975 to 1,740,800 by early this year, the New York Stock Exchange reported today.

The Bell System has nearly one million more stockholders than General Motors, the company with the second largest number of shareowners. GM increased its stockholders by 35,609 to 760,442.

In third place was Standard Oil (N.J.) with 569,600 stockholders, up 67,038, the exchange reported.

Others in order of their ranking were: General Electric, 404,316 shareholders; U.S. Steel, 268,247; Ford Motor 234,360; Socony Mobil Oil, 221,413; E. I. DuPont, 202,061; Bethlehem Steel, 201,638 and Columbia Gas System, 182,545.

Of these only Ford wound up with fewer stockholders early this year than in 1959, the report said. It had 264,501 owners in 1959 and 310,239 in 1956.

Under the German Kaiser, the Prussian Guards had to be seven feet tall in their bare feet.



Small Worlds Around Us

By **Lynn M. Watkins**

Each Termite Belongs To The State

The termite proves the truth of the adage "out of sight, out of mind." The majority of people have never actually seen a termite, or have little conception of its habits.

If their presence is suspected, an exterminator is called who takes the necessary measures to kill the insects. Even then the average home-owner cares little where the termites came from or how they live.

A man once devised a powerful sound amplifying apparatus which resembled a giant stethoscope. This was placed on the floor or wall and turned on. The listener at the earphones was startled by the grinding roar of thousands of termites jaws gnawing away at the wood.

The problem of termite control is a major problem as the insects have broadened their horizons. Once they were considered tropical, but today they are found in locations far removed from the tropics.

Live in Colonies

Termites live in large colonies. In the colony is a king and a queen, several hundred wingless soldier-termites and several thousand workers. The soldiers are readily recognizable by their large heads and biting mandibles. They patrol the "grounds" and probably keep the workers on the job. There is no shirking. The soldier promptly bites the head off the worker who pauses. Undoubtedly they dispose of all those who have aged beyond their period of usefulness. No termite ever dies of old age.

The queen occupies a chamber by herself. She is so swollen with eggs she cannot move. She is fed and administered to by the workers who favor her every whim. The eggs are removed as fast as they are laid, and tended carefully by other workers in the termite nursery. The queen is virtually an egg-laying machine. All her many offspring are owned by the "termite government," and it tolerates no interference.

The baby termites are fed special food, and brought to an early development to aid in the furtherance of the colony. Here the first and most rigid selection of the able and the fit takes place. The weak or immature are disposed of by the soldiers.

The "gestapo" of termite society is careful that only

healthy co-workers survive the early stage of infancy.

'Flying Ants'

During the mating season the winged kings and queens swarm together in great numbers. It is at this time that the air seems full of "flying ants." At the end of this flight, the queen retires to her royal chamber to begin her egg-laying, which results in death at the end of her productivity. To make possible the use of wood for a diet, Nature devised that many thousands of tiny organisms in the insects' stomachs pre-digest the cellulose of the wood.

Termites work in chambers close enough to the earth whereby they can commute back and forth from the job to the earth. Tunnels are often built whereby the workers can come and go and never be bothered by sunlight. They are true creatures of the darkness—tiny miners who only live to eat and produce more termites.

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(Released by The Register and

Linda Lowry Chosen Queen of Sportsfair

Linda Lowry will reign as queen of the third annual Crater Lions Club Sportsfair on March 26 and 27.

She was chosen by popular vote Saturday night following the style show which was the concluding event of a fair exhibitors dinner sponsored by the Lions at Rogue Valley County club. Miss Lowry, daughter of Mrs. Barbara Lowry, 1620 East Jackson st., is a senior at Medford High school.

There were nine other candidates. They will serve as princesses and style show participants during the sportsfair, which will be held at the Medford National Guard armory. The princesses are Jean Sumner and Susan Revel, Ashland High school; Beverly Tresham, Eagle Point High school; Karen Larsen and Patti Straus, Crater High school; Gwen Birkland, Phoenix High school; Jill Morrison, Talent

CARBON DIOXIDE EFFECT

Hong Kong — (UPI) — A brochure praising the wines made in Red China says the local champagne "tastes sweet and tart and gives a refreshing effect similar to that of carbon dioxide."

High school, and Janet Myhre and Margo Preston, Medford High school.

Miss Lowry was crowned by Manville Heisel, who served as master-of-ceremonies. Mrs. Marjorie Green narrated the style show which was staged under the auspices of Burelson's Ladies Ready-to-Wear store. Mrs. Lon Skinner was chairman for the style show and queen contest. Plans Told

Purpose of the Saturday dinner, in addition to selection of a queen, was to acquaint exhibitors and news media representatives with plans, arrangements, activities and other details in connection with the show. Following remarks by Crater Lions President Lon Skinner and Show Chairman Dave Franklin, various committees discussed such matters as space arrangement, police protection, insurance, advertising and publicity, booth decorations, material procurement and construction and lighting and power.

It was indicated that the 1960 fair will be bigger, more informative and more entertaining than the past two presentations and will be a step

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toward more expansive future fairs. In addition to displays in the main armory there will be exhibits and activities in the lawn area and a huge circus type tent adjacent to the buildings.

Activities, mostly in the tent area will be arranged to provide a continuous show from 10 a.m. until 10 p.m. This entertainment will include swimming and swim instruction demonstration, archery, diving, horse show activity and Go-Kart racing.

Miss Lowry, as queen choice will receive a \$100 college scholarship and will be a candidate in the 1961 Miss Jackson County contest. The fair princesses were selected by student vote or by the deans of girls at the high schools.

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By Jimmy Hatlo

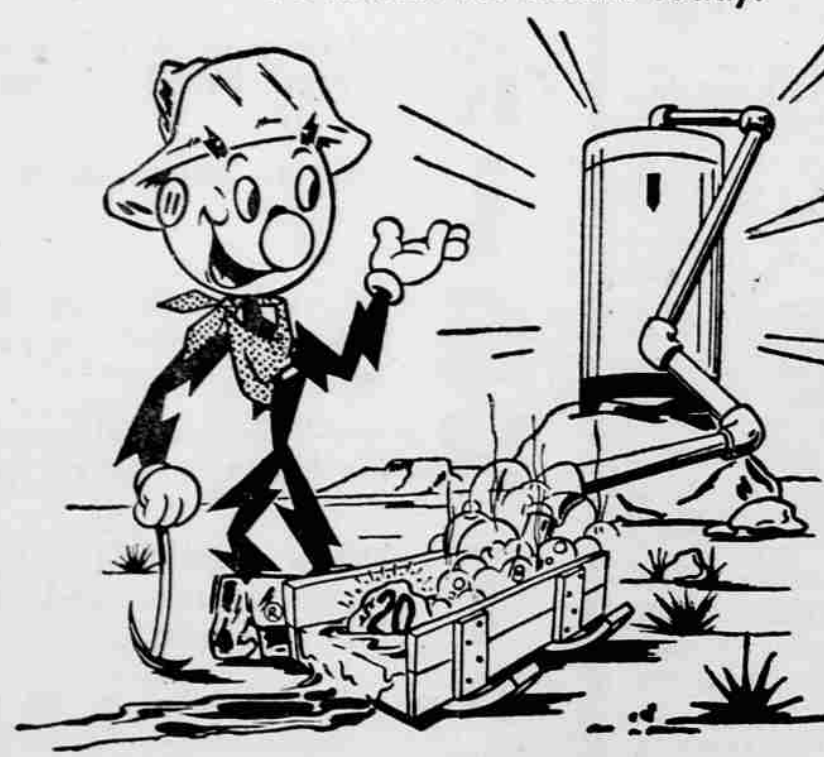
AND THE SLEEK BEAUTY IN THE SLEEP ADS LOOKS LIKE SHE CORKED OFF AT THE HAIRDRESSER'S....



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School Support Program Studied

Salem—(UPI)—The Legislative Interim Committee on Education Saturday voted to work for a program for allocating basic school support monies through counties rather than through the state's 570 school districts.

Committee Chairman Ward Cook of Portland said it appeared that the taxes levied by counties were more uniform than those levied by school districts.

The Committee said it would look into determination of a dollar value needed for such a program. Oregon's basic school support law provides at present \$105 per census child.

The resent system of allocation of school monies is the so-called key district plan. Under the proposed new program, state funds would be distributed to counties rather than directly to school districts.

Colonists Reach Galapagos Isles

Seattle — (UPI) — The 32 colonists aboard the converted refrigerator ship Alert have reached their destination in the Galapagos Islands, according to word relayed here Saturday by a "ham" radio operator.

The unidentified radioman said he talked with the colonists who reported they were at their destination. He said they gave no details of the final leg of their voyage from Los Angeles to their new home 600 miles off the coast of Ecuador.

The colonists left Feb. 25 from Los Angeles. They originally left here Jan. 8 but numerous setbacks and delays forced them to reschedule their arrival in the Galapagos Islands.

PERMIT NOT INHERITED

Salem — (UPI) — Attorney General Robert Y. Thornton said Saturday that the use of a motor carrier operating permit cannot be inherited. Upon death of a permit licensee, use of the license does not pass on to his heirs.

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