

Unplanned Obsolescence Gives Manufacturers Sleeplessness

By LEROY POPE
New York - (UPI) - Economists can worry about "planned obsolescence," in merchandise if they want to, but it's unplanned obsolescence that gives many manufacturers sleepless nights.

Take President Henry Rand of International Shoe Co. of St. Louis, the world's largest shoe manufacturer. In New York the other day on a visit, Mr. Rand talked about style obsolescence with United Press International. He shuddered at the suggestion that shoe manufacturers deliberately planned for their shoes to go out of style so folks would have to buy more.

"It's tough enough worrying about when your line's going out of fashion without planning it," he said emphatically. "The blunt truth is that we usually are completely in the dark when a style stops selling - and most of the time we never do find out why the public turned against it."

Obsolescence Not Planned

Rand said manufacturers can make some calculations about probable obsolescence of their styles by studying the way retailers have to mark down styles that don't sell readily at full price.

"By studying the amount of goods that has to be marked down we can arrive to some degree at a formula for taking style obsolescence into account in pricing," he said. "But as for planning shoes to last a certain length of time or stay in style a certain length of time so folks will have to buy more, it just isn't done. Shoes are planned and priced to fit what people will pay for them."

Styling has become enormously more important in shoes over the years, Rand said. "This is particularly true of children's shoes. Before World War II, children's shoes were remarkably stable from the standpoint of styles. Now they require almost as much styling as adults' shoes. We even have to make pointed toes for quite young girls."

Mention of pointed toes reminded Mr. Rand again of the haunting spectre of obsolescence - unplanned.

Unable To Forecast Trends

"I'd like to ask you a question - one nobody in the shoe business can answer," he told your reporter. "When are women going to stop wearing pointed toe shoes? I'm convinced that sooner or later they will stop without warning - and perhaps the whole shoe industry will be caught with big inventories of pointed toes and take a bath in red ink."

Your reporter later asked several females about this. Most of their reasons for wearing pointed toes seemed vague and evasive, but one business woman snorted - "No woman would wear 'em if she could get good shoes without pointed toes. After all, the manufacturers had to make the pointed toes and the stores had to stock 'em before women could buy 'em."

Mr. Rand brightened up when asked about International's plans to expand its retail operations. "We intend to open as many retail stores this year as we can," he said, "but unlike some of our competitors we don't have a target for our retail operations."

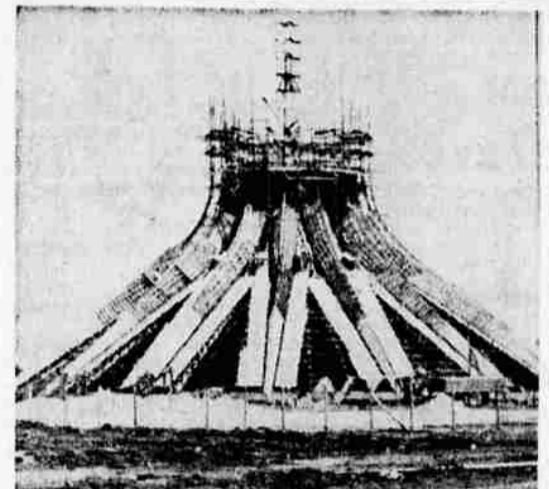
He said International's unit sales were running one per cent behind last year but with prices up a little, dollar volume probably is up a little. The company reports its sales only semi-annually.

Depends on Service

Rand hopes for net sales of \$300 million this year against \$283 million in 1959.

He said his company feels strongly that future growth of the American economy depends on retail service.

"I don't mean concentrating retail outlets in the hands of a few," he explained. "I mean the orderly expansion of retail outlets. Independent retailers must have a lot more capital, credit and merchandising help from manufacturers if they are going to make it under present conditions."



NEARS COMPLETION-Thursday Brasilia will become the capital of Brazil. Many of the buildings are still under construction, like the "Cathedral of Brasilia," shown as it looked last week. Built of boomerang-shaped slabs of reinforced concrete, leaned together in sort of wigwag shape, the building will have special tinted glass between the slabs which will admit light but reduce the glare of the tropic sun. (UPI Telephoto)

GOP Group Said Dodging Part in Redevelopment Bill

Washington - (UPI) - Sen. Joseph S. Clark (D-Pa.) has charged the Republican National committee has decided "not to lift a finger" to promote a Senate-passed area redevelopment bill.

Sen. Thruston B. Morton (R-Ky.), GOP National chairman, replied that four Republican House members are attempting to block the bill probably would not "pay any attention to what I tell them."

The exchange took place between Clark and Sen. Hugh Scott (R-Pa.).

The area redevelopment bill - a proposed \$250 million program to stimulate employment in depressed areas - currently is stymied in the House rules committee.

Floor Vote Favored

Clark said that six of the eight Democrats on the House rules committee favored bringing the bill out for a floor vote. He said just one of the four Republicans on the 12-member committee would provide the needed majority vote.

"Can't you Republicans and, you as chairman of the National committee, get us just one Republican vote to get that bill out of committee?" Clark asked Morton.

The Kentucky Republican said the "price tag" is the stumbling block in getting the bill approved. "It's more than any one of those Republicans on the rules committee would go along with," he explained.

Clark said he opposed reducing the amount of the bill until it becomes "practically meaningless" to obtain one Republican vote.

Morton told Clark: "One thing I can't do, and I think you know I can't do, is to delve in the operation of the House of Representatives itself. I don't think... I would be particularly persuasive."

Not Solely Responsible

Clark replied that "what I wanted to make a record of was: that it is the Republican National committee policy not to lift a finger to get this bill out on the floor in the amount that's been recommended."

Scott said that Republicans were not solely responsible for blocking the Senate bills. "You've got a lot of Demo-

Alaska Fishermen Out-Maneuvered

Anchorage, Alaska - (UPI) - An Alaska newspaper reported Tuesday that a Russian crab fishing fleet drove seven U. S. trawlers out of an area of heavy crab runs Monday by maneuvering the Alaska fishermen out of position.

The Anchorage Daily Times said there was no violence reported and that the incident was reported by radio from the trawler Deep Sea of Wakefield Fisheries.

The Times story said the American boats had found a heavy migration of king crabs and were engaged in fishing with drag nets when the Russians made their move.

The Soviet vessels sent their small boats into the area and covered it with tangle nets, forcing the American fishermen to abandon their operation.

Salem Bus Lines To Increase Fares

Salem - (UPI) - Effective May 1, bus fares here will go up a nickel to 25 cents.

J. H. Harp, president of Capital Transit Lines, said the company has been barely able to meet day to day expenses. He cited rising costs and other expenses.

The suburban fare, to Four Corners, Keizer and Boone road, will be 30 cents and children's fare will be 15 cents.

The company was purchased by the bus drivers last year.

It is the first increase in fares in six years.

PP&L To Increase Capitalization

Portland - (UPI) - Stockholders of Pacific Power and Light Company Tuesday voted to increase the capitalization of the company by one million shares of common stock.

Officials said the additional stock was needed to help finance future construction activities of the electric company.

The meeting also marked the 50th anniversary of the founding of the company which serves some 325,000 customers in five Northwest states. The firm employs 2,300 persons, mostly residents of Oregon and Washington.

Issue Heart Book

New York - (UPI) - The American Heart Association issued a new booklet today which said an estimated 30,000 to 40,000 children are born with heart defects in this nation each year. "About 75-80 per cent of them can be helped by surgery," the booklet said.

Peace Officers Elect New Officers

Paul Bettio, chief criminal deputy of the Jackson county sheriff's office, was elected president of the Southern Oregon Peace Officers association yesterday at Omar's restaurant in Ashland.

Others elected were John Wetterau, Josephine county juvenile officer, vice president; Milton Hanson, Medford police department, treasurer; Frank Elsom, Medford police department, secretary; Bill Young, Talent police chief, sergeant at arms.

Board members are George Echstein, Josephine county sheriff's office; Sheriff Joe Walsh, Jim Warp, Josephine county sheriff's office; and Lorie Burkhardt, Ashland Police department.

Multhnomah Voter Registration 255,000

Portland - (UPI) - Voter registration in Multnomah county was estimated by Registrar John Weldon today at 255,000. Registration of voters closed Tuesday night. In strictly a spot estimate, Weldon figured the Democrats would widen their voting edge in Multnomah county to 31,000 to 32,000.

Portland Nurse Reported Missing

Lewiston, Idaho - (UPI) - Clearwater and Nez Perce county officers dragged the Clearwater river today in their search for Alice Burkett, 24, Portland, Ore., nurse, reported missing late Tuesday.

Mrs. Walter Wisley, Asotin, Wash., aunt of the missing woman, said Miss Burkett had gone to Kamiah, Idaho, about 80 miles southeast of here, to visit a friend.

The friend, whose name was not learned by officers here, said Miss Burkett had left Kamiah Sunday about 4 p.m. Mrs. Wisley reported her missing when she failed to arrive at Asotin. Officers feared her small foreign car may have plunged into the river somewhere between Kamiah and Lewiston.

Two-Year-Old Boy Killed in Car Upset

Stayton - (UPI) - A 2-year-old Marion, Ore., boy, James David Williams, was killed Tuesday when the car in which he was riding crashed on the Stayton road three miles west of Stayton.

The victims mother, Mrs. Evelyn Lorene Williams, 20, and her sister, Mrs. Ida Bell Gray, 17, both of Marion, were taken to Santiam Memorial hospital here.

State police said the boy was thrown out of the car and it rolled over on him.

Identification No Problem for Texas Policeman

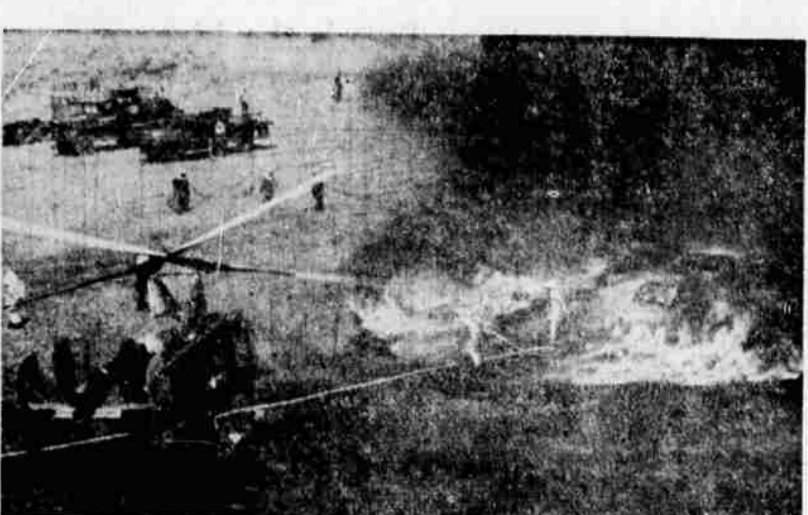
Dallas, Tex. - (UPI) - The scene was the city courtroom of Judge Willard K. Chapman. The case involved a man arrested for speeding.

The defense attorney had just finished putting the arresting officer through a grueling cross-examination, and wound up with the customary question: "Can you positively swear that you can identify the defendant?"

"Certainly," the officer calmly replied. "He's my cousin."

Helicopter Demonstration

The 'copter rotors' downthrust beats down flames and men using foam tanks lowered from the craft finish the trail. (UPI Telephoto)



HELICOPTER DEMONSTRATION - The Air Force's new turbojet H-43B helicopter shows how it can assist firefighters in reaching trapped survivors in burning wreckage.

Background on Riots

Bloody Riots in Korea Trouble Many Capitals of Free World

Tokyo - (UPI) - How did it all start and where will it end - those bloody riots in Korea?

These are questions that trouble free Asia and many capitals of the free world. What's it all about? An exposition in question and answer form may add to understanding.

Q. When did the riots start?
A. The first riots occurred in Masan in Southern Korea on March 15 - election day. At least 5 persons were killed, others injured and - more shock to most of the nation - many of those arrested were sickeningly tortured.

Q. Why were the riots touched off?
A. This is a complicated question. But basically it boils down to politics. The background is this:

In 1956, 10 days before the election, the Democratic opposition presidential candidate, Patrick Henry Shinnick, died of a heart attack. The opposition whispered that, maybe, death didn't actually come from natural causes. Nevertheless, Democratic vice-presidential candidate John M. Chang was elected.

In mid-February of this year - less than 30 days before the election - Democratic presidential candidate Chough Pyung Ok died in Washington. Eighty-five-year-old President Syngman Rhee was reelected unopposed, and his hand-picked heir - apparent, Lee Ki-Poong, was elected vice president with almost as great a majority as Rhee himself.

Rhee and Lee not only won the rural areas but in the cities as well. In all previous elections, the Democrats had carried the cities by margins of up to three to one.

It all added up to more years of autocratic "one-man rule" to the gloom-stricken Democrats. In this atmosphere passions rode high and the riots in Masan where touched off almost naturally.

Q. Did the Communists, as charged by some government officials, trigger the riots?
A. No one knows for sure, but the best indications are that the Communists had little to do with the actual outbreaks. It seems certain they fanned the fires to the best of their abilities - but there are few live Communists in South Korea.

Q. What is the U.S. role in all of this?
A. The United Nations Command - which for all practical purposes means the United States - controls all of Korea's armed forces. By releasing the 15th ROK Division for martial law duty in Seoul, the United States actually put itself on record as supporting the Rhee government.

Q. What is the United States likely to do next?
A. There are signs that behind the scenes the United States is putting great pressure on Rhee to "liberalize" his regime. There were reports the United States is pressuring Rhee to call new elections and to demand the resignation of the vice-president.

Q. What is likely to happen next in Korea?
A. As UPI Correspondent Charles Smith said from Seoul today when asked this question: "Who knows?" So long as martial law is in effect, the situation probably will remain quiet. But, once it is lifted, new outbreaks probably can be expected.

Quotes From the News

By UNITED PRESS INTERNATIONAL

Hahira, Ga. - Hahira High School Principal A. B. Martin, defending the practice of spanking misbehaving students with a paddle about the size and weight of a ping-pong paddle.

"We only use it as a last resort and then only when we think it will help the child."

London - Margaret Truman Daniel, stating that her first visit in Britain in four years was not made to attend Princess Margaret's wedding.

"The Princess and I are what you might call official friends. I have never claimed to be a close friend, even though we get on quite well."

Tulsa, Okla. - Mrs. Beatrice Levin, a Tulsa high school English teacher who assigned J. D. Salinger's "The Catcher in the Rye" to her class, quoting her husband's reaction to demands by parents that she quit because the book used four-letter words:

"What do parents want their children to read - Peter Rabbit?"

Reno, Nev. - Dr. Barbara Moore, British vegetarian who is walking across the United States, planning her day's jaunt in her effort to overtake two British servicemen who started from San Francisco a day ahead of her:

"I'll stop when I'm tired and when I feel I have gained on them."

Elvis Presley in Hollywood Return

Hollywood - (UPI) - Elvis Presley returns to filmland today aboard his private railroad car.

The rock 'n' roll singer was expected to be met by a throng of fans when the Southern Pacific Sunset Limited pulls into union station at 5:45 p.m. (p.s.t.)

Presley's private car is hitched onto the end of the train.

The hip-swaying singer will be making his first appearance in Hollywood since his discharge from the Army last month. He will star in a film called "GI Blues."

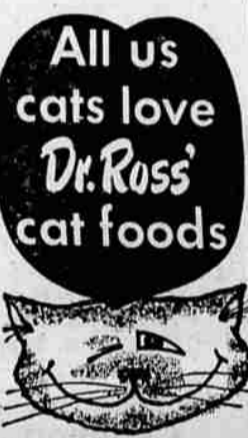
Whooping Cranes On Flight North

Washington - (UPI) - The Interior Department says that 15 whooping cranes - almost half the world's last flock of the birds - apparently have begun the long trip from their winter home in Texas to their nesting grounds in Canada.

An aerial survey of the "whooper route" over the Arkansas National Wildlife Refuge in Texas showed only 18 whooping cranes remaining of the 33 which had wintered there, the department said Tuesday.

Best American Plays Selected

New York - (UPI) - "Toys in the Attic," "Fiorello" and "Five Finger Exercise" were named Tuesday the Best American drama, best musical and best foreign drama of the 1959-60 season by the New York Drama Critics' Circle.



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