

'Shoppers Revolution' Changes Retailing Ideas

NEW YORK (AP)—A shoppers' revolution is under way. The consumer is showing very definitely what he doesn't want and responds gratifyingly when offered what he does want—if the retailer and manufacturer will only provide it.

Just what the postwar shopper does want—and what the merchant and the manufacturer will have to offer in the future—was laid on the line Tuesday at a meeting of the Sales Executive Club of New York by five business paper editors.

This diagnosis of retailing ills comes as New York department stores are reporting that for 25 straight weeks their sales have trailed the year ago figures—and usually the two year ago figures, also.

Elsewhere in the nation, stores have had much better luck.

Shoppers have many complaints about the stores. Ever since the war shoppers have reported a falling off in the standards of service and often are irked by the indifference of clerks.

Big city stores have found customers reluctant to tackle the growing traffic snarls.

Soaring prices have been the biggest gripe. Store keepers reply that even now with manufacturers' prices lower on many items, the rising store operating costs—labor, services and rents—keep retail prices from dropping to the levels that customers think they should.

But the shoppers' revolution is bringing about many changes in retailing as merchants attempt to lure back a bigger share of the consumer's dollar to their stores.

The move of stores to the suburbs is gaining ground fast. But one of the editors—Earl Eihart of Women's Wear Daily—notes that the department stores misjudged the trend and failed to make their suburban branches big enough.

The trend to night shopping hours is growing even faster.

Another of the editors—E. B. Weiss, a contributing editor of Printers Ink—predicts that in a few years Saturday shopping will be eliminated and stores will be open five days a week from noon to 9 p. m.

Self-service and self-selection is also spreading. One large New York department store has installed it, and a still larger one has it in the works. The present-day shopper seems to take to self-service.

The tendency to turn the grocery into a general store continues to spread.

Lawrence Drake, editor of the grocery edition of Cash Store Age, says grocers are ready to sell any product that can be offered on help-yourself counters and has been pre-sold through advertising.

And the vending machine is another thing that merchants have to consider these days.

An interested observer—G. R. Schreiber, editor of Vend magazine—predicts that soon retailers can offer around-the-clock service through these machines.

A machine which will take your bills and give you back change in the planning stage, according to the editor.

The retail-manufacturing world is also alerted by Weiss for the next big battle of the brands.

He stresses the rapid growth of the store-controlled brand—large retailers with their own special brands which don't come under the fair trade price-fixing laws.

The biggest battle just ahead, says Weiss, will be between these retailers brands and manufacturers brands.

Korean Waif Now In School

MORGANTOWN, W. Va. (AP)—In-soo Skippy Kwak, 19, formerly of Korea, is a new member of the West Virginia University freshman class.

The gate to a university education and a new life in medicine was opened to Skippy seven years ago when he met Sgt. Gus Farr of Hinton, W. Va.

A forlorn little waif of 12, Skippy was sitting by a roadside in the rain when Gus first met him in Korea. Skippy became Gus' mascot. Gus ordered books from home and began teaching English to the youngster.

In a couple of years Farr sent Skippy home to Hinton, joined him there later and completed normal adoption of the youth. Skippy went on to school and Gus re-entered service.

Today Skippy is much closer to his goal of becoming a doctor—thanks to Sgt. Gus Farr.

Gus? He was killed last month fighting to free the native country of his adopted son.

Price Tag To Supreme Court

SALEM (AP)—The Oregon Supreme Court will hear arguments Thursday in the suits for price tag estimates on the ballot measures to abolish weight-mile taxes on trucks and to abolish pari-mutuel betting.

The two cases are on appeal from Judge Rex Kimmell of Marion County. He ruled that the price tags, or estimates of how much they would reduce state receipts, don't have to be placed on the two ballot measures.

House Group Probes Reds

LOS ANGELES (AP)—The House Committee on Un-American Activities will continue its inquiry into Communist infiltration among the professions in Southern California when its hearing resumes here Oct. 17.

The hearing was recessed yesterday after a week of testimony from 64 witnesses, including 22 doctors, 25 attorneys, six actors, four writers, a pharmacist, a film studio laborer, a social worker and an "organization worker."

Of the eight women witnesses, three were actresses and three were attorneys.

Sixty-one of the witnesses refused on constitutional grounds to answer questions regarding membership in the Communist party.

Only three—two writers and an actor—were co-operative. They named some 30 writers and actors, chiefly in radio, as members of a Hollywood "cell" of the party.

After yesterday's session, Miss Betty Selden was fired from her job as a Los Angeles County social case worker, a post she had held for 17 years.

Highlights At KUHS

By HAROLD MCKAY

Tonight the Parents and Patrons are sponsoring a "stupendous," as they call it, style show. Also the Parents and Patrons say that the models were "obtained at great expense to put on this Fall Fashion Show." The show will be of interest to the men as well as the women so tell your parents to attend tonight at 8 p. m. in the auditorium.

Today the French club sold cookies in the nurses old office. In the main hall, at noon. In the near future the club members will sell cakes to the faculty.

The K club is planning to hold a dance after the Grants Pass game on the last day of this month, which is Halloween.

For the past week many students have been running around the halls with portable radios in their hands. They were absorbed in that great sports classic, the world series.

Now that's all over and some of the students are happy, the Yankee fans, while some are sad, the Dodger fans, and the school is back to normal.



THREE WELL-KNOWN Democrats, Mrs. Dorothy Lowell, (left) secretary of the Democratic club, Mrs. Blanche Petroff, president and Paul Buck, chairman of the Klamath County Democratic Central committee boarded the Presidential special on its brief stop in Klamath Falls.

Refugees Biggest West German Problem

BONN, Germany (AP)—What if all the people in New England were homeless refugees?

Western Germany faces a comparable problem with refugees there now nudging the fantastic total of 10 million. This is over a fifth of the total population.

Already, failure to integrate the refugees into the life of West Germany has led to a wave of discontent. Large numbers of refugees are threatening to take the law into their own hands and march into more prosperous areas of West Germany unless their plight is eased.

The West German government is so alarmed over the flood of refugees that officials recently made a heart-breaking decision: to tell the East Germans to stay put under Soviet oppression.

In a special broadcast beamed to the East, the government said all East Germans except those on to the earth of the fatherland and keep up a core of resistance against communism.

Government officials say Western Germany has spent the equivalent of six billion dollars since 1945 on the care of refugees. The United States has chipped in additional millions.

Still the plight of the refugee in Germany is desperate.

The government says: "In spite of enormous sums spent . . . only 25 per cent of them have become fully integrated, another 45 per cent have been provided with some kind of work but are far from feeling integrated, while the remaining 20 per cent are still without work and without hope of becoming integrate in the future."

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Meet Mulls N.W. Resources

YAKIMA (AP)—A weeklong series of studies of Northwest resources Wednesday with governors of three states and a group of visiting congressmen joining federal and state officials for a meeting of the Columbia Basin Interagency Committee.

The meeting convened a formal organization of the recently established Columbia Basin Compact Committee, also on the week's agenda, went forward.

The compact committee was being formed as a result of recent enabling legislation passed by Congress and the legislatures of Washington, Idaho, Montana, Oregon and Wyoming for a compact on Columbia watershed power and water administration.

Gov. Laughe of Washington, McKay of Oregon and Jordan of Idaho were expected for the inter-agency meeting along with Reps. Clair Engle and Norris Poulson of California, and Wesley A. D'Ewart of Montana, members of the House Interior and Insular Affairs Committee.

One representative from each federal and state agency in the Columbia watershed also were to attend.

Scheduled Wednesday speakers

Steel Mills Up Output

NEW YORK (AP)—Steel mills are making big strides toward relieving the intense pressure of demand built up during the recent two-months strike, the Iron Age reported Wednesday.

"For the third week in a row operations are scheduled at 104 per cent of rated capacity or better," "This represents an annual production rate of about 113 million net tons of raw steel. The all-time record was hung up last year when the industry turned out 105.1 million net tons of ingots and steel for castings."

One of the chief causes of the misery of these new citizens is their uneven distribution. American officials say the refugee population is mainly concentrated in the agricultural states of Bavaria, Schleswig-Holstein and Lower Saxony. In Schleswig-Holstein, 37 per cent of the population are refugees.

While these agricultural states are overcrowded by job seekers, many industrial regions are short of labor. In the industrial Ruhr, the shortage of miners long has plagued the coal industry.

The obvious solution is to transplant the unused refugee manpower to the available job opportunities. But this has proved difficult to carry out.

During 1951 only 95,000 refugees were shifted from agricultural to industrial states. A shortage of funds and housing is holding up large-scale resettlement.

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