

# 'Gimmick' Selling Rapped; Top Businessmen Told to Push Value

By REYNOLDS KNIGHT  
Some 500 representatives of business and industry were given some hard-headed advice on price versus quality last week during the 33rd annual Boston Conference on Distribution.

A leading sales executive for a nationally known line of consumer products warned "it's about time to close the market on bargain basement prices and concentrate on quality." The last 10 years have seen an onrush of selling "gimmicks" and "deals" even though the consumer was willing and able to spend the full price for products and services. During this period the public was made overly price-minded because business quoted lower prices or gave longer discounts (or trading stamps) instead of emphasizing the plus values of better products.

**NEW YULE LOOK**—"Honeycomb" paper, used to form the familiar red yule bell of yesterday, is expected to be back on the Christmas scene this season as the 100-year-old uni-

que paper form is given new form and dress. This Christmas in stores from coast to coast there'll be a new idea on display, designed to beautify American homes and add easy, do-it-yourself touches to holiday decorations fashioned from this adaptable paper.

**RESUMPTION OF** the use of such paper has opened a broad new vista for paper conversion firms, according to Hallmark Cards, the firm that pioneered the comeback of "honeycomb" paper. The greeting card firm now has more than 200 different product items utilizing such paper. The many new design techniques possible through use of "honeycomb," and the elastic nature of the product, make it possible to offer scores of stylish decorations not possible with stiff paper or cardboard. Three-dimensional and cylindrical decorations, such as Santa Clauses and snowmen, can be made much more stylish through use of this

medium, and housewives can easily assemble them. **PROBLEM OF THE RAILS**—The fact that the railroads of the nation are in serious financial straits is not news to many observers, but a leading railway official last month emphasized their increasingly critical position when he said the industry is running out of cash.

"Working capital of the railroads at the end of the last available month, May 1961, amounted to \$315 million—the worst showing since the

end of 1939, when current liabilities included an enormous amount of defaulted obligations," said W. Arthur Grotz, president, Western Maryland Railway. The rail official noted that at Dec. 31, 1960, working capital amounted to \$788 million, or two-and-a-half times the present total.

In 1960, Class I railroads paid federal income taxes of \$204,263,000, state taxes of \$400,359,000 and retirement and unemployment insurance taxes of close to \$400,000,000. Under present laws the total taxes paid will greatly increase

in the immediate future, Grotz pointed out. The burden of taxation comes at a time when increased competition of subsidized transportation has reduced revenues of railroads by diverting more and more profitable business or by compelling railroads to reduce rates, Grotz said.

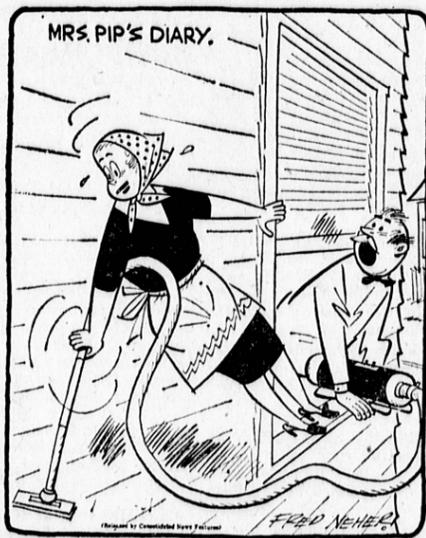
**THINGS TO COME**—A manufacturer of thermometers has come out with one that fastens to the auto antenna; he also has come up with a gauge that is encompassed in a swizzle stick to assure a drink of exactly the right temperature. Even water fountains these days are being affected by the sound of music with introduc-

tion of a new device that utilizes a hi-fi radio or electronic music system to control the patterns and color effects in water fountains. . . . Add to the list of aerosol cans an adhesive that comes out without fouling the valve, so the maker says.

**DEBUTANTE OFF-SEASON** Launching a young lady into the social stream means big business for hotel men, caterers, shop keepers and orchestra leaders, especially in the New York area. If the outlook for this year's crop of debuts in New York is any barometer for the social season in other sections of the nation, the busi-

ness prospects for those who cater to the whims of society's chosen few are grim indeed. There'll be fewer girls presented this season in Manhattan, with 30 fewer balls on the schedule, a leading social consultant reports. It also appears that sponsors of this year's crop of debuts are not quite as lavish in their plans for putting the best foot forward for their proteges. Present price range for such affairs in fashionable New York hotels is \$17,000 for 400 guests or \$32,000 for 1,000. Heretofore, such affairs have ranged as high as \$250,000.

**BITS O' BUSINESS**—candy in Christmas stock and gift packages will probably be cheaper this season due to a decline in the price of major ingredients such as cocoa, sugar, and nuts. Anyone who can come up with a formula for making silk from a sow's ear may find him in demand when high price for raw silk prevails, forcing clothing firms to switch to other fibers. . . . American families this year will receive close to \$42 billion from insurance companies; the estimate includes death and other forms of payments.



MRS. PIP'S DIARY.

"Don't go hog wild on cleaning day, Helen!"

## Chapel Theatre 'Gang' Excited About Opening

Grand opening of "Green Grow the Lilacs," to be presented by Don Gish and Steve Sands at Chapel Theatre, located in the Fish Shanty shopping center, 4164 Pacific Coast Hwy., will be Friday, Nov. 3, at 8:30 p.m.

Finishing touches are being made on costumes, scenery, props, chorus and square dancing groups, and generally there is great excitement at Chapel Theatre.

**THE PERFORMERS** are caught in the spirit of the excitement which is created in the party scene when neighbors get together for a "play party" which gave the farmers in the early days in Indian Territory their once-a-year time to get together and throw troubles, worries, and unhappiness to the winds to let themselves go all out in their "fun party"—and the women and children had their big opportunity to

dress up and show off their "pretties."

**THERE IS NO** doubt that the audience will thrill and be carried away by the array of color, and emotions that will swell the theater to its very rafters. Opening night will be a great experience for both the performers and spectators.

Reservations for any of the four weekend performances, starting Friday may be made by calling FR 2-9636, or FR 8-9017 evenings.

The Allan Bratton Marionettes will present a special Halloween show Tuesday for young and old, with curtain time being 6:30 p.m. for the first showing, and 7:30 p.m. for the second performance that evening. Reservations may be made by calling FR 5-5259, FR 2-5658, or FR 8-9017 for the special Halloween performance, birthday parties, or any weekend performance of the Allan Bratton Marionettes.

### CROSSWORD PUZZLE

**ACROSS**

- Sheer dress material
- At that place
- Like rays
- Full of chinks
- Period of time
- Student
- Similar
- Spanish for "yes"
- Wooden supports
- Prefix: not
- Trials
- Compass point
- Playing card
- Click beetle
- Faroe islands
- Whirlwind
- War god
- Highest points
- Mine vein
- Parent (colloq.)
- Lamprey
- Mud
- Special (abbr.)
- Essence
- Indefinite article
- Having no sunlight
- Compass point
- Dry as wine
- Waltz unsteadily
- Exclamation
- Walk wearily
- Joined
- Beef animal
- Bottle on eyes

**DOWN**

- Diverse
- Roop in baron
- Two (Roman number)
- Landlander

1-Jewish month  
2-Threefold  
3-Sword handle  
4-Printer's measure  
5-Brown knot  
6-Discoverer  
7-Remainder  
8-Silvery  
9-Fruit  
10-Long steps  
11-Thoroughfare  
12-Deep sleep  
13-Place again  
14-Preposition  
15-Man's nickname  
16-Compass point  
17-Symbol for calcium  
18-Seagull  
19-Vessels  
20-Whips  
21-Scar  
22-Scarf  
23-Item of property  
24-Force  
25-Force onward  
26-Shade trees  
27-Sever  
28-Mature  
29-Prefix: down  
30-A state (abbr.)

Diary by United Feature Syndicate, Inc. 28

## Wonder Mare

Part, Hard Plastic Palomino rarit' to play!  
For children from 1 to 7, this Spring Action fully will withstand a hard-riding from all youngsters. 39 1/2" long with a saddle height of 2 1/2" from ground. Made to sell for \$19.95

**13.98**  
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Fires rockets and missiles on your command. 19" high with eyes that roll. "Beeping" noises signal his approach. Complete with rockets and polyethylene missiles.  
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• Permanently rooted Washable Hair  
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**HORSMAN 10 1/2" Vinyl Doll**  
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• Turning Head  
• Sleeping Goggles  
• Fully Clothed  
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List 74.50

**KODAK "500" Slide Projector**  
Compact, light-weight 35 mm projector in a self contained push-lined case. Elevation and focus controls on top for easy use. Readymatic Changer. **49.95**  
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