

Sneakers Steal Toehold in Bid For Shoe Sales

By REYNOLDS KNIGHT
The "fad" of sneakers and canvas shoes, most of which are made outside the shoe industry, has cut deeply into conventional leather shoe sales in recent years.

Canvas footwear already accounts for about 17 per cent of all U. S. shoe sales, according to one estimate. That's nearly double the sales of five years ago, and — despite the contention of many shoe manufacturers that sneakers are a fad — sales show no signs of let-up.

Despite these inroads, shoe manufacturers expect to sell about \$4 billion in leather shoes this year, a five per cent jump over 1961. They are introducing new styles for both men and women and strengthening retailing outlets in an effort to attract more customers. In addition, shoe prices have stabilized at somewhat higher levels recently.

But optimism would seem premature. Most canvas footwear manufacturers have been steadily improving the styles and variety of their products, and imported leather shoes, many of them low-priced, have gained a solid toehold domestically.

COLD WAR good will — With tension rising in Berlin over the wall and the recent withdrawal of the Soviet commandant of troops in East Berlin, many American corporations are remaining steadfast and continuing to foster international good will in West Berlin.

An example of forwarding U. S. good will by an American company was the role the F. W. Woolworth Co. played in the recent West Berlin Volksfest.

This year's theme was the history of America's West and the focal point of the festival

Sea Water Threatens Large Area

Sea water contamination of fresh water supplies is a growing problem along the California coastal area and is particularly severe in Los Angeles County, Supervisor Burton W. Chace declared yesterday.

The supervisor's remarks followed study of a geologic report filed with the Board of Supervisors concerning the growing threat of sea water intrusion into fresh water supplies.

The geologic study, prepared by the Flood Control District under supervision of Chief Engineer M. E. Salsbury, reveals that sea water is intruding the uppermost water-bearing beds in the area and may be moving downward into the deeper and more important water zones.

SUPERVISOR Chace said the report will be utilized by Flood Control engineers in planning remedial measures to deal with the situation.

Chace said the project, known as the Dominguez Gap Barrier Project Investigation, presents a critical problem of salt water intrusion in the Los Angeles-Long Beach harbor area.

"One of the prime factors in the gradual seepage of salt water into fresh basin area," Chace said, "appears to be the heavy overdraft of subterranean supplies through increased pumping of fresh water supplies."

THE GEOLOGIC study generally includes the area bounded by Western Avenue on the west, Alameda Avenue on the east, running on the south along the waterfront from Pier A in Long Beach to Second Street in San Pedro, and extending north to Sepulveda Boulevard-Willow Street.

The agency currently is involved in similar projects along the West Coast Basin from Balona Creek south to Palos Verdes Hills and in the Alamitos Gap area from Long Beach to Seal Beach.

The Flood Control District report was authorized by the Board of Supervisors as a service to water interests in the Central and West Coast basins of the county.

Because of the seriousness of the salt water infiltration problem, Chace directed that 300 copies of the geologic report be distributed among water associations and 2 districts in the area.

grounds was a replica of a typical frontier town. Woolworth set up and stocked a frontier store with all the paraphernalia of the "wild west" that children enjoy.

Rudolf Jahn, managing director of Woolworth in Germany, said the greatest satisfaction in the company's participation came when it distributed its stock of sixshooters, bows and arrows, cowboy hats and Indian headresses to thousands of Berlin orphans and other children attending the Volksfest as guests of the U. S. Army, Berlin.

"The pleasure those kids

had playing cowboys and Indians, even though none of them have been within thousands of miles of America's West, was invaluable in terms of good will," Jahn said.

COLLEGE credit — "Pay-as-you-learn" financing will achieve new prominence as a fact of campus life this fall when the largest crop of college freshmen in U. S. academic history enters the ivy-covered halls of higher learning.

Robert J. Keir, president of The Tuition Plan, Inc., oldest and largest of the institutions

specializing in the installment financing of academic costs and fees, says more than half of this year's 1,110,000 freshmen will use credit of one sort or another to pay their college bills.

When The Tuition Plan — now a subsidiary of CIT Financial Corp. — was founded 24 years ago it had 28 student customers on its books. In the past three years it has helped more than 100,000 students finance their education.

Keir says the trend toward using credit to finance college expenses has been accelerated by the higher cost of higher

education. Tuition fees and other costs will keep on rising, he predicts, but average family income should rise just as fast.

Another factor is the increasing number of high school graduates who go to college each year, he comments. Despite the increase in costs, he says, scholarships, installment financing and other available aids should continue to make it possible for every qualified student who really wants a college education to obtain one.

THINGS to come — Painted

aluminum nails and fasteners designed for use with colored building panels have been introduced by a major aluminum producer. . . . Another push-button camera is on the market; this one focuses the camera, sets the exposure, fires the flash, snaps the picture and advances the film — all with one push of a button. . . . For business-minded gamers, a real estate game that requires development of raw land into housing projects or industrial parks on a starting capital of \$100,000 has been offered by a Massachusetts firm.

Philately boom — The gentle art of philately — stamp collecting — is bruising big business. Leisure time and higher personal incomes have swelled the ranks of stamp collectors to past the 13 million mark, and expenditures by the group for stamps and related equipment are expected to reach \$40 million this year, according to one business survey. Biggest gainers of the boom are stamp dealers, but even the Post Office Department has done well: last year, it made a \$2.7 million profit from sales of stamps that went uncanceled into the albums of collectors.

BITS O' BUSINESS — Consumer prices rose to an all-time high in July, according to a recent government report: living costs are 5.5 per cent higher than in 1957-59, the base period of the consumer price index. . . . Nearly 500,000 auto workers will get wage increases ranging from six to nine cents per hour starting this week, under terms of present contracts. . . .

The growing popularity of menthol cigarettes has created a demand for menthol: natural menthol imports for the first six months this year are expected to be double the level for the same period in 1960, a recent trade report indicated.

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OPEN 9 A.M. to 10 P.M. • 7 DAYS A WEEK

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Big, 12" diameter globe, snaps together easily, comes complete with stand! Fun and educational, helps students of all grades to better marks through a better knowledge of world history and geography.

Free 3 Colored ink BALL-POINT PENS when you buy CREST Economy Size



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New Formula 7 fortified with Vitamin D for healthy pets, with glossy fur. Stock up at this price!

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Quality make—from famous Cannon Mills! Exquisitely sheer nude heel, demi-toe seamless nylons in newest Fall shades. Sizes 8½ to 11.

REG. \$1.15 PR. **69¢ Pr.**
2 Pr. \$1.25

BOYS • WESTERN • SANFORIZED BLUE JEANS



Western style jeans, Sanforized, riveted and double stitched for long, sturdy wear! Fused double knees; quality zipper. Faded blue; sizes 4 to 12.

REG. \$2.49 PR. **2 \$3**

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REG. 79c **59¢**

WEIGHS OVER 3 POUNDS!

COLGATE'S NEW LIQUID DETERGENT **CRYSTAL WHITE**

For washing dishes and fine fabrics. A top household value!

3-PINT CONT. **2 \$1**
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No lower price anywhere! Favorite casual and beach slipper. All sizes.

REG. 49c **29¢ pr**

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8½"x11" size for three-hole, side punch binder. A top back to school bargain buy!

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64 brilliant colors in a box complete with new, built-in pencil sharpener.

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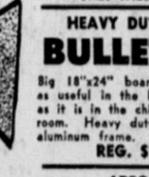
NIFTY • SPACE SAVER • VINYL MAGNETIC BINDER



Choice of top or side punch in a vinyl covered magnetic binder that takes 8½"x11" paper.

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HEAVY DUTY • ALUMINUM FRAME BULLETIN BOARD



Big 18"x24" board just as useful in the kitchen as it is in the children's room. Heavy duty with aluminum frame.

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ALL METAL • MEN'S OR BOYS' PANTS CREASER



No better way to keep trousers neat and pressed looking! A top buy!

REG. 89c **59¢**
89c VALUE

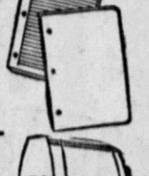
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A full ream of good quality white typing paper at a typically low Stacy price! Size 8½"x11".

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APSCO • WALL MOUNT PENCIL SHARPENER



A top value for home or office! Easy to mount and empty — complete with screws. Save \$1!

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Sturdy all steel construction. Tacks, staples, even mends! For school, home and office use.

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TONI • HOME PERMANENT



The easy to use, no mix, no mess home permanent! Gentle, regular or super for every type of adult and children's hair.

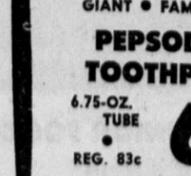
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6.75-OZ. TUBE • REG. 83c **63¢**

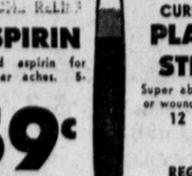
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The quality controlled aspirin for headaches and muscular aches. 8-Grain.

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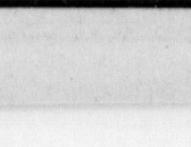
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MENNEN • NEW BATH MEN'S TALC With Deodorant



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Regular or menthol in men's favorite cool, refreshing shave cream.

4¼-OZ. TUBE • REG. 60c **49¢**