

Male Fashion-Plate Producers Meet

By BU BURCHARD
Business Writer, The Times
'A woman's best accessory is a well-dressed escort.'
So says Seattle's A. A. (Bob) Littler, and so say 11 other men's fine-apparel specialty merchants from across the country who, with Littler, make up the exclusive Men's Apparel Forum of America which is meeting here today and tomorrow to compare business and fashion notes.

The forum is an unusual invitational association of 12 independent proprietors in the men's apparel field. Some, like Littler, also handle women's wear.

Members represent all regions of the country. Their stores are in Pittsburgh, Louisville, Atlanta, Houston, Milwaukee, Madison, Detroit, Chicago, Kansas City, Minneapolis, St. Paul, Denver, Beverly Hills, Honolulu, Pebble Beach (Calif.) and Seattle—the latter two being Littler locations.

THE DOZEN PROPRIETORS, who do a gross volume of over \$25,000,000 a year, have no financial overlap. However, all forum members submit full statistics on their operations to a controller in Chicago. The figures are compiled so that each operator can see how he is doing in relation to the others.

If parts of his operation are out of line with the average, he can figure something is wrong in his store and try to correct it.

The group meets formally twice a year, usually in New York City, to swap new merchandising wrinkles, new fashion ideas and new ways of upgrading their stores. The semiannual meeting here is the first outside of New York in ten years. Littler is host, and the World's Fair is one of the attractions.

Although the stores do no joint-buying, the independent members of the forum often meet informally in the market and share information.

EACH YEAR, SOME MEMBERS TRAVEL to Europe, send samples back to other members and report on new developments in fashion and fabric.

Littler opened his first quality store in Seattle in the tough depression days of 1931 when others were closing. He had been men's division manager at Frederick & Nelson for ten years. Other quality clothing specialists joined him, and his venture thrived. Now his employes number between 75 and 100 in Seattle; a half-dozen at Pebble Beach.

Littler considers his operation "like a fine clinic" staffed with specialists and researchers, men who know their business and are "dedicated to having things finer."

The pervading emphasis is on quality and value and personalized service, catering "to the person who has money and a proper education in clothes who will buy what he wants when he wants it."

The other proprietors in the forum group have a similar philosophy of operation. Littler was one of the forum's founders in 1946 and was president the first two years.

The group has since attained coast-to-coast recognition in the industry. Being on the firing line serving particular customers, they are active in passing along ideas and advice to manufacturers and mills to help create national men's styles and fashions and suggest improvements in fabrics and clothing construction.

KEY MANUFACTURERS and designers often meet with the forum for interchange of ideas. Members often give textile mills sample ideas, and the mills produce enough yardage for a few suits, which the merchants wear and test.

Littler's personal wardrobe is a not-so-small research laboratory for testing new fabric mixes and designs, with Littler as the guinea pig.

By such testing, Littler says, forum members were largely responsible for the success of silk's use in men's suits. Such research, he points out, gets the fabric combinations "right" before marketing so that customers can be assured of satisfaction.

The forum meeting is being held at this time, Littler says, because most of the proprietors have completed their buying for fall.

And what will the fall fashions be? "They will continue dark," Littler says, "compounds of rich, dark tones with a little more luster produced by the use of silk finely spun with worsted."

"The trend will be away from the standard poplin raincoat and toward fine gabardine topcoats which can be used for all occasions, as well as for stormcoats."

Administration to Keep Watch On Basic-Industry Wages, Prices

(Compiled from Associated Press, United Press International and Seattle Times reports.)

Luther H. Hodges, secretary of commerce, says the Kennedy Administration will continue to act when there are signs the national interest is not being considered in the wage-price decisions of basic industries.

But Hodges told a news conference yesterday President Kennedy "is not interested in getting into each isolated case" that might affect price levels.

Steel, Hodges said, was a special case because its price affects the prices of many other products. The administration first worked to bring a noninflationary contract between steel producers and labor, and later acted against a \$6-a-ton price boost by major firms. The increase was rescinded.

"As a practical matter," Hodges said, administration efforts to influence wage-price decisions probably will be limited to basic industries, and to cases in which the national interest is not being considered.

Hodges said aluminum is one example of a basic industry which might be closely watched by the administration. But he added he knew of no discussions within the administration specifically involving that industry.

As a result of the steel-price hassle, Hodges said, industry should now be doubly aware that the national interest should be considered in negotiating wages and setting prices to avoid the possibility of dictation or outside intervention.

LLOYD X. CODER of System Transfer & Storage Co. has been elected chairman of the board of governors of the Transport Clearings of Washington, Inc., freight-bill clearing house.

Other new officers are Ralph Pozzi, vice chairman; Richard Eicher, secretary, and Otto H. Tschanz, Jr., treasurer.

CONTRACTS WHICH moved two sections of interstate freeway closer to completion were



awarded today, by the State Highway Department.

The Traffic Safety Supply Co. of Portland, Ore., was awarded a contract to install signs on the Tacoma-Seattle freeway section between the Pierce-King County line and Midway in King County, and another for signing of the Yakima freeway between Selah Junction and Terrace Heights Way.

The Seattle-Tacoma job, which will cost \$105,885, must be completed by next August 15, about a month before the freeway section is scheduled to open.

THE ACQUISITION of Bogardus, Wilson, Ltd., of Vancouver, B. C., and its affiliated distributing companies was announced by the Libbey-Owens-Ford Glass Co.

Bogardus, Wilson is an independent flat-glass distributor in Western Canada.

THE SEATTLE Trust & Savings Bank and the Pacific National Bank yesterday jointly bought a \$128,000 bond issue of the Twisp School District 403, Okanogan County. The effective interest rate is 3.3692 per cent.

THE BOARD OF directors of the Bondstock Corp. of Tacoma has declared a quarterly cash distribution of 4 cents a share from earned income and 2 cents a share from capital gains, payable May 21 to stockholders of record April 30.

The mutual fund reported a 94 per cent increase in total assets for the year ended last March 31 and a 135 per cent increase in the number of stockholders.

TWO NEW YORK companies will design, develop and produce vital cockpit instruments for The Boeing Co.'s Dyna-Soar space glider.

Boeing chose the Huyck Systems Co. of Long Island and the Kollsman Instrument Corp. of Elmhurst to supply

the pilot aids. Huyck will develop instruments to show Dyna-Soar pilots how high and fast the gliders are flying. This contract is for more than \$136,000.

Instruments to be developed by Kollsman under a more than \$220,000 contract will display the glider's angle of flight and rate of climb.

EDGAR M. HOOVER, director of the Pittsburgh Regional Planning Association's economic study, will lecture at 3:30 o'clock tomorrow in the faculty lounge at Mackenzie Hall, University of Washington. He is an authority in the field of industry location.

FORMATION of a new Pacific Northwest District of Westinghouse Appliances Sales was announced today by M. B. Sauer, Pacific Coast regional manager. A. E. Last, who has been Portland district manager, will be manager for the new district. J. F. Hangauer, who has been Seattle district manager, will become San Francisco district manager. M. B. Niederkorn, Seattle

district sales manager, has been named Washington district manager. NEW OFFICE - The Travelers Insurance Co. has opened an office in Bellevue at 127 106th Av. N. E., the firm announced. Jack D. Haaland, field supervisor, is in charge of the agency office.

THE SEATTLE Security Traders Association will have a dinner meeting at 6:45 o'clock tomorrow at the New Washington Hotel. Peter H. Baker, vice president, will discuss plans for an outing in May to the Kiama Lodge.

THE INTERSTATE Commerce Commission has authorized the Milwaukee Railroad to acquire control of the Wash-

ington, Idaho & Montana Railway, in a \$460,000 deal. W. I. & M.'s line extends from Pajouise, Whitman County, to Purdue, Idaho, a distance of 49.37 miles.

FIRST-QUARTER net income of the Great Northern Railway was \$1,867,917, equivalent to 31 cents a share. This was compared to \$1,682,230—3 cents a share—reported by the railroad for the same quarter last year.

The Great Northern's earnings last year were higher than this year's first quarter but 1962 expenses were lower, yielding the higher net income.

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MUTUAL FUNDS

Table of mutual fund performance data including fund names, shares, and prices.

LIVESTOCK

Table of livestock market prices for various types of cattle, sheep, and pigs.

BANK STOCKS

Table of bank stock prices and market activity.

COTTON AND TEXTILES

Table of cotton and textile market prices and trends.

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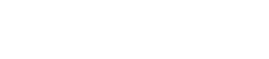
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ODD LOTS

NEW YORK, April 25.—(A.P.)—The New York Stock Exchange reported today these odd-lot transactions by principal dealers for purchases of 501,377 shares and sales of 222,570 shares including 3,612 shares sold short.

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CONFERENCE WILL FEATURE ASTRONAUT JOHN GLENN AND VICE PRESIDENT JOHNSON

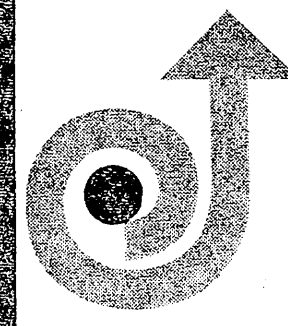
The star-studded program will feature a "Who's Who" roster of speakers and panelists including Lt. Col. John Glenn and nine other spacemen. Pioneers in space. Men who have gone over 100,000 feet above the earth in balloons, X-15 planes and Mercury capsules. Vice President Lyndon B. Johnson will be on hand to introduce them. In addition: NASA Administrator James E. Webb and Werner von Braun will make key addresses.

PUBLIC INVITED!

LOCAL REGISTRATIONS NOW BEING TAKEN for THE SECOND NATIONAL CONFERENCE ON THE PEACEFUL USES OF SPACE
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HERE'S THE PROGRAM
Read it carefully, and then fill out the registration form below and mail today. Local registrations will be limited. If you act now — you can sign up to attend:

- 1. The Entire Conference
2. The Conference — By The Day
3. The Conference — By The Session
4. Meal Events

Registration details for Tuesday, May 8th and Wednesday, May 9th, including session topics like Project Apollo, Space Sciences, and Astronaut Glenn.

Registration details for Thursday, May 10th, including session topics like Luncheon, Report on Manned Space Flight, and Banquet.

REGISTRATION FORM

Name _____ Occupation _____
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Table of registration fees for different plans and sessions.

MEAL EVENTS In addition to my registration, I would like:
Banquet Tickets @ \$10.00 Tuesday, May 8
Luncheon Tickets @ 5.00 Thursday, May 10
Banquet Tickets @ 10.00 Thursday, May 10

CHECKS OR MONEY ORDERS covering registration and meal events should be made payable to: Conference On Peaceful Uses Of Space. Mail to: 215 Columbia St., Seattle 4, Wash.