

world

Expansion of U.S. market is goal of Israel clothes makers

United Press International
TEL AVIV — It's going to take more than style and quality for Israel's fashion industry to keep its foothold on the American market. Savvy American shoppers may associate outstanding swimwear and leather coats with Israel the way they link shoes with Italy or silk shirts with Hong Kong. But the figures show they're finding less of what Israel has to offer available in U.S. shops. "The American market is quite dif-

ferent for imports over the last two years," Hannah Sharit-Weiss of the trade and tourism ministry said. "The stores were left with big end-of-season stocks and this has made them more cautious since there is less money around to spend. They're starting seasons with less stock and, because of the dollar's instability, go to local sources to replenish," she said. The United States is still the No. 3 destination for Israeli merchandise but exports to American stores drop-

ped from 50 percent of all exports in 1975 to 20 percent in 1978. Last year the \$21.7 million sold to U.S. buyers made up only 9.3 percent of the total \$233.1 million in fashion exports, with U.S. sales down \$14 million from the previous year. Industry analysts blame the decline on heavy U.S. import duties that push the consumer price up too high and the inability of Israeli manufacturers to serve the recession-inspired shift in U.S. buying habits. Israel's tax-free pipeline to the nearer European Common Market has more than made up for the American losses. Sales to European buyers — notably in West Germany where they bought \$73 million of Israeli fashion goods — totaled 80 percent of all fashion exports last year. The industry's overall dollar growth rate was up 32 percent in 1979 over 1978.

Still, the Israelis look longingly to the American potential to hawk their well-made "interpretations" of fashion dictates from Paris and Rome. "It's really difficult to compete with the Far East and local U.S. producers," Weiss said. "But we are not giving up." She said a "more effective export strategy" is planned for the United States and Canada, including perhaps year-round Israeli manufacturers representatives in New York. Some 350 buyers showed up Feb. 11-14 for the industry's biannual "fashion week" where more than 80 Israeli manufacturers set up showrooms to display fall-winter collections for 1981. Only a few American buyers came — none from big-name stores. Edward Nagourney, president of Rice's Nachman's department stores in Virginia, was among them. His seven stores are planning an "Israel week" promotion this fall.

Israeli bases spring up quickly with U.S. help

United Press International
OVD, Israel — A billion dollars worth of American know-how is bulldozing Israel's southern desert to build two air bases for combat readiness in only 26 months.

The need for speed is creating the logistical problems of a wartime project. Bases under construction in Israel's Negev wasteland will replace those in the eastern Sinai which Israel must surrender to Egypt under the terms of the peace treaty by April 26, 1982. Israel already has withdrawn from two-thirds of the Sinai.

In the next 26 months, the Americans must accomplish what took Israel 12 years to do at Etzion and what takes three to four years to do in the United States: build a fully operational front-line fighter base.

And they must do it within a \$1.040 billion budget, \$800 million of which is paid for by the American taxpayer as a grant to Israel. It is part of the total \$3.2 billion in loans and grants to Israel that is the U.S. price for the treaty.

"Time is the challenge," said U.S. Air Force Brig. Gen. Paul Hartung. "We are on time."

Hartung oversees the project as



the Defense Department's executive agent. The Army Corps of Engineers, which has built just about anything in its 205 years, supervises the design and construction of the bases.

The four American military officers assigned to the project — three army, one air force — seem to have no doubt the bases will be finished on schedule. Their space age jargon, fatigues sharply pressed despite the desert and the unmistakable stamp of their "Made in USA" surroundings underscore their style.

The enforced safety regulations requiring hardhats and goggles, the Dodge pickups and yellow "school buses," no smoking signs in the spic-and-span prefab recreation hall, the universal use of air conditioning and hygienic conditions imposed on the Middle East all have created an over-

powering sense of American soil.

Army Col. Bruce F. Miller, originally of Madison, Wis., has now been assigned to the conference building of the huge American camp at Cam Ranh Bay during a Vietnam war. But the biggest desert dust kicked up by the American winds and giant earthmovers.

"The difference is that the desert from the air strip, it's an Israeli Miller said, his eyes on the desert yellow behemoths leveling the ground of two runways which can stretch three straight tons of earth at a time. The States will give those stretch, and Ryan Miller, in white hard hat, is capable of building the bases do it so quickly.

Report on Saudi king medical tests 'assuring'

United Press International
JEDDAH, Saudi Arabia — Doctors treating King Khaled said Sunday he was in good condition and the results of recent medical tests were "assuring."

Earlier medical bulletins said the monarch was admitted to the hospital for medical checkups, reports said he may be discharged within the next few days.

Khaled has a history of heart ailments but reports said his current hospitalization was not for any of his ailments. The 56-year-old monarch withered after a long illness and his team coasted to victory.

Yugoslav government beginning transition

United Press International
BELGRADE, Yugoslavia — How long gravely ill President Josip Broz Tito will cling to life has taken a back seat to the unfolding transition from his charismatic rule to government by committee.

"It really doesn't matter how long he hangs on," said one Western commentator with long experience following Yugoslav developments. "What's important now is this unique, historical moment which only happens so rarely."

Officials said dialysis was helping Tito's kidney failure and medical sources closely following the situation via daily health bulletins said if it worked, Tito could live for some time. But his condition was still reported as grave.

"We must now rely on the collective to make up for Tito's absence in political life," a high-ranking government official said Friday, confirming

the two committees running state and the party were operating as if Tito, 87, Yugoslav sole leader for more than 35 years were already gone.

But the official admitted that of the 31 members of the leadership committees wielded more power than others.

"Of course, not all members (collective leadership) are equal, all are equally able, and not all are equally popular," he said.

The assessment fits in with Tito's kidney failure and medical sources closely following the situation via daily health bulletins said if it worked, Tito could live for some time. But his condition was still reported as grave.

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International Meditation Society

There will be a free introductory lecture on the Transcendental Meditation Program on Monday the 25th of February at 7:30 P.M. in Room No. 204B of the Library. This lecture is for those just interested in the general knowledge, in learning the technique for expanding awareness and increasing enjoyment of all aspects of life, and/or releasing stress for the benefit of everyday living.

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