

Desegregation case to 'try' again

United Press International
DALLAS — The Dallas Independent School Board has decided once again to take its 11-year-old desegregation battle back to court — this time to appeal an order from U.S. Dist. Judge Barefoot Sanders.

The school board voted 5-4 Tuesday to file the appeal with the 5th U.S. Circuit Court of Appeals in New Orleans. The court has already heard two appeals in the case.

Sanders' order calls for changes in three high school attendance zones, requires the spending of an extra \$6 million a year to improve education in minority schools and establishes staffing ratios for teachers and administrators.

DISD Board President John Martin led the fight to convince

the trustees to appeal the order, rejecting arguments the DISD should spend no more funds on desegregation litigation.

"I think the appeal pays for itself, whether we win or lose," Martin said.

The district has paid \$1.2 million to its desegregation attorneys since 1970 and another \$88,000 to attorneys for the plaintiffs in 1976.

Trustee Richard Curry opposed the appeal and said he was discouraged by the vote.

"I think the forces of ignorance, emotion, fear, rigid ideology and constituent pressure have joined hands to lead us astray," Curry said.

"The issue is simply this: What benefit can we expect to reap from appealing? We have no chance of winning an appeal.

"It's time to get out of the courts."

"I think it's time we channeled our energies and resources back into giving our children the best education we can."

Rich folks buy, middle class goes for thrift, experts claim

United Press International
CHERRY HILL, N.J. — A New York market research executive says today's consumers are unpredictable, skeptical and not easy to please.

Joshua Peritz of Yankelovich made his comments at the 24th New Jersey Marketing Institute.

Another speaker, magazine editor Geraldine Rhoads, only partly agreed.

Rhoads said today's consumers are sharply divided by income and spending habits.

She said there's no price resistance apparent for expensive goods and services, but sharply curtailed spending for many low-priced articles.

She also said middle income consumers are purposeful spenders whose decisions are not based solely on price.

"With more women in the work force, there are more \$25,000 households, but they are not buying \$25,000 worth of goods and services," said Rhoads, vice president and editor-in-chief of Woman's Day magazine.

"They have a strong sense of survival. They put a premium on quality in both small and large purchases.

"People are proud of bargains they find in flea markets, and the numbers and sizes of flea markets are growing."

Rhoads said flea markets now represent recreation as well as bargain sources for middle-income consumers.

"Our fashion editor says they're buying less but better (clothing and accessories)," Rhoads said.

She said the working woman today invests instead of splurging on clothing and looks for apparel that is not greatly expensive.

"She shops like a man, late in the calendar," she said. "She no longer has time and patience for long shopping trips. In some shops, she gets alterations on suits as her husband or boyfriend does."

Whether she shops in stores or catalogues, Rhoads said, today's consumer opts for better fabrics, longer-wearing styles and other signs of quality.

Catalogues used to be a means

of enticing people into stores, she said. "Now, they are 'stores,'" she said.

Working wives influence the marketplace profoundly, Rhoads said. Because they are always looking for time savers, they have become a boon to the mail order business, even for apparel that must fit individually.

"Beauty salons now give advice on how to maintain hair styles between visits, which are growing further apart because working women lack the time for weekly appointments," she said.

Cars are a major moneysaving area, she said. "People are keeping their cars an average of over six years," she said.

"This draws a picture of some sensible people — of sober, hardworking women who look for after-hours and weekend diversions."

Many women are apparently returning to home sewing or are learning to do it for the first time, she said.

Rhoads said a story her magazine ran about mail order kits for frilly blouses resulted in more than a half-million dollars in orders.

Two elements exist in selling, she added.

Women go for a touch of drama, such as a lacy blouse — but they're still bent on being unique. "They boast about wearing a classic for years but also about buying something outre (bizarre)," she said.

Rhoads' comments were based on both market research and reader mail to her magazine, which is sold in supermarkets and on newsstands.

Women today are realists, she said, who assess themselves differently. They see themselves as producers, not just stay-at-home guardians of the family fortune.

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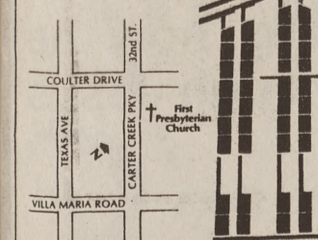
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