

Now You Know

# Pizzeria rare treat for Russian diners

United Press International  
Almost 89 percent of all college engineering students are male.

MOSCOW — The newest pizzeria in the land of borscht and potatoes has a strict policy. No orders "to go."

"The Italian chef definitely told us, 'If you reheat it, it's not pizza,'" said Ludmilla Stogova, manager of the restaurant at 37 Gorky street, a prime location on one of Moscow's major shopping streets.

The no take-out policy and the placement of 16 tables in a room that could easily hold twice

as many shows profit is less important at a state-run cafe than it would be in the West.

So does its strictly socialist name: Frunzensky District Cafe No. 1.

Mrs. Stogova said with pride that business doubled the day after her establishment was reviewed in the evening Moscow newspaper some weeks ago.

Mrs. Stogova herself, like many Russians, was not familiar with pizza before the restaurant

opened for business June 21.

The management offers what it describes as genuine Neapolitan-style pizza, prepared according to the recipes of a chef brought in by an Italian firm that hopes to set up more pizzerias across the country.

In the course of recent visits prices varied remarkably. On one occasion three pizzas, a cheese turnover and three soft drinks cost \$12.25. Another day three pizzas were only \$3.75.

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### September Snow Skier

David Jarratt, a senior marketing major from Kingwood, learns how to do a 360-degree turn in his physical education skiing class.

## Cobbling trade taking steps toward revival

NEW YORK — After 40 years of steady decline, the cobbling trade is growing rapidly again because of the high price of new shoes.

Back in 1940, there were 50,000 shoe repair shops in the United States. The number dwindled for various reasons to between 9,000 and 15,000 by 1977. Now it's approaching 20,000 again according to Fred Trezise of AMERICAN Biltrite, Inc., of Chelsea, Mass., maker of Cat's Paw and other lines of shoe repair products.

The Shoe Service Industry Council in Chicago puts the figures a little lower, saying the number of shops fell to a low of 9,600 and now is something over 12,000.

The cobbling trade's long decline had many causes.

Trezise said he thinks the biggest was affluence and the growth of the "throwaway" psychology in American society.

Another was a drop in immigration from Italy, the country from which more cobblers came than any other. And as was the case with the immigrants who

manned New York's garment industry, Trezise said, many of the cobblers who were successful wanted their children to move up to some more prestigious vocation.

The Shoe Service Industry Council and Trezise agreed on three other reasons: rising rents for the shops, the mechanization of the trade requiring a substantial investment in machinery and, above all, the rapid diversifying of shoe manufacturing from leather into synthetic materials that are not easy to repair or economically unfeasible to repair.

It ceased to pay parents, for example, to repair children's shoes was done routinely in the days of all-leather shoes.

Whatever the causes, it became kind of hard to find a shoe repair shop in many communities, particularly suburban communities.

But now inflation has raised the prices of new shoes 83 percent in the last three years alone and 300 to 400 percent in a decade — and leather shoes are enjoying a comeback.

Inflation has driven the cost of repairing shoes up too and some of the shops in high rent locations are forced to demand payment in advance or substantial deposits.

Both Trezise and the Shoe Industry Service Council said, however, repair costs have not gone up as much as the price of

new shoes. The council said it's virtually impossible to say how much repair costs have gone up because cobbling still is a highly individualistic trade. Very few of the shops keep careful records and there is hardly any uniformity in their methods of calculating costs and prices. Trezise said he did not think prices had gone up more than inflation of the dollar and probably less than that in many areas.

The present high prices naturally have caused Biltrite and other makers of shoe findings to look for improved ways to repair shoes.

One such by Biltrite is a tough, thin, textured plastic outer sole that can be applied to any new smooth-soled shoe to prevent wear and to a worn sole to extend wear. Available for about half the cost of a standard repairing job, it is said to last longer than the conventional sole.

It has to be applied by a cobbler at a press and the precisely right adhesive must be used. The outer sole has been used in Europe for some years but is new to the United States, Trezise said.

To stimulate interest in shoe repair as a career, the Rubber Manufacturers' Association has prepared, and the Shoe Service Institute in Chicago is distributing, a booklet describing shoe repair service and offering the Institute's assistance in locating schools or work-study situations.

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