



AP Photo

## Elected

Henry Walker of Greenville, S.C., Thursday became the first black student ever elected student body president at the University of South Carolina. Walker 21, a political science major defeated three white opponents in the election at Columbia.

## 6% Unemployment

# ATMI: There's Gloom

## A News Analysis

BY CONRAD PAYSOUR  
Daily News Business Editor

HOLLYWOOD BEACH, Fla. — The 22nd annual meeting of the American Textile Manufacturer's Institute, being held here, almost has a split personality.

Although it's hard to be gloomy under a warm Florida sun, many textile executives attending the meeting are about as gloomy as if they were sloshing through a cold, smoggy rain in New York City.

The gloom grows from the executives' having their hopes for an immediate, substantial import controls dashed.

On the other hand, many textile executives are expressing optimism on the state of the economy and the textile industry. They feel that the industry — which has seen profits plummet, many plants close, and many employe lay-offs in the past year — may have reached its bottom and now is on the threshold of recovery.

THERE ALSO are a few executives who still feel that they may get some relief from imports, which hit an all-time high in 1970.

One knowledgeable man who has testified before congressional committees on almost every international trade bill for the last dozen years sat beside the Diplomat Hotel's swimming pool Thursday and discussed the import question.

He was so engrossed in the sensitive position he holds in discussion that even as he thought some relief tanned, bikini-clad imports may still come. He added, they may come from an unexpected direction.

The man, who asked to be quoted by name because HE NOTED that when

# Ford Has Fewer

DETROIT (AP) — A trend indicates that model changes, a tradition in the U.S. auto industry, is losing its impetus. It may be headed for a new yard.

The latest evidence of the trend came Thursday when Ford Motor Co. said it will make fewer and less dramatic changes in coming years.

"Superior styling will continue to be a major selling point, but our customers are increasingly interested in economy, safety, utility and more than in styling," said Board Chairman Henry Ford II and President Lee Iacocca in a letter to shareholders.

"In future years we will change the design of our American products more frequently and less dramatically," the Ford statement said. "The Ford strategy is the most direct to date of our executives."

Other automakers are being pressured by rising costs and increasingly stringent emissions and rising competition. They have had to de-emphasize styling.

"I don't know that we're at the end of the annual model change as we've known it in the past," Roche said recently. "It's like everything else, changes are occurring and we have to switch the emphasis on changes."

Healy suggested that the model change trend could continue around for some time, but that it has contained largely to the sheetmetal rather than signing whole cars.

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# ...s Gloom In The Florida Su

He was so engrossed in the discussion that even the sun-tanned, bikini-clad girls did not distract him.

The man, who asked not to be quoted by name because of the

sensitive position he holds, said he thought some relief from imports may still come. But, he added, they may come from an unexpected direction.

Ways and Means Committee Chairman Wilbur Mills took the position that a voluntary arrangement on textile imports opposed by the Japanese textile industry was acceptable, many

U.S. textile officials gave up hope. Without Mills' support, they reasoned, no legislation is likely to get very far in Congress.

However, the man sitting be-

side the swimming President Nixon's strongest statement denouncing the Japanese.

This, according to gives some cause for "There are many President can do without present statutory authority imports if the President is to use this power declared.

But, he indicated, the only hope for industry as far as it concerned — at least the next presidential e-

IN THE LAST session, Mills came out in favor of restricting imports of both text shoes, and his committee out a bill that passed House. However, it died in the logjam that opened in the rush for ment.

## Ford Plans Fewer Model Changes

DETROIT (AP) — A growing trend indicates that annual model changes, a 40-year-old tradition in the U.S. auto industry, is losing its importance and may be headed for the junkyard.

The latest evidence of the trend came Thursday when Ford Motor Co. said it plans to make fewer and less substantial changes in coming years.

"Superior styling will continue to be a major factor in car sales, but our customers are increasingly interested in reliability, safety, utility and economy more than in styling novelty," Board Chairman Henry Ford and President Lee A. Iacocca said in a letter to stockholders.

"In future years, we plan to change the design of our North American products less frequently and less extensively."

The Ford statement was the most direct to date by top executives.

Other automakers, also pressured by rising costs, increasingly stringent safety regulations and rising consumer sophistication, have been seeking to de-emphasize styling changes.

When General Motors Co. unveiled its subcompact Vega last year, GM advertised that the car would look the same in 1975 as it did in 1970.

"The Model T lasted virtually unchanged for 19 years," said Ford in introducing the Pinto. "With that in mind, I think we should try to accomplish the same objective with the Pinto."

David Healy, an automotive analyst for Argus Research Corp. in New York, said he believes the days of the model changeover are numbered.

"It frankly would stretch our resources," Healy said, for automakers to attempt to meet new safety standards as well as continue extensive mo-

"I don't know that we see the end of the annual model change as we've known it in the past," Roche said recently. "I think, like everything else, there are changes occurring which may switch the emphasis in model changes."

Healy suggested that while the model change may be around for some time, it may be confined largely to reworking the sheetmetal rather than redesigning whole cars. "The indus-

try has gotten cleverer," he said. "They can do more with sheet metal more cheaply."

GM reportedly has canceled plans for a major remodeling of its 1972 intermediate sized cars, settling instead for minor changes.

Chrysler Corp. reportedly has cut back heavily on its tooling orders for 1972 models as part of an announced cutback in capital investment. Its president, John Riccardo, says the firm

plans to cut down on the number of different models and options although no plans have been announced to cut back on model changes.

Another factor pressuring the automakers into cutting back is foreign competition. Most foreign models are revised, infrequently and only when major engineering changes are made. The design of the Volkswagen, for instance, has remained basically unchanged for 35 years.

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