

The News-Review

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CUT IN FREIGHT RATES

By Charles V. Stanton

Douglas County's wood industry is expected to get a big boost from lower freight rates, if the schedule proposed by the Southern Pacific Company becomes operative. For the first time the Southern Oregon wood industry will have a more competitive rate into the nation's largest market—a market that is growing steadily and will soon be far bigger than at present.

Although rail rates from the extreme Southern Oregon and Northern California points also are to be cut, the reduction is proportionately smaller than in the Portland district, thus reducing the spread between the two areas. The new tariff, when approved and put into operation, will be competitive with truck and barge rates.

For several years we have been contending in this column that improvements to Highways 225 and 38 between Roseburg, Drain and Reedsport, would permit lumber from Douglas County and southern Lane County to move into the big Southern California market on a competitive pattern. Coastal freighting by barges already has cut into the volume of rail cargo. The Southern Pacific Company, by lowering its rates to California and Arizona, will be in a far better competitive position with the barge lines and motor trucks into both markets.

Shift In Policy

The Southern Pacific Company has endeavored for many years to keep the lumber from Southern Oregon moving over the company's long haul into the Midwest. That was sound business policy for the railroad company, but it was rather hard on the local industry which, because of rate differential, was virtually barred from the Southern California and Arizona markets.

There has been a very rapid shift in population into the southwestern part of the United States. Arizona and Southern California have today become the world's principal markets for wood products. The Southern Pacific's policy of moving lumber into the Midwest didn't fit the new pattern. The Southern Pacific has more timber tributary to its lines than has any competing railroad in the United States. Consequently the S.P. is interested in increasing its cargo tonnage by opening the largest market to the industry situated along its tracks.

With Southern California absorbing more wood products than any other region, and with every prediction showing that millions more people will be settling in that area in the coming few years, it became very evident that some means of getting Douglas County lumber into Southern California on a competitive basis was vital.

Barge lines out of Winchester Bay and Coos Bay have recently been considered a possibility. With construction of adequate highways between deep water harbors and the hinterland, barges will continue to be a competitor to interior rail lines.

But the Southern Pacific Company, in its proposed new tariffs, apparently is seeking to put its rates on a level with the barge rate, when the latter is coupled with the expense of trucking and off-loading lumber from inland mills.

Will Boom Industry

It is my opinion — an opinion shared with many operators with whom I have talked — that the reduction in freight rates will speed the recovery of the depressed timber industry in this area and hasten the return to boom conditions.

The Los Angeles area a couple of years ago was heavily overbuilt with houses. Today, according to reports, a housing shortage is imminent. With population in the whole Southern California region mounting daily, housing requirements will demand a tremendous amount of lumber, plywood, molding and other wood products.

The Southern Pacific Company is posting the new schedule immediately. It should become operative in late May, just about the time our mills are beginning to reach their production peak. In the meantime our ability to contract sales in the area of greatest demand should do much to stimulate the industry in every respect.

The cut in freight rates is one of the best pieces of news we have had in a long time, insofar as its long range effect on this community is concerned.

Modern Art Show



—Hal Boyle—

NEW YORK — A woman who operates a 100 million dollars a year business gives this success tip to aspiring young secretaries:

"Don't concentrate on marrying the boss's son. Instead learn the boss's job."

Blue-eyed Miss Catherine L. O'Brien, a pleasantly stout and cheerful woman in late middle age, followed her own advice.

One of seven children of an Irish electrician, she went to work at 17. In 1931, she quit a good-paying job as secretary for an insurance firm to help the late Frank Stanley Beveridge found the Stanley Home Products Co. in Westfield, Mass.

The first year it did a business of only \$72,000.

"I had to learn the boss's business, because I had to help in everything," recalled Miss O'Brien. "In addition to typing letters, I learned to do the buying, keep the books, help supervise inventory and distribution."

"I even put the handles in the brushes we sold, and packed the orders."

Climbs To Presidency

Rung by rung she climbed the ladder. In 1951 she became president of the firm. With the help of only one vice president (a man), Miss O'Brien now directs some 4,000 employees and 25,000 dealers (mostly housewives) across the nation.

She is also a director for three banks, is active in several philanthropic organizations. Her annual income from salary and investments is more than \$100,000.

Never a "yes woman" herself, Miss O'Brien doesn't believe in surrounding herself with "yes men." But she has little trouble dealing with her own male executives, and explained with a smile: "I'm in a fortunate position. I hired most of them myself over the years."

Advice For Women

Here are some of her thoughts on women in industry:

"It is definitely harder for a woman to get ahead in business than for a man. Any woman who wants to get ahead must realize and accept this, and go on from there."

"In dealing with men a woman

should never be domineering. Men are dominated by woman all their lives — by mothers, teachers, wives. They think women are always carrying. Give them praise instead. They blossom with appreciation. A word of praise can often get you over a tight situation faster than all the logic of Aristotle."

"For heaven's sake, wear comfortable shoes. Many women have lost golden opportunities because of an unfortunate remark, or a chilling display of temper, caused by her aching feet."

What causes most women to fail to achieve success?

"Unwillingness to pay the price," said Miss O'Brien firmly. "The price of success for a woman is loneliness. If she isn't willing to make her job her life, she should give up the idea of that kind of success."

Early Action Seen By Sen. Neuberger On Benefits Hike

PORTLAND — Sen. Neuberger (D-Ore.) Monday predicted early consideration by Congress of proposals to raise unemployment benefits and extend payments to a 39-week period.

Speaking before a luncheon meeting of union officials here, Neuberger said passage of the measure is needed because prolonged joblessness had ended, by March 1, compensation benefits for more than 9,000 unemployed in Oregon.

"This number is increasing at the rate of several hundred per week, leaving more and more Oregon families without funds for food, housing, clothing and medical care," he said.

The Oregon senator said, as he has before, that administration policy has contributed to the economic downturn in the Northwest.

"Everyone is aware that the hard-money, tight-money policy of the administration contracted the mortgage money market, and brought on the decline in housing and lumber production," he said.

Criticism For Ike

He declared that the accelerated highway and housing programs recently enacted by Congress were "launched by Democrats as anti-recession measures during the time that rosy optimism blossomed in statements from the White House about the economy."

The President was highly critical of features of the housing bill designed to restore prosperity to Oregon's lumber industry, Neuberger said.

Neuberger told the labor officials that a Republican effort had been made to capitalize on the McClellan committee investigations into charges of labor racketeering. Such use of the committee hearing is shabby and inexcusable, he said.

NEA said detailed information on the refund has been dispatched to its 8,200 state and local affiliates.

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Alabama Communities Bashed By Tornadoes

BIRMINGHAM, Ala. — Tornadoes which ripped through several north Alabama communities Saturday night left one dead, another missing and caused considerable property damage.

Curtis Ford, a 43-year old Negro, was found dead in the wreckage of his farm home at Leighton, Johnny Michael, 45, was reported missing. The mattress from Michael's bed was found two miles from his wind-razed house.

Mice Scouring From Fire Deal Home Damage

BOSTON — David A. Rockwood was hunkering in his backyard when he discovered a nest of mice. He doused them with kerosene. It blinded three of them.

The three blinded mice ran through the fire, then with their bodies ablaze they hid under the porch, setting fire to the house.

Damage: \$1,300 according to firemen.

IN THE DAY'S NEWS

By FRANK JENKINS

(Continued from Page 1)

that checked the ravages of the polio virus. The principles employed by the Wisconsin scientists are roughly the same.

This is the point: The Salk vaccine is successful. That gives us reason to hope that this new anti-cancer drug may be successful.

The Salk vaccine came out of research. This new anti-cancer drug — which is too new as yet for us to know what will come of it — comes out of research. Research holds unlimited possibilities for the future.

Research is growing. In America at this time more than SEVEN BILLION DOLLARS are being spent each year by government and business, and educational institutions for research and for development of the RESULTS of research.

As recently as 1950 total research expenditures amounted to less than three billion dollars. Before 1950 they represented only a tiny fraction of present expenditures.

More about research: It feeds on its own growth.

Research scientists deal with formulas. Formulas involve computations. Computations involve FIGURING. In the old days figuring had to be done by hand. Hand figuring is a slow process—as you know if you have tried it.

Not too many years ago, adding machines came along. They were

followed by machines that both add and subtract. These machines were followed by others that add and subtract and MULTIPLY AND DIVIDE.

Then—There came the mechanical brain.

Murray Shields, an upper bracket technical consultant to many of our largest industries, tells of a scientist friend who was able in one week to make a computation—using an electric computer—that would have taken 45 YEARS with any known earlier machine.

That gives us an idea of how technical progress speeds research up, enabling us to make as much progress in a year as we used to make in a century.

A word in conclusion: The bad news we read in the newspapers.

This good news IS ALSO IN THE NEWSPAPERS.

Maybe we read the bad news and skip the good news.

—Peter Edson—

WASHINGTON — (NEA) — Vice President Richard M. Nixon faces a different kind of job when he heads for South America at the end of April. He has already started studying for it.

Most VIP good-will missions are intended to cement international political relations. But there is nothing particularly bad about such relations between the United States and the South American republics today.

South America—where Nixon is going—is relatively quiet politically at the moment.

Its difficulties are predominantly economic. And this fact has apparently not yet registered on Washington.

AN EXAMPLE is furnished by the recent first meeting this year of the Senate Foreign Relations subcommittee on Latin-American Affairs. Sen Wayne Morse (D-Ore.) is chairman.

Assistant Secretary of State for Latin-American Affairs Roy R. Hottel went up to report with a carefully prepared statement on economic difficulties in the area. He was allowed to read it. Then it was promptly dropped.

Such questioning as followed was completely on political and military affairs. What about the U.S. military aid programs for Latin America? Were U.S. — furnished arms being used by dictatorial governments to suppress civil liberties in countries like Cuba and Guatemala?

What did the secretary think of asking the U.N. to supervise Latin-American elections? What was the reason for handcuffing ousted Cuban President Carlos Prío Socarras when he was recently questioned in Florida, as a political refugee, for alleged collaboration with Cuban rebels? And why was Venezuela being given asylum in the United States?

THE FACT THAT political chaos would follow if these countries are financially ruined wasn't seriously considered.

What has happened is that the U.S. recession has rubbed off first

and hardest in Latin America. Half of its exports come to the United States. They were valued at four billion dollars last year. All this money was spent on U.S. exports.

Fifteen Latin American countries export coffee. It is the principal dollar earner for five of them. Other major exports include copper, lead, zinc and oil, in addition to sugar and bananas from the Caribbean area.

Cuba last year was able to maintain her purchases of U.S. manufactured goods only because the Cubans were able to sell sugar to Russia for dollars.

THE POSSIBILITY of U.S. tariff increases on copper, lead and zinc imports, to protect U.S. domestic producers, constantly hangs over the heads of Latin-American mines.

Import quotas to protect U.S. producers against competition from Latin-American oil have the same effect. This hits principally at Venezuela.

So the job that Vice President Nixon faces on his South American swing is not an easy one.

He must convince the heads of the governments he visits that the United States is not trying to ruin them.

Furthermore, he must explain that the United States is having some troubles of its own with mineral and agricultural overproduction and depressed prices.

The other half of the Nixon mission is to assure the good neighbors to the south that the United States will do anything it can to help them through this difficult period.

CHAIRMAN WANTS OFF

SALEM — Chairman L. C. Binford of the State Water Resource Board has asked to be relieved as chairman when the board meets April 21 at La Grande.

He made the request in a letter to fellow board members and notified the press, declaring that from the beginning of the new board he had urged that he be chairman only one year.

CRASH KILLS INVENTOR

MINNEAPOLIS — Henry Lykken, 77, engineer who invented various flour milling and coal pulverizing machinery, died yesterday of injuries suffered in an automobile crash. He developed the original equipment used by Pillsbury Mills, Inc., in turbo milling process.

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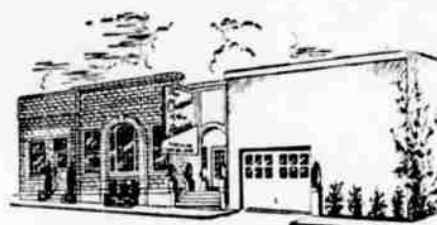
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