

Business News

Human Relations Jobs on Increase

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By ROGER BABSON

BABSON PARK, Mass.—Yes, it is the old misnamed "public relations" job which is fast being built up into a new and distinctive "human relations" profession. Furthermore, it is open to both men and women—yes, even to "shut-ins." I forecast it is headed for a brilliant future.



Roger W. Babson

WHY A NEW PROFESSION?

Many lawyers are being used as "public relations" men; but it is not a work for lawyers. You yourself know that a lawyer's letterhead scares you! It is indicative of force. A good human relations man or woman cannot use force or, directly or indirectly, threaten. I may be wrong, but in my opinion, to be most successful a human relations expert should not be a lawyer and should never have taken a case to court.

Unfortunately, human relations work has got mixed up with advertising. Although I am a great believer in wise advertising—yet it must be open and above-board. It must be any part of secret propaganda. The human relations expert, whether man or woman, should frankly state he or she is in the employ, at the time, of certain corporations (one or more). But the terms "public" or "human" relations need not appear on his letterhead. If the corporation's letterhead is used, no reference should be made to a Public Relations Department or to such an office as "Vice President in charge of Public Relations." In fact, the terms should be avoided at all times in any public way.

FUNDAMENTAL RULES FOR SUCCESS

1. Always be honest. 2. Handle cases only in the community in which you live and are known to be a person of excellent character and in which, preferably, you are connected with some church. 3. Avoid threatening, bribing, or being party to ultimatums. In case of labor troubles, "Keep the ball in the air," so to speak. Unless a fire is constantly fed with fuel, it ultimately goes out. 4. Avoid using the words "never" or "always." 5. To use a slang phrase, a good public relations person will not attempt to tell a father how to raise his children." 6. Avoid writing letters, except to the corporation which you are serving. Keep all work very informal and personal, without a secretary or other go-between.

To succeed in this new profession, a person must be patient, starting with only one corporation as a client; but the person MUST know more about said corporation than anyone else in the community. Of course this takes time, patience, and prayer; but think of the time and money which one who is training to be a doctor must spend before he gets his first patient. On the other hand, such a public relations man needs no office, but can operate from his home; in fact, an office might be a handicap. The work should be done either by telephone or through personal talks. Every such person should be a careful reader and index of the local newspaper and get the friendship of all local merchants.

WORK SHOULD BE INFORMAL

It does not harm and perhaps may help such persons to do other things for a corporation client, also. I, however, cannot over-emphasize the importance of absolute integrity and the recognition by the entire community—bankers, merchants, labor leaders, and by the workers—that you stand for such. As for income, your fee for each case must depend upon the time consumed and the results achieved. I should say that these fees might run from \$100 to \$5,000. But let the corporation determine the fee. Your task is to have every one connected with the problem satisfied with the outcome.

The public relations group have a monthly publication called "Public Relations Journal." Several text books are available to those desiring to read about this new profession. The Babson Institute has none of these books for sale; but it has a course of study which helps men prepare for such work. Unfortunately its classes for 1955-56 are full and no more applicants can now be taken. Prof. Bertrand R. Canfield is at the head of the department. Any reader may feel free to write him for a list of books on the subject, including one written by himself. Just address him at Babson Institute, Babson Park 57, Mass.

Brown Given Helser Position

Year-Old Salem Lad in Hospital After Car Mishap

PORTLAND—Charles R. Brown, a native of Salem and formerly with Paulus Bros. both before and after service on the battlefronts of World War II, will become senior statistician of J. Henry Helsler & Co., investment firm, at its Portland headquarters, it was announced this week. He succeeds R. Joseph Rust, who has been promoted to general auditor.

Eric Miller, one-year-old son of Mr. and Mrs. Woodrow Miller, 4645 State St., suffered apparently non-serious injuries Thursday when a car rolled over him at his home. The infant was taken to Salem Memorial Hospital where attendants listed his condition as "good." No further details of the accident were immediately available.

Chairman



J. B. Monnette, Salem businessman, who is the new local chairman of the National Federation of Independent Business, a non-profit organization of business men.

Monnette Heads Business Group

J. B. Monnette, Salem clothier, has been appointed as chairman of the National Federation of Independent Business, Salem Chapter, it was announced Thursday by James E. Dugan of Salem, Federation district manager.

Members of this non-profit group are polled each month on Congressional bills and issues affecting business enterprise. The results of the polls in this area are sent to Rep. Walter Norblad, Dugan said.

POLIO REPORT MADE

WIESBADEN, Germany (U)—The U. S. air force in Europe says there have been no confirmed cases of poliomyelitis among military personnel's children inoculated with the Salk vaccine. The announcement was made after a report in the British press that the child of a U. S. air force family was stricken after inoculations at a base in England. The child had meningitis, the announcement said.

NOTICE TO CREDITORS

The undersigned GEORGE A. JONES has been appointed administrator of the estate of JENNIE FRANCES MERSINGER, deceased, by the Circuit Court of Marion County, Oregon. All persons having claims against said estate are hereby notified to present them, with proper vouchers, within six months from the date of this notice, to said administrator at 412 Pioneer Trust Building, Salem, Oregon, in said County.

Dated and first published October 7, 1955. GEORGE A. JONES, Administrator of the Estate of JENNIE FRANCES MERSINGER, deceased. Oct. 7, 14, 21, 28, Nov. 4, 11, 18, 25, 1955.

Estate of Walter Roberts, Deceased. NOTICE TO CREDITORS. In the County Court of the State of Oregon for Yamhill County.

NOTICE IS HEREBY GIVEN that the undersigned, Alfred J. Wheelton, has been appointed as Administrator of the estate of WALTER ROBERTS, deceased, by the above entitled Court. All persons having claims against said estate are hereby notified and required to present the same, duly verified, as by law required, to the undersigned at 665 So. Commercial St., Salem, Oregon within six months from the first publication of this notice in the Statesman.

Dated and first published Oct. 7, 1955. Date of last publication Oct. 28, 1955. ALFRED J. WHEALTON, Administrator. James E. Craig, Attorney for said estate. Oct. 7, 14, 21, 28, 1955.

New York Stock Markets

By THE ASSOCIATED PRESS

Table listing various stock companies and their prices, including Admiral Corporation, Allied Chemical, Allis Chalmers, Aluminum Co. America, etc.

Grains Score Small Advance

CHICAGO (U)—Most grains eked off Thursday but there were two exceptions—soybeans and 1956 crop wheat futures.

It was another bull session of quiet dealings with price changes held within narrow limits. Wheat closed 1/4 lower to 1/2 higher, corn 3/4 higher, oats 1/2 higher, rye 1/2 higher, soybeans 1/2 to 1 cent lower and lard 23 to 40 cents a hundred pounds higher.

Some of the buying in wheat was based on the prospect of an expansion in export business. Italy is expected to buy 700,000 bushels Friday and Yugoslavia is expected in the market next week for a large quantity.

Stock Market Moves Ahead

NEW YORK (U)—The stock market charged ahead for its best showing in a week Thursday but on average was still below the level to which it fell in the big break of Sept. 25.

Gainers of around \$1 to \$3 a share were many, but a few issues sustained small losses as the market scored its fifth straight daily rise. The Associated Press 60-stock average advanced \$1.30 to \$169.60. This was still 50 cents below the \$170.10 where it stood after the first "blue Monday" following news of President Eisenhower's heart attack.

Volume of 2,160,000 shares a week the market had crossed

Stocks and Bonds

Compiled by The Associated Press

Table showing Bond Averages and Stock Averages for Oct. 20, 1955, including Net change, Prev. day, Week ago, Month ago, etc.

Table showing Affiliated Fund, Canadian Fund, Century Shares Trust, etc., with Bid and Asked prices.

Portland Grain

PORTLAND (U)—Coarse grains, 15-day shipment, bulk, coast delivery: Corn No. 2, E. Y. shipment 58.00. No bids on wheat. Car receipts: Wheat 47; barley 10; flour 4; corn 18; millfeed 7.

Dixie Governors Promote New Industrial Program

By TEX THOMAS

POINT CLEAR, Ala. (U)—Southern governors agreed Thursday on uniting to promote a bold new industrial program with emphasis on use of atomic energy.

At the suggestion of Florida's Gov. Leroy Collins, the southern governors' conference approved the first step toward a cooperative new effort with each state joining to help build this part of the coun-

try into a vast new manufacturing area. The action came at the closing session of the annual three-day conference which brought governors of 16 states to this swank resort playground overlooking Mobile Bay.

As the initial venture, the governors authorized their subsidiary Southern Regional Education Board to call a southwide confer-

ence soon to fill in the details on an expansion program that could mean at least 10,000 new manufacturing plants in the next decade. Not smiling.

But they disclaimed any desire to "pirate" industries from any part of the nation. Said Gov. Frank Clement of Tennessee: "We don't think it's good to try to get any industry that can't get along where it is."

Gov. James E. Folsom of Alabama observed, however, that "What we want is that Yankee money." He said his administration is seeking new outlets for Alabama industry in other states as well as trying to bring new business to Alabama.

Offers Emancipation. Collins told the conference that the use of nuclear energy offers "economic emancipation" to the south.

But it will take "immediate joint planning and action among southern states on a regional basis and on a bold and progressive scale beyond anything yet attempted," Collins said.

As a beginning, he suggested the creation of a special committee of southern governors to arrange a regional conference on nuclear energy where state officials could confer with technical experts and representatives of the Atomic Energy Commission.

A definite course of action could then be put forth at the next governors' conference, he pointed out. Expanding Capacity. The new industrial development is aimed at expanding the South's manufacturing capacity to 30 per cent of the nation's total within the next 10 years.

Gov. Orval E. Faubus of Arkansas urged his colleagues to take the initial steps by: 1. A uniform report on new plant locations.

2. A study of industries which have grown most rapidly in the South since World War II. 3. A regional market research conference.

A successful approach to those limited objectives within the first year should open the way to a more extensive program in the future, Faubus said.

Heads Southern Governors



POINT CLEAR, Ala.—Gov. Frank G. Clement of Tennessee, (right) new chairman of the Southern Governors Conference, is congratulated by Gov. Lawrence W. Wetherby of Kentucky, retiring chairman. (AP Wirephoto.)

Portland Produce

PORTLAND (U)—Butterfat—Tentative, subject to immediate change—Premium quality, delivered in Portland 57-61 lb; first quality, second quality 49-53. Butter—Wholesale, f.a.b., bulk cubes to wholesalers—Grade AA, 93 score, 57 1/2; 92 score, 56 1/2; E grade, 90 score, 55 1/2; C grade, 89 score, 53.

Cheese—To wholesalers—Oregon singles, 3 1/2-4 1/2 lb; Oregon 5-lb loaf, 41-44. Eggs—To wholesalers—Candled f.o.b. Portland, A large, 51 1/2-54 1/2; A medium, 45 1/2-46 1/2; A small, 34 1/2-36 1/2.

Eggs—To retailers—Grade AA, large, 59-60; A large, 53-55; A medium, 50-52; A medium, 43-45; A small, 36-38. Cartons, 1-7 cents additional.

Live poultry—No. 1 quality, f.o.b. Portland—Fryers, 2 1/2-4 lbs, 22; at farm, 21; light hens, 18; heavy hens, 19-20; old roosters, 11-14. Turkeys—To producers for a grade young hens, f.o.b. farm N.Y. dressed, 37-38; A toms, 30-31; live-weight basis toms 29; A grade hens 25 1/2; A grade young hens ready to cook, 55; N.Y. dressed, 48; fryers, 4-8 lbs, 57; cut up toms 46-50.

Rabbits—Average to growers—Live white, 3 1/2-4 1/2 lbs, 25-26, 5-8 lbs, 20-21; old does, 10-14, few higher. Fresh dressed fryers to retailers, 58-61; cut up, 62-65.

Wholesale Dressed Meats. Beef carcasses—Steers, choice, 500-700 lbs, 40.00-42.00; good, 36.00-40.00; commercial, 30.00-36.00; util-canners and cutters, 19.00-22.00.

Beef cuts (choice steers)—Hind quarters, 51.00-54.00; rounds, 45.00-49.00; full loins, trimmed, 75.00-79.00; forequarters, 31.00-34.00; chucks, 33.00-35.00; ribs, 47-53.00, 43.00-47.00; shoulders, 16 lb down, 29.00-32.00; spareribs, 43.00-47.00; fresh hams, 10-14 lb, 45.00-48.00.

Veal and calves—Good-choice, all weights, 31.00-39.00; commercial 27.00-35.00.

Lamb—Choice-prime spring, 40-50 lbs, 39.00-41.00; good, 35.00-39.00. Wool—Normal, clean basis, 1/4 blood, 1.00-0.4 lb; 1/2 blood, 1.10-1.2 lb; 3/4 blood, 1.25; fine, 1.45.

Country-dressed Meats, f.a.b. Portland: Beef—Cows, utility, 20-23 lb; canners and cutters, 16-17. Veal—Top quality, lightweight, 28-29; rough heavies, 18-25. Hogs—Best light blockers, 22-23; lean light sows, 17-19.

Lamb—Good springers, 33-34; yearlings, 25-27. Mutton—Lightweight ewes and wethers, 8-10; rough heavies, 6-8.

Fresh Produce. Potatoes—Ore. Boardman Long Whites, 100 lb, No. 1A, 2.50-85; Wash. Whites, 2.20-45; Russets, 100 lb, No. 1s, 2.50-85; No. 2s, 50 lb, 80-90.

Onions—Wash. Yellows, 1ge, 2.25; med, 1.75; Idaho Yellows, 2.00-50. Hay—New crop, No. 2 green alfalfa, baled, f.o.b. truck, Portland and Seattle, 25.00-36.00 ton.

Onion Futures. Sales Open High Low Clo. Nov. 221 2.09 2.10 1.98 2.00. Jan. 458 2.35 2.35 2.20 2.24. Feb. 73 2.44 2.44 2.33 2.33. Mar. 93 2.53 2.55 2.44 2.44.

The Niagara Fire Insurance Company hereby gives notice that blank standard policies numbered from No. 501826 to and including No. 501830 have been lost, mislaid, or stolen, and that their use for any purpose is unauthorized and no liability will be recognized thereunder.

Any person holding or finding any of these policies is requested to return them to the office of the Company at 80 Sansome Street, San Francisco, California.

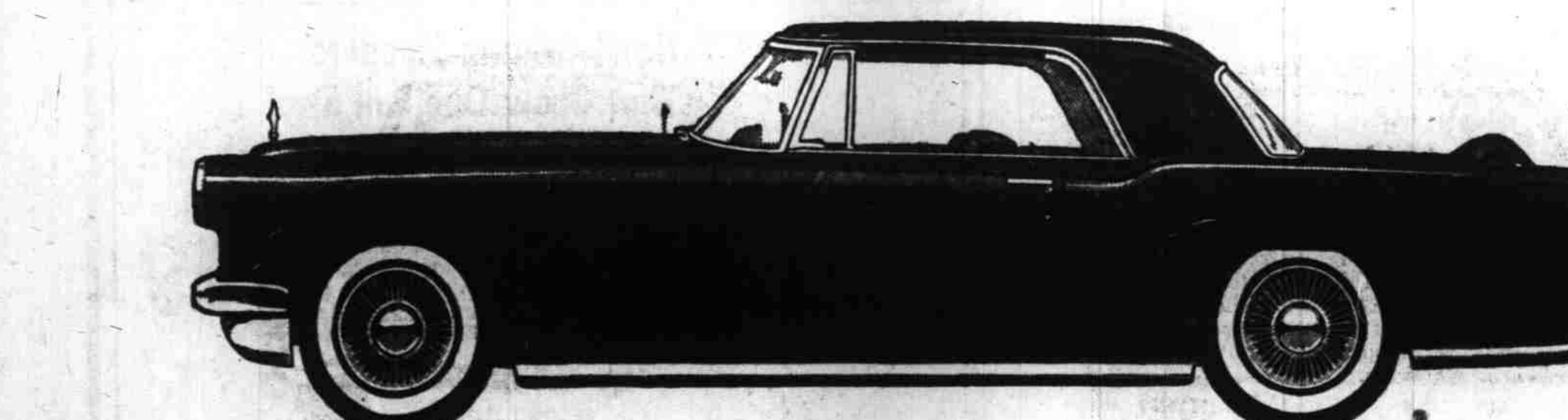
A. V. HOLMAN, Secretary Oct. 20, 1955.



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