

Business Beat

Real Estate Men Given Reminder

By BOB NEWCOMB
Of the Register-Guard

Real estate brokers and salesmen who deal in house trailers, semi-trailers or motor vehicles are subject to the State Motor Vehicle Law and must be licensed as such.

Don E. Taylor, president of the Eugene Real Estate Board, passed that information on to board members Thursday noon. Any person who buys, sells or exchanges such vehicles in connection with his business is required to pay a state license fee of \$75, a dealer's registration fee of \$30 and a bonding fee of \$5—a total of \$155.

Failure to comply with the law can lead to a fine of up to \$200 or 60 days in jail, he reported.

The law does not restrict real estate persons without the licenses from dealing in such vehicles, however, he said, if they consign the transaction through another licensed dealer.

THREE YEARS A "HIGH TOPPER"—James E. Barnes, Eugene agent for State Farm Insurance Co., has been awarded the company's "High Topper" award for the third straight year for being the top salesman in Oregon in 1961. Barnes has captured the award every year since he joined the firm in 1959. He ranks 20th among more than 8,000 life insurance agents in the company and 42nd in total over-all automobile, life and fire insurance production.

MAYFAIR SPLITS STOCK—Directors of Mayfair Markets, Inc., with stores in Oregon, Washington, Utah, Arizona and California, have authorized a one-for-four common stock split to take place May 1 to stockholders of record as of April 20.

The holdings include McKay's Markets in Eugene. J. Earl Garrett, president, announced that the split was approved by the board in lieu of higher cash dividend on the stocks in order to conserve funds for working capital and future expansion.

The company reported a 26 per cent sales volume gain in 1961 over the previous year.

CONTRACTS AWARDED—Two Eugene lumber firms have been awarded contracts by the Portland regional procurement sub-office of the Defense Supply Agency construction supply center in Columbus, Ohio.

An \$82,324 contract for 1.3 million board feet of softwood lumber produced in Newport went to the Shamrock Lumber Co. Start-Carter Lumber Sales was awarded another contract at \$27,015 to provide 437,500 board feet of softwood produced in Coos County.

BOND SALES DOWN—Sales in Lane County of U.S. Savings Bonds last month amounted to \$146,097 as compared to \$206,207 for March, 1961, the U.S. Treasury Department reports.

Total sales in 1962 through March 31 in the county totaled \$498,869—down from the \$571,247 for the same three-month period of the previous year.

HOMEBUILDERS TAKE IN SPRINGFIELD—The Homebuilders of Eugene, Inc. Monday night became the Homebuilders of Eugene-Springfield, Inc. as a result of a unanimous vote of the membership.

The association has gained 27 new members since Jan. 1, bringing total paid membership to 118, according to Fred Jaeger, membership committee chairman.

Some Steels Erase Loss On Stock Market Friday

NEW YORK (AP)—The stock market erased a loss and closed mixed Friday as some major steel companies decided not to raise prices. Trading was fairly active.

The market was declining, with steel again leading the way, when Inland Steel announced it would not go along with the \$6-a-ton increase. Inland's stock spurred more than 2 points.

Late in the day Bethlehem Steel rescinded its previously announced price increase and its stock erased a loss and edged higher in late dealings.

Volume for the day was estimated at 3.4 million shares compared with 3.32 million Thursday.

Gains and losses of fractions to about a point prevailed among key stocks.

The big surprise was Inland Steel's announced decision not to go along with the steel price increase. Inland's stock surged more than 2 points while most

Portland Markets

PORTLAND (AP)—Butterfat—Tentative, subject to immediate change—Premium quality delivered in Portland, 64 cents lb; first quality 61; second quality 56.

Butter—Prime, 66¢ to retailers—Grade AA, 93¢; Grade A, 88¢; Grade B, 83¢; Grade C, 78¢; Grade D, 73¢; processed American, 44¢-45¢.

Eggs—To retailers—Grade AA, extra large, 44¢-45¢; AA large, 42¢-43¢; AA medium, 40¢-41¢; AA small, 38¢-39¢; C large, 36¢-37¢; C medium, 34¢-35¢; C small, 32¢-33¢.

Eggs—To producers, at farm—AA extra large, 34¢-35¢; AA large, 32¢-33¢; AA medium, 30¢-31¢; AA small, 28¢-29¢; C large, 26¢-27¢; C medium, 24¢-25¢; C small, 22¢-23¢.

Live poultry—Quoted to growers—Cobb, 4.50-4.75; broilers, 4.00-4.25; 10-12 lbs, 15-20; light hens, 5-6; heavy hens, 12.

Rabbits—Average to growers—Live whites, 3.40-3.50; live, some down to 20; colored pelt, 4.50 cents; fresh killed fryers, 4.50 cents; 38-62, few to 65; cut up, 60-65.

Beef—Choice steers—Hind quarters, 51.00-53.00; rounds, 51.00-53.00; full loins, 51.00-53.00; fore quarters, 36.00-38.00; chuck, 42.00-45.00; ribs, 52.00-56.00; Lamb—Choice prime, 60 lbs, down, 36.00-38.00.

Onions—West. Ore. Danvers, No. 1 med., 50 lb. skt., 4.50-5.00; large, No. 1, 5.00-5.50; broilers, No. 1, 1.50-1.75.

Potatoes—Ore. local Russets, No. 1, 100 lbs, 3.25-3.50; Deschutes Russets, No. 1, 100 lbs, 3.50-4.00; bakers 4.00-4.50; Idaho No. 1, 100 lbs, 30 per cent 10 oz. and larger, 4.00.

Eugene Markets

OREGON EGG PRODUCERS	
Extra Large AA	45c
Large AA	44c
Small AA	43c
Large A	42c
Small A	41c
Large B	40c
Small B	39c
Large C	38c
Small C	37c
Large D	36c
Small D	35c
Large E	34c
Small E	33c
Large F	32c
Small F	31c
Large G	30c
Small G	29c
Large H	28c
Small H	27c
Large I	26c
Small I	25c
Large J	24c
Small J	23c
Large K	22c
Small K	21c
Large L	20c
Small L	19c
Large M	18c
Small M	17c
Large N	16c
Small N	15c
Large O	14c
Small O	13c
Large P	12c
Small P	11c
Large Q	10c
Small Q	9c
Large R	8c
Small R	7c
Large S	6c
Small S	5c
Large T	4c
Small T	3c
Large U	2c
Small U	1c
Large V	0c
Small V	0c

White House Asks Review Of ICC Ban

NW Lumber Said At Disadvantages

WASHINGTON (Special)

The White House has asked for a review of the in-transit holding time ban which handicaps some Northwest lumbermen, Sen. Maurice Neuberger was advised Thursday.

The Oregon senator had written President Kennedy asking him for the review of an order issued several years ago by the Interstate Commerce Commission. The order terminated the long practice by which rail shipments moving toward eastern markets were delayed en route.

"Canadian railroads continue to grant the 15-day free holding time, thus shippers in Oregon and Washington are placed at a competitive disadvantage," said Senator Neuberger.

She said this has contributed to the current distress of the Northwest lumber industry over losing a large part of the eastern market to Canadian producers.

Robert F. Dwyer, Portland lumberman, advised Oregon lawmakers earlier this year that New York lumber wholesalers told him that they preferred to place large orders for plywood with British Columbia producers because they could halt the movement of the shipment momentarily in eastern Canada, taking advantage of the holding time feature, and then call in the railroad cars as they could handle their unloading and marketing. The same procedure is outlawed under the ICC order for U.S. railroads.

An ICC member has attended several conferences here in recent months concerning the plight of the industry, but there has been no hint of any change in attitude about the order. The White House reply to Mrs. Neuberger's letter to the President was signed by Lawrence F. O'Brien, Kennedy's legislative aide. It said:

"We are bringing to the attention of the Interstate Commerce Commission the situation described in your letter, since the commission alone has jurisdiction over the matter."

The senator observed that this does not represent any promise of action but she hoped the ICC would repeat its order.

Portland Grain

PORTLAND (AP)—White wheat 2.10½ soft white, hard applicable 2.10½ white club 2.10½ hard red winter 2.20 hard white hard, ordinary 2.16 oats no bid barley \$2.50.

Financial Report

NEW YORK STOCK EXCHANGE

Reported List

Selected by

Harris, Upham & Co.

Allgemein 10%

All Lumber 43%

All Chemical 46%

All Chemicals 46%

Aluminum 43%

Alcoa 43%

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Visiting Journalism Professor Bush Has Doubts On Validity of Poll

By DON ROBINSON
Of the Register-Guard

Sometimes, Clifton Rolette Bush sounds like a newspaper reporter: "Nearly all publishers are trying to do a good job . . . but some of them just don't know how."

And sometimes he sounds like a publisher: "People who don't see much interest in their environment are probably those who think TV is more indispensable than newspapers."

But all the time, Bush sounds like a man who knows, inside and out, newspapers and their awkward brotherhood, the "communications media."

This veteran professor of journalism is spending spring away from his own campus, Stanford, to act as visiting professor at the University of Oregon. He fills in for Warren Price of the UO, who in turn is off visiting Montana State University.

Bush is 66 years old, rather slightly built, with somewhat unruly gray hair. He speaks not with a Southern accent, although he was born in Kentucky, but slowly and with a certain flatness.

A retired professor now, Bush, who foresees golf because "it takes too much time," uses his spare time to study business and finance and to play the stock market. "I take the Wall Street Journal and Barron's now . . . It gets real interesting, especially when you've got money in it."

Bush's only son, John, followed his father's footsteps only to the door of the profession. He works for an advertising agency in New York and presently handles the account of Chase Manhattan Bank.

For the last 28 years Bush has been engaged in journalism research. He has been at Stanford since 1934. The Stanford journalism department is known for its research orientation, and Bush is one of the best known men in this line of work.

Interviewed in the office he is "renting" from Price, Bush was asked to comment on a disturbing poll completed recently by the Elmo Roper organization.

The poll revealed, in general terms, that (1) more people would believe television than newspapers if there were a conflict in news reports from the two, and (2) more people would choose television than newspapers if they had to select one as a single source of news.

Obviously such polling brings no cheer to the world of print. Where the poll has been mentioned at all in professional journals it has been criticized or at least questioned.

Bush joined those who express doubt about the results — "We don't know what Roper is measuring and he doesn't either," Bush

has read the Saturday Review article on the poll written by John Tebbel.

"Tebbel sucks his thumb and tries to figure it out just sitting in his chair," Bush opined.

But what about "believability?" Is television news more believable than newspapers? Some people might feel that way, Bush explained, because they actually see either the event or the reporter on TV. However, Bush also noted this:

On network television, people can know nothing more than what they are shown. With local newspapers, people can get different facts of the news through letters to the editor or simply through word of mouth in the community.

Bush noted that television has in some instances been severely criticized for slanted presentations in public affairs programs. The recent NBC White Paper on the welfare situation in Newburgh, N.Y., Bush said, has been one target of such criticism.

The professor also cited the Edward R. Murrow show on the late Sen. Joseph McCarthy. Murrow murdered McCarthy . . . and he deliberately set out to do it," Bush stated.

Television can slant by selection of film, just as newspapers can slant by selection of printed detail, Bush acknowledged. But it is probably more difficult to detect the bias on TV.

What about the preference for TV over newspapers if people could have only one?

Well, Bush said, in his research he has found that it is possible to measure people's interests along an "entertainment-information continuum."

That is, people at one end of the scale seek primarily entertainment; those at the other end want primarily information.

Bush surmised that probably those who would choose TV over newspapers cluster at the entertainment end of the scale.

While these words may in some degree soothe the men with ink rather than celluloid in their veins, Bush offers no blanket praise to newspapers.

He says the advent of television plus the fact that more people receive better education today require newspapers to change and improve.

"The future of newspapers depends on what kind of people they are able to recruit. They will have to be bright. Hacks can't get the job done," he stated.

Further, Bush is highly critical of newspaper editorial pages. "I think that on the whole most newspaper editorials are bad . . . I get no learning experience from them," he explained.

Bush plumps for editorials that take some time to explain and evaluate the news. He doesn't care what side the paper takes. He says "What I want is more facts and interpretation."

Profits: Dirty Word Or Vital to Economy?

By SAM DAWSON
Of the Associated Press

NEW YORK (AP)—Anger and surprise over the steel price rise points up, the basic dispute: the relation of profits to prices and wages and how the fruits of gains in production should be distributed.

Is profits a dirty word? Some corporate executives say labor and government seem to think so.

Are prices administered by individual companies or whole industries without regard to the effect on consumer pocketbooks or on inflationary pressures? Some critics of business, in and out of congress, charge they are. Others hold that price rises are solely the effect of rising wage scales, with the consumer the forgotten man.

Should wages rise whenever new machines or better production methods turn out more goods for less man labor? Union leaders say labor is entitled to the benefits, especially if jobs have been lost in the process. But corporate leaders hold that the companies should share in the fruits.

And that brings us back to profits.

Management says that profits are basic to our economic way of life. No one would invest in a business project if there wasn't a chance of making a profit. If profits are squeezed to the vanishing point, a company eventually goes out of business. Jobs go down the drain. And if enough companies fold the consumer goods they have been turning out disappear.

The steel companies are making the point that under our economic system the companies should set the prices—not the government—except in time of national emergencies, such as war, when the government sets up wage and price controls.

They add that the history of such controls is that their effectiveness is far from perfect. The extreme example is a black market in goods made scarce by unprofitable prices.

Brings in Expansion Funds

Profits are defended not only because they are the way to get initial investments by stockholders, but also because that's the way to get the funds (either by retained earnings or as a basis for borrowing) to expand the business and update its equipment. Between the two—initial investment and profit-backed expansion—that's the way the private sector of the

C G Is Scene Of Collectors Group Meet

Members of the Oregon Collectors Assn., representing 95 privately owned collection agencies from throughout the state, are holding their annual conference tonight and Saturday in Cottage Grove.

Association president David Earl of Eugene said highlights of the meeting, held at the Village Green Motor Hotel, include a high-school student essay contest and the annual election of officers.

Three finalists in the essay contest — none of them from the Emerald Empire — will be judged by a three-man board composed of Eugene attorney Charles O. Porter, State Real Estate Commissioner Robert Jensen, and Lane County District Court Judge Frank Alderson. The winner will receive a \$500 scholarship.

Conference business will be conducted through Saturday, with a dinner Saturday evening featuring a talk by Charles Howard, professor emeritus of the University of Oregon School of Law.

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Portland Livestock
PORTLAND (UPI/USDA)—Weekly Livestock:
Cattle 1750; mixed good-choice steers 27-27.25; standard 21.50-22.25; cutter-quality 17.50; high good-choice heifers 26.50; canner-cutter cows 10.14-50; utility-bulls 19-21.50.

Calves 550; good-choice vealers 28-33; few choice to 34; utility-standard 20-28.
Hogs 2200; 1 and 3 butchers mostly 17-17.50; sows 300-400 lb 14.50-16 early.

Sheep 1250; choice-prime slaughter lambs 45.75-16.50; good shorn No. 3 pelts lambs down to 15; cull-good ewes 3-6.

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