

## MACHINES SPEED ACCOUNTING WORK FOR BLUE GOOSE

By Jeunesse Butler  
Streamlining has reached Medford's biggest industry, the pear business. Result: the work of sending out those handsome gift packages of Rogue valley fruit every year, will be speeded up to an almost unbelievable extent. With a national reader pull of 21,000,000, resulting from high quality magazine and newspaper advertising, all for Blue Goose orchards, orders have come in so thick and fast, that filling them had become a grave problem at the big Blue Goose plant on South Fir Street.

distributor eight other months of the year. Solution of these questions has partially been solved by installation of electric accounting machines in a special room on the second floor of the South Fir St. plant, under the direction of L. C. Thompson, sales supervisor, Portland branch, International Business Machines. Mr. Thompson is still in Medford, also Miss Jean Gardner, systems service woman, from Portland, both remaining here until assured the work at Blue Goose is in good running order.

While principally to take care of the immense and steadily increasing gift package orders, the unit serves in many other capacities. Each type of machine has a different function and by combining these functions, a complete setup is achieved which constitutes the most accurate and easiest method of keeping permanent record over a period of years. The complete unit consists of six alphabetic key punches, four verifiers, one interpreter, one sorter, one collator, one reproducer and two alphabetic electric accounting machines. Two of them, the accounting units, contain 70 miles of wiring. An illustration of just one of the operations these machines will save on, is that, where last year Blue Goose had 150 people in the gift package department office, this year not more than 60 will be required as gift package office personnel.

Those who have seen the new department say it is a thrilling experience to watch the machines at work, each one doing its allotted work accurately and efficiently. As one person remarked, "Honestly, they seem human. They do everything but talk."

Jack Fitzgerald, division accountant heads the new department and is very proud of this latest addition to his "staff". As much for what it signifies in increased business as for the increase in work necessary to get the business. R. E. Miller, formerly with the Bonneville Dam Administration is in charge of the International Business Machines room, having joined the Blue Goose organization, Aug. 27. Mavis Steinbeck, who can operate any of the machines, Lenore Henbest, Barbara Bridgdon, Gladys Johnson and Wanda Caseman, constitute the crew of operators.

## DR. VERNON NASH KNIFE AND FORK GUEST SATURDAY

Dr. Vernon Nash will speak on "America's next 100 years in Asia," as the invited guest at the next meeting of the Rogue River Valley Knife and Fork club, to be held Saturday, October 20 at 8 p.m. in the Roosevelt school auditorium.

The Rev. George R. Turney, club president, in announcing the speaker said Dr. Nash, a for-



Dr. Vernon Nash

mer Rhodes scholar saw service in World War I as an officer in the British army in India, though most of his years abroad have been spent in East Asia where he is thoroughly at home in China and Japan.

Dr. Nash founded the first school of journalism in Asia, at Yenching university, in Peiping, China, in 1924. He is a former student of journalism at the University of Missouri.

According to Rev. Turney, Dr. Nash has long been a favorite in Associated clubs though press of other affairs has made it impossible for him to accept as many club engagements as he would like.

### First Derrick For United Co. Oil Well is Completed

J. H. Dawson, president of The United Company of Oregon, Inc., has just returned to Medford from an inspection tour at the company's oil drilling location 25 miles southeast of Burns, in Harney county.

He stated that the company had completed building the derrick for the first well on October 6. The 120-foot derrick is designed to be used with the company's rotary drilling outfit, capable of drilling to a depth of 10,000 feet. Machinery and equipment are now being placed with a view to beginning drilling operations at an early date, Dawson said.

He said the company has leases on lands in several sections of the area where geological reports indicate that the first oil sands are at a level of about 600 feet.

Mr. Dawson expects to go to Burns again in about 10 days. He is proprietor of the Dawson Electric, located at 129 North Riverside.

The state of Wyoming has approximately 20,000 miles of fishing streams and 130,000 acres of fishing lakes.

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## Babson Discusses Industries

He Comments On Atomic Energy

By Roger W. Babson  
Babson Park, Mass., Oct. 12—(Special Correspondence)—Continuing my comments of last week:

**MINING:** It is difficult enough to comment on factories, raw materials and finished goods above ground. Hence, I do not attempt to make any predictions as to what is below ground. Post-war prices will be less for most mining products, but they are excellent inflation hedges. Some also may profit from atomic energy developments.

**MERCHANDIZING:** I will not forecast how the large department stores, which are nailed down to one corner, will fare during coming postwar years; but I am very bullish on the chain stores. These include the grocery chains and variety chains—especially the so-called "five-cent-to-a-dollar stores."

**MOTION PICTURES:** This industry has prospered tremendously with the war. For awhile, however, lower earnings must be expected. Furthermore, the industry is faced with government suits and the competition of television. I would rather invest in something else.

**Optimistic On Future of Office Equipment Industry**  
**OFFICE EQUIPMENT:** Notwithstanding the large amount of secondhand office equipment which the government may press for sale, I am optimistic on the industry and believe the stocks are reasonably priced. This comment also applies to the furniture industry.

**OILS:** I am not worried about any postwar oil shortage or strikes. The industry has no conversion problems. It will profit by diversification through chemicals, plastics, synthetics, etc. Hence, I am still reasonably bullish on the oil stocks for the

present. The long-pull outlook depends partly on atomic energy developments.

**PUBLISHING:** This industry which has been so handicapped during the war—through lack of workers, paper and freedom to print "all the news"—will soon be able to step out again. I believe that newspapers, magazine and printing in general have some exceptionally good years ahead. They surely deserve a "break."

**Pulp Imports Expected To Aid Paper Products Makers**

**PAPER PRODUCTS:** Large imports of pulp may be expected from Norway, Finland, and possibly Russia. This is not a good omen for domestic pulp manufacturers; but should be a blessing to the manufacturers and converters of paper products. I am, therefore, bullish on the stocks of the latter paper manufacturing group.

**RAILROADS:** I have been bearish on the railroad industry since last June and as yet see no reason for changing my position on these transportation companies. I am not bearish on the railroad equipment industry.

**RUBBER:** Rubber stocks should hold their present level or do better during the postwar period. Their markets should expand and their operating costs

should decrease.  
**STEEL:** After complete reconversion of the nation's economy and a reduced tax burden the steel companies should show better profits. Everyone is justified in having a few steel stocks in his portfolio.

**TOBACCO:** Not being a smoker myself, I am in no position to forecast as to the future of the tobacco industry. Most of my friends, however, are bullish on this industry.

**Good Postwar Year Seen In Textile Industry**  
**TEXTILES:** The textile industry should have at least one exceptionally good postwar year, but after this both demands and profits should flatten out. It is a "feast or famine" industry.

**UTILITIES:** Utilities are once again getting fair treatment. Any

cut in taxes will help most utilities. Every investor may continue to hold a reasonable proportion of operating utility securities; but all should watch atomic energy developments.  
**MISCELLANEOUS:** I am bullish on the market as a whole. Perhaps the safest method would be to diversify among all these leading industries—instead of picking winners. By all means do not put too much of your money in any one industry unless it is merchandizing, which profits from all industries and hence is a form of diversification in itself.

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## VETS, FAMILIES INVITED TO HEAR STATE DIRECTOR

Hugh Rosson, state director of veterans' affairs will speak at the court house auditorium, Thursday night, at 8 o'clock on "Coordination of State and National Veterans' Programs."

Mr. Rosson, an appointee of Governor Snell, will be introduced by Frank Van Dyke of Ashland, a member of the interim committee for veteran's legislation for Oregon.

All returned veterans, their families and friends will find the talk of primary importance in planning for their post-war future the announcement stated. Many questions and problems confronting the ex-serviceman will be answered and a workable program enforced by the states and nation will be presented.

The public information program is one of a series sponsored by the Jackson County Committee on Community Aids to Veterans. The committee is composed of representatives of all agencies and organizations in the county interested in the returning serviceman.

Mrs. Harry Holmes, chairman, has arranged for transportation for interested veterans from the navy hospital.

### Odd Fellows Have Full Fall Calendar

Medford Lodge Independent Order of Odd Fellows is planning a full calendar of activities this fall. Several candidates have been initiated already and there are more on the waiting list.

A home coming and social night will be held October 30 when a number of veteran jewels will be presented. Grand Master Ralph Russell of Roseburg will be present on that date, also other Grand Lodge officers.

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