

Red and White Packages Help To Sell Smokes, Research Declares

By ALFRED LEECH

United Press Correspondent
Chicago—Red and white packages help sell cigarettes. Tail fins boost automobile sales. And cutting the price of a beer might reduce the sales, too.

These are some of the findings of motivation research. Here are others:

Women don't like triangles. Most people like ovals. People who drive dilapidated cars frequently have marked inferiority complexes.

Martin J. Corcoran, a leading exponent of the "depth interview" in determining what people will buy, was the man who found out about the dilapidated

cars. Corcoran's firm, advisors in management, was retained to study consumer attitudes toward repair garages. His interviewers asked each subject to draw a picture of a car.

Would Rather Trade

All the drawings fell into three major types. There was the long, sleek job with all sorts of doodads. This was the case of the exhibitionist. The survey showed he wouldn't spend money on an engine overhaul or re-

pairs that would not show. He'd rather trade for a new car.

Another type of drawing resembled a sherman tank. The windows were narrow slits. The car was massive. The owner obviously was trying to build a wall around himself.

"This was the ear of the suspicious, almost paranoid, person," Corcoran said. "The kind who is sure the garage is trying to gouge him on the repair bill." Then there was the jalopy.

"People who drew this sort of

car very often were drawing the car they drove," Corcoran said. "And they were strongly attached to it."

Keep It Going

"They were good prospects for spending money on major repairs. Because of their self-identification with the car, they wanted to keep it going."

Corcoran's firm also analyzes television commercials, sales campaigns and other aspects of marketing. He recalled the case of a brewery.

The firm cut the price of its premium beer four cents a bottle in hopes of tapping a new market of 2 million customers. Not only did it fail to gain new customers, it lost some of its old ones.

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"Some felt the quality of the beer must have deteriorated because the price had been lowered," Corcoran said. "Actually the beer was exactly the same." But it was no longer regarded as a "premium" product. It had lost some of its "snob appeal."



RETURNING TO BULLRING in Barcelona after lengthy absence in Argentina, Mario Cabre, onetime suitor of Actress Ava Gardner, is gored by bull. Physicians said wound was not serious. He's been appearing in films. (International)

Problems Caused By Super Tankers' Port Requirements

By ROBERT SHORTAL

United Press Correspondent
New York—Supertankers are carrying some giant-size headaches along with their cargoes of oil products.

These giant tankers, ranging in size up to 85,000 tons, can carry in one voyage enough gasoline to fill the tanks of nearly 2,000,000 cars or supply the oil needs of a city the size of Cincinnati for a month.

The post-war revolution in tanker sizes has been triggered by a growing demand for more oil and an all-out effort to cut transportation costs. At present, these sea-going giants can haul petroleum products half-way around the world for as little as three cents a gallon.

But this revolution has resulted in a massive headache for the world's leading seaports. Many ports are forced to undertake multi-million dollar expansion and modernization programs to accommodate these super-tankers and remain competitive in the lucrative petroleum trade.

Terminals Too Small

The problem is especially bad in the United States, where many key refining and terminal facilities were built long before the advent of the supertanker. They're just not able to handle the big ships.

In addition to shallow harbors and channels, the continental shelf imposes some severe natural limitations on the size of ships which can come into our Gulf and East coast ports. The West Coast has a number of deep water ports.

New York City, the world's busiest seaport, is only a third-rate stopping place for tankers of 40,000 tons or more because of narrow and shallow channels.

The vast complex of refineries in the New York area is located on the New York and New Jersey channels, neither of which can accommodate the bigger tankers. The great ocean liners use the main Ambrose Channel into the harbor.

New York is not alone with this problem. Philadelphia is

dredging a 40-foot channel and mapping plans for a 50-foot channel. Deeper channels on the Delaware river have led to a recent refinery expansion in the area, with more to come.

L.A. Is Building

Los Angeles is building a super-tanker terminal in the outer harbors, including a 45-foot channel and a pier big enough to accommodate ships 1,000 feet long. The U.S. Army Corps of Engineers is studying the feasibility of deepening channels in the San Francisco Bay area.

At present, the 85,000-ton tankers must pump oil into lighters outside the bay area in order to raise themselves for the channel voyage. These supertankers require at least a 50-foot channel when fully loaded.

Overseas Expansions

In some Middle East ports, piers are built to run one mile out, where supertankers can unload via underwater pipelines.

New York, however, cannot handle the 85,000-ton giants. The port of New York authority has asked the Engineers Corps to deepen channels from 35 to 45 feet. This would permit ships up to 60,000-ton to deliver oil at many of New York's 48 tanker berths.

The authority estimated that if the 30 million tons of petroleum coming into New York each year were carried in 46,000-ton tankers instead of smaller ones as at present, transportation costs could be cut by \$30,000,000 a year.

Overseas, Belgium, France, England, Japan, the Philippines and Brazil are planning or working on harbor improvement programs because of supertankers.

During World War II and the immediate post-war years, nearly all the oil moving by sea was carried in 16,000-ton T-2 tankers.

At present, tankers ranging in size up to 106,500 ton are under construction. These ships will be around 940 feet long. The Queen Elizabeth is 1,031 feet long and weighs 83,000 tons.

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