

Business Turns More Attention To Packaging Selling Products

By ELMER C. WALZER
UPI Financial Editor



New York — (UPI) — America's corporations have concluded that their big job is to doll up their products to make them more alluring to the general consumer, presumably with emphasis on the ladies.

This end of the business-packaging and selling goods — is getting a top place in management of many companies. It is ranking along with production and finance in the management scale.

This veering away from a hit and miss selling job reflects keen competition that has been developing in industry over the past five years. The companies best

equipped to sell goods are the ones getting the profits, it is noted.

Marketing from now on is going to be a top management philosophy, according to a survey by the Alexander Hamilton Institute.

The survey was conducted among the 500 largest U. S. corporations by the institute and its findings interpreted by Dr. Hector Lazo, marketing consultant to the institute.

New Executives
Dr. Lazo found that the shift in emphasis from the traditional production organization to marketing organization has proceeded faster in small and medium sized companies than among the giants.

In the smaller units, it has been a simple matter to add marketing executives to top management. Hence the change has been more general than their introduction to boards of directors where

they must be elected, usually to fill a vacancy.

However, he found that corporations adding directors since 1950 have chosen men with marketing experience. This is true, he found, in 42 per cent of the inside directors — directors employed full-time by the firms — and 57.5 per cent of the outside directors added.

Of the 500 firms that responded to the survey, about 80 per cent voted in favor of putting marketing executives in top executive positions. Seven per cent said they were studying the prospect of a change. About 13 per cent reported they had not yet adopted the new marketing approach.

Boards Enlarged
Some large companies have enlarged their boards of directors to bring in men with marketing background, the survey revealed.

"With such an overwhelming endorsement of the principle," Dr. Lazo says, "it comes as no surprise to discover that the top marketing manager now is a member of the top management team in fully 92 per cent of all companies responding."

Marketing managers usually are designated as "vice president marketing." Usually they supervise and coordinate sales, advertising, sales promotion, and market research. In many cases they also supervise product planning, sales training, dealer relations, and consumer relations.

Full-Fledged Partner
Dr. Lazo finds a general recognition of the expanded and matured importance of planned sales (marketing) as a full-fledged partner in the top triumvirate of production-finance-marketing.

Not only is the marketing branch of corporations going to drive for new business, but it also is assuming such functions as inventory control, warehousing, transportation, and economic forecasting, Dr. Lazo finds.

All this seems to stem from the discovery that the consumer is a pretty important person — and the one who can convince him to make a purchase is a pretty important part of the management side of corporations which make the goods.

West Coast Strike Settled

Portland — (UPI) — Mechanics of West Coast Airlines returned to work today following a wage agreement reached Sunday night. They had gone on strike last Friday.

The agreement is subject to ratification of membership at a 4 p.m. meeting today. Terms were not disclosed immediately. Mechanics had asked for a three-step, 33-cent hourly wage increase retroactive to July 1 over a two-year period. The airline earlier offered 22 cents.

Current top scale is \$2.51 hourly. The agreement was reached by the airline and representatives of District Lodge 141, International Association of Machinists.

The strike had affected about 86 men. It had resulted in a suspension of service for about half the 42 points served on routes in Oregon, Washington and Idaho. The airline said a 7:20 p.m. southbound flight to North Bend and Coos Bay would be added today. Full service will be restored as rapidly as possible, the airline said.

Transfer of O&C Lands To Forest Service Under Consideration in Plan

By A. ROBERT SMITH
Mail Tribune Washington Correspondent

Washington — The Budget Bureau is working on a government reorganization which would transfer the valuable O & C timber lands of western Oregon from the administrative control of the Bureau of Land Management to the U. S. Forest Service.

But such a consolidation of federal forestry management under one roof would not alter, according to informed sources, the highly beneficial formula by which 17 western Oregon counties receive 75 per cent of the revenue from O & C timber sales. The counties' share of O & C receipts for the current fiscal year is expected to hit up to \$18 million, of which about \$6 million will probably go for access roads.

Some Oregon officials have feared, in past years when this forestry consolidation was under consideration, that once the transfer was completed, a move would be launched to reduce the O & C formula more in line with the formula which applies to the national forests. Counties in which national forests lie receive 25 per cent of the timber revenues.

Act of Congress
Only an act of Congress amending the O & C act of 1937 can modify this financial formula which has played such a significant part in financing the cost of county government in Oregon in recent years. The reorganization plan which is being worked on can simply turn over management of the O & C forests, as well as all other commercial forests now managed by BLM, to the Forest Service.

This proposal is not new, but this is the first time in five years that the administration has seriously gone to work on it. It was a point of debate in early 1953, shortly after President Eisenhower took office, when a special commission appointed by Eisenhower and headed by Nelson Rockefeller reviewed the forestry consolidation idea but abandoned it because it was too controversial.

The Interior Department is now, as it always has been, stoutly opposed to surrendering BLM's forestry functions. Apparently no thought is being given to transferring the Indian timber management functions of the Indian Bureau over to Forest Service, for the Budget Bureau has said it opposes this latter shift.

Plan Requested
The whole matter is now current once more because two congressional committees — House Government Operations and a Senate Interior unit — have requested the President to submit in January a reorganization plan to implement their recommendations on timber management consolidation. The President is not obliged to follow this recommendation, but informed sources indicate that the administration this time has decided to act on it.

These committees, after lengthy hearings on federal timber sale policies in 1955 and 1956, found that "although the three federal agencies, Forest Service, BLM and Bureau of Indian Affairs, are performing 'the same timber-management functions in the same areas, there are confusing differences in policy, method and procedure. There is duplication, overlapping and waste...."

"Under these circumstances, the forest products industry finds it difficult to cope with the problem of dealing with different agencies administering the same resource. The existence of separate and independently managed agencies has led to three uncoordinated and inconsistent forestry programs."

The committees reported that they selected the Forest Service as the agency under which all timber should be handled because "this agency, by reason of experience, trained personnel and technical facilities, is the logical

choice."

Last summer, after Sen. James Murray (D-Mont.), the Senate committee head, prodded the administration with a request for action, the Budget Bureau asked both the Interior and Agriculture Departments what they thought of the idea. BLM and the Indian Bureau are under Interior and the Forest Service is under Agriculture.

Both departments decided to consult privately with one another before replying in hopes they could come to an agreed position. They found they couldn't. Each department thought it, not the other, was "the logical choice."

Assistant Secretary of Agriculture Ervin L. Peterson of Oregon was arguing the issue for the Forest Service, and ex-Undersecretary of Interior Hatfield Chilson was taking BLM's side. Assistant Secretary of Interior Roger Ernst said his department takes the attitude that "we are just as well qualified to run the forests as anyone else."

The Budget Bureau subsequently dispatched one of its men, Norman Beckman, to Oregon to observe both BLM and Forest Service management in operation. He also wanted to assess the affect of the Cordon-Ellsworth act under which some 240,000 acres of once-controversial O & C lands were exchanged with equal acreage of intermingled national forestland by the two forestry agencies. Beckman also sought the views of persons in the lumber industry during his trip in September.

Working on Problem
The Budget Bureau won't disclose until January what it expects to come up with, only that "we are working on this problem very actively." The Bureau's approach to the problem was indicated by Budget Director Maurice H. Stans in July when he wrote Sen. Murray as follows on this specific point:

"Our review indicates that such a consolidation must be viewed in the context of effective management of all resources now administered by the Departments of Interior and Agriculture, rather than

on a piecemeal basis. Thus, there is general agreement that any proposal for reorganization of forestry functions must also give consideration to wildlife, range management, recreation needs, watershed protection and minerals developments. A secondary but related consideration is the fact that new technological changes in wood utilization and the development of new forest products makes it difficult to define 'commercial forestland' with any degree of permanence."

BLM classifies as commercial forestland some 4 million acres of the timber on the western public lands which it administers, plus the O & C lands which cover about 2.6 million acres. In addition, about 40 million acres of commercial forestland in Alaska is administered by BLM. All of this would be taken over by Forest Service under the congressional recommendation.

The Forest Service has 81 million acres now in the national forest system. It has 1283 full time and 3302 part time timber management employees, compared with 400 timber employees in BLM.

Grazing Interests Opposed
The idea of merging BLM functions into the Forest Service was promoted greatly during the latter part of the Truman administration when it was recommended by the Hoover Commission on Gov-

ernment Reorganization. Congress in 1952 held hearings on a bill to reorganize the Agriculture department, one provision of which was to absorb both the timber and grazing functions of BLM. Grazing interests rose up in opposition to this measure, apparently fearing that the Forest Service might increase grazing fees on the public domain to the higher level charged in the national forests for grazing. That killed the bill, not to mention the opposition of Interior Secretary Oscar Chapman who didn't want to lose control of either function.

Chapman, and some others, have thought the more logical move would be to place the Forest Service under Interior's roof and have more resource affairs concentrated in this one department.

Seaton's Feelings Unknown
Whether the current Interior secretary, Fred A. Seaton, feels strongly about this issue remains to be seen. Upon his return from election campaigning in Alaska later this week, he will probably have a chance to make known his attitude before the administration's legislative program is completed for submission to Congress in January.

A reorganization plan is not like an ordinary bill. Congress need not act on it for it to take effect, unless Congress passes a resolution objecting to the reorganization proposal within 60 days after the President submits it, it automatically thereafter can be implemented by the administration.

The first business corporation to sell life insurance in the United States was granted its charter in 1794.

Princess Grace To Spend Thanksgiving At Family Gathering

New York — (UPI) — Former movie queen Grace Kelly, who abdicated her throne in Hollywood to become the real-life princess of Monaco, came home Sunday to eat Thanksgiving dinner with the folks in Philadelphia.

The radiantly smiling princess, bundled against a chill wind in a full-length mink coat, was greeted at Idlewild International Airport by her

father, John B. Kelly Sr., a millionaire contractor who never been ashamed of the fact he once worked as a bricklayer.

Children Stay Home
At his daughter's side was her royal husband, Prince Rainier, who seemed as sorry as she that their regal offspring, Princess Caroline, 22 months, and Prince Albert, 8 months, won't be with them for their month-long stay in the United States.

Her grace said there were many reasons why the children couldn't come along.

"The main difficulty," she said, "is that the youngest one is still too small. I hope the next time we will be able to bring them."

The princess said she planned to spend an old-fashioned Thanksgiving with the folks in Philadelphia, where all the Kellys will gather in the family mansion for the holidays.

To See Shows
While in this country the royal couple will see some Broadway shows, buy Christmas gifts for the little princess and prince, and visit friends. They do not expect to visit any cities other than New York and Philadelphia.

Grace's arrival at Idlewild was marked by a mob scene in which an eager crowd pushed airport police around trying to get a close look. Two hours earlier, another Hollywood beauty, actress Marilyn Monroe, arrived at Idlewild and only two photographers were there to record the event.

Hunters Drown In Oregon Streams

By United Press International

Two men drowned in Oregon Sunday while hunting. Earl Smith, 29, Creswell, drowned in the Coast fork of the Willamette river while trying to retrieve a duck he had shot. Sheriff's deputies said he apparently stepped into a deep hole.

George Pearson, 26, Turner, drowned in the Santiam river when a boat from which he and his father were hunting overturned. The boat was drawn into a whirlpool and began to fill with water. Both men climbed out to hang on the side but young Pearson was sucked under.

New Test Series Set for Those New to Linfield

College entrance board examination scholastic aptitude tests and a new set of application papers will be used at Linfield college, McMinnville, beginning with students entering Linfield for the first time with the spring semester in February of 1959, according to Paul Little, director of admissions.

Little explained that college boards provide one of the best sources for determining academic potential, and in conjunction with the high school transcript, will be used to determine admittance to Linfield.

New application papers require more high school evaluation references and one professional evaluation reference. Little pointed out that new papers have been prepared because Linfield is trying to stay around the 800 enrollment mark and limit freshman registration, possibly to under 300 for the fall of 1959.

Scholastic aptitude tests of the college boards measure the basic skills which a student brings to his academic work. Test scores are indicators of ability to do college work, he said.

Data on the tests show that it is a test of verbal and mathematical proficiencies developed over many years—both in and out of school. As such, it is a test of reasoning ability, not of remembered facts.

Warning Issued On Voodoo Dolls

Portland — The state board of health said today that federal health authorities in Washington, D. C., have issued a warning against potentially dangerous Haitian voodoo dolls carved from cashew nut shells for use as novelties and beverage "swizzle sticks."

Dr. Harold M. Erickson, state health officer, said Oregon wholesalers are being contacted by state health department staff members to learn if any of the dolls have been offered for sale in Oregon.

The U. S. public health service warning said analysis of the dolls revealed the cashew nut "heads" contain a shell liquid chemically similar to the oil in poison ivy.

Volunteers at the service's occupational health field headquarters at Cincinnati who were tested with pieces of the shell developed blistering skin reactions within 35 to 50 minutes.

Possibly even more dangerous than the cashew-nut heads, the public health service said, are the dolls' "eyes," which are believed to be lethal lequiritry beans.

The service reported that animal tests indicate that one of the "eyes" taken internally by a baby could cause serious and possibly fatal illness.

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Articles Filed For Rogue River Betterment Club

Articles of incorporation were filed with the county recorder's office last week for the Rogue River Civic Improvement club. Signers of the articles were Ruth H. Drumm, route 1, box 41E; Lynabel Deck; Gladys Stephens, all of Rogue River; and Billie J. Chapin, Grants Pass.

The club, to be affiliated with the Grand Federation of Women clubs of the United States with home office in Washington, D. C., has assets of \$1,500.

The purpose of the organization as stated in the articles is to form a benevolent and charitable society to interest and unite men and women in social work for the welfare of girls and young women to the end that crime and misery may be lessened.

The club will engage in work calculated to improve the moral, mental, social and physical betterment of mankind. The articles also stated that the group would take an interest in the improvement of the city of Rogue River and its general surroundings.

The club would receive its financial support from membership dues, food and rummage sales and miscellaneous donations.

Ruth Drumm is president of the organization with Lynabel Deck, vice president; and Chapin, secretary.

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