



Parts Makers' Automation May Help to Hold Automobile Prices

By ELMER C. WALZER
UPI Financial Editor

New York—(UPI)—Auto parts makers have automated their plants to such degree that their efforts may help keep prices from rising on automobiles.

Harry D. Hirsch, president of C. M. Hall Lamp Co. of Detroit, indicated that the situation in noting that the auto makers have about decided to abandon their urge to run the whole automobile business by themselves.

The near \$4 billion auto parts industry has had a tough time for many years with automobile companies turning

more and more to production of parts.

The parts makers had to diversify. They became so flexible, says Hirsch, that the auto men literally could not get along without them.

'Golden Sixty' Period

Now as the auto industry enters the period of the "Golden Sixties," Hirsch believes it will be so busy turning out new cars for the heavy increase in family formations that it will be glad to have the parts makers on hand to provide items that would sap their strength and raise their costs.

"Most auto makers are extremely optimistic of the future," Hirsch says. "The 400 major companies making 85 per cent of the auto parts and employing more than a quarter million workers feel that they have seen the worst of Detroit companies' urge to run the auto business all by themselves."

"The car makers have seen how we auto parts people produce items and give service at competing if not lower costs than they would have to pay if they made them themselves."

Automated Production Lines

The parts makers have automated their production lines, streamlined their engineering and productivity and have pitched in to give the auto makers exactly what they want when they want it.

Now the automobile makers, says Hirsch, can step out of sizable investment commitments in plants and equipment and concentrate on new cars and car selling techniques.

Hirsch's own company has known days of adversity. When he took control of it in 1954 it was ailing and sales had fallen to a mere \$3 million annually.

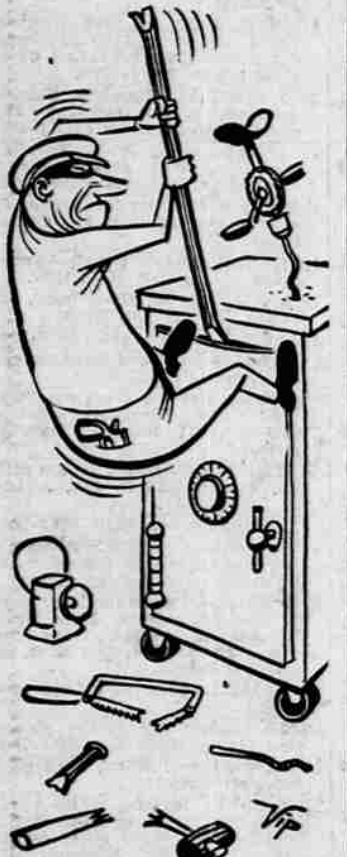
Hirsch streamlined the plant to be of better service to the auto makers. His success is demonstrated by the fact that today he can claim that at least one of his products is on each of the new 1960 auto models.

In the process of restoring his business, he liquidated one plant and concentrated all production in Detroit. All the equipment in the plant has been modernized and automated and he has brought in new engineering and styling personnel in his fight to remain a big place in the parts business.

Pioneered Dual Headlamp

He pioneered in production of the dual headlamp and since he owned just the right equipment at the right moment, the automakers gave

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Wife of Pastor to Show Slides, Speak

Mrs. L. G. Gilman, wife of the former pastor of the Assembly of God church, Talent, arrived in the valley today to speak at various valley churches. Mr. Gilman was unable to make the trip having to return to their home at Ft. Apache, Ariz.

Mrs. Gilman will speak and show slides of their work on the Indian reservation. She will speak today at 8 p.m. at the Talent Assembly of God church; Wednesday at the Bethel church, McAndrews rd., Medford; Thursday at First Assembly of God, Medford; Friday in Rogue River; Saturday in Ashland and Sunday morning at the Jacksonville church.

The public is invited to attend. When the German submarine U-505 was boarded north-east of the Cape Verde Islands on June 4, 1944, it was the first time since 1815 that the U. S. Navy had taken an enemy warship on the high seas.

him a big piece of this business.

His company also makes other types of lighting, equipment, mirrors and accessories.

Today his company operates two new plants to hold its overflow business, and sales have nearly quadrupled to \$11 million. He foresees a jump to \$15 million in 1959.

As the situation shapes up here is a small business growing big and big business relying on small business for part of its equipment so that it can better concentrate on its production job.

And in this situation the ultimate customer will profit through the increased efficiency of both industries.

Property Stolen From Film Actress

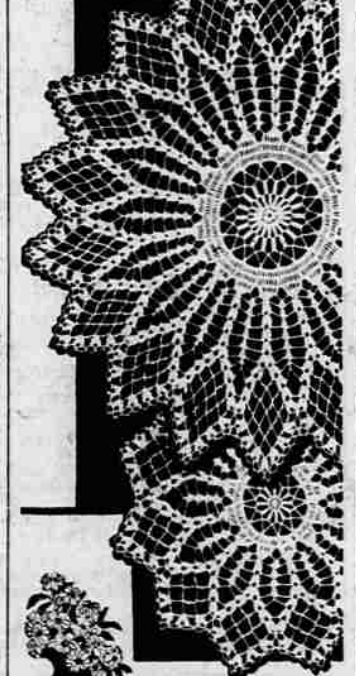
Hollywood—(UPI)—Paintings by French masters Renoir and Utrillo were among \$79,400 worth of property stolen from the Hollywood home of actress Martha Hyer, police reported Monday.

"The furs and jewelry can be replaced," said the blonde actress. "But it would be criminal if anything happens to the paintings. They are masterpieces. It will be a great loss if thieves damage or destroy them."

Miss Hyer, an art collector, said the paintings were Utrillo's Montmartre Street Scene, valued at \$25,000 and Renoir's Gabrielle, said to be worth \$15,000. Other loot included jewelry and furs.

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by Alice Brooks

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MONTAGUE New Children Are Noted

By CAROL PETERSEN

Montague Mr. and Mrs. Kermit Wheeler of Montague are parents of a son, weighing 7 pounds, 8 ounces, born Oct. 15, in Siskiyou County hospital. The maternal grandparents are Mr. and Mrs. Bryan Cannon of Grenada. The paternal grandparents are Mr. and Mrs. Ray Wheeler of Montague.

The Marlean Johnsons of Montague are parents of a boy. The maternal grandparents are Mr. and Mrs. Ralph OpDike of Montague.

The Robert Akins family have Mr. and Mrs. Les Wise of Grants Pass visiting them this weekend. Mr. and Mrs. Wise are the parents of Mrs. Akin.

The monthly meeting of the Montague Trail Riders was held at Marino Rizzardos home in Grenada Tuesday evening.

The club voted on new members, and those elected were Jerry Flippen and Les Lewellyn.

It was decided that there will be a potluck dinner and social at the Montague club room Nov. 10. All members, family, and friends are invited to attend.

Gladyce Burch Mays is taking an extension course prior to enrollment as a full time student in National School of Aeronautics, Inc., in Kansas City, Mo. She was personally interviewed before she was enrolled in the aeronautics school.

A teenage fashion show was held in Big Springs for 4-H club members from Siskiyou county at the Big Springs Community hall Monday, Oct. 12. Members learned about the newest fashions for teenagers, as well as the part that patterns, fabric, color and grooming plays in the selection of cloth.

Margaret Kohl, state 4-H club specialist from Berkeley, gave additional information that will help the 4-H leader and members in the 4-H clothing project this fall.

The members of different 4-H clubs who modeled the garments loaned by Simplicity Pattern Co., were Judy Young, Willow Creek 4-H club; Susan Kellogg, Betty King, Linda Haan, and Christie Warner, Ft. Jones 4-H club; Pat Scala, Delphic 4-H club; Lorena Dillman, Melanie Dudley, Dian and Wendy Cassidy, Elm 4-H club; Margaret Callick, Charlene Day, Candace Miller and Diane Girdler, Crag View 4-H club; Janice Bridwell, Annette Hayden, Quartz Valley 4-H club; Arleen Sears, and Nancy Freeman, Grenada 4-H club.

Escorts for the models were Don Kreutzer, Table Rock 4-H club; George Haan, Quartz Valley 4-H club; and Bill Solus, and Phil Zediker, Big Springs 4-H club.

The Big Springs hall was decorated for the event by the 4-H leaders. The 4-H Home Economics advisory committee, chaired by Mrs. Clarence Dudley, Etna, organized and supervised the fashion show. Milly Miller of Big Springs 4-H club supplied the background music.

Miss Arleen Sears, 15, daughter of Mr. and Mrs. Norman Sears, Montague, and Miss Eileen McNalley, 18, daughter of Mr. and Mrs. McNalley, Anderson, modeled the garments which won top honors in the Saturday's Make It Yourself with Wool sewing contest and style show in Red Bluff. Miss Sears was junior winner and Miss McNalley received first in the senior division.

They won a three-day all expense paid trip by Pacific

Airlines to the state contest to be held at the Statler Hilton hotel in Los Angeles, Nov. 7, 8 and 9. The Red Bluff district contest was sponsored by the Northern California Wool Growers association.

The Montague Lancerettes held their monthly meeting and started their new year with a big success.

They decided to have a dance Nov. 7 at the Montague dance hall with Curtis Baker furnishing the music. The girls are selling tickets for the dance, and profits will be used for trips to rodeos next year. The first rodeo they will be at next year will be Etna Horse show in Pleasure Park. They annually attend the Redding Rodeo held in Redding, Calif.

Ann Alece Hockaday, 3, of Hornbrook, spent the week end with her grandparents, Mr. and Mrs. Aage Petersen, of Montague. Ann's mother brought her over to Montague Friday evening.

Mrs. Malcolm Robinson was the hostess for the recent meeting of the Women's Society of Christian Service with Mrs. Ruby Stafford and Mrs. Cecil Bowman as co-hostesses.

Mrs. Elizabeth Hessig was chairman for the program which was on the "Worship Service Week of Prayer and Self-Denial."

At the close of the meeting, pumpkin pie and coffee were served. The next meeting will be held Nov. 13 at the home of Mrs. Willard Freeman.

Mrs. Joan Wendt and Miss Sharon Wigley visited their parents in Montague from Southern Oregon college, Ashland. Miss Wendt is the daughter of Mr. and Mrs. Stanley Wendt and Miss Wigley is the daughter of Mr. and Mrs. Andrew Wigley both of Montague.

The Methodist church of Montague held a family night at the Montague club recently. There was a potluck dinner for all members and friends which started at 6:30 p.m. Following the dinner was

Economic Atomic Power Seen Way Off

Washington—(UPI)—An industrial leader says that economic atomic power "has been pushed off many years" for lack of federal support.

The complaint was voiced Monday before the Atomic Industrial Forum here by Dr. Chauncey Starr, vice president of North American Aviation, Inc.

Starr, general manager of North American's Atomic International Division, said "it is becoming more difficult to remain optimistic" about the future of nuclear power.

A speech and slides given by Miss Julie Townley, daughter of Mr. and Mrs. Roy Townley, of Montague, who was the American Field Service Student to Denmark this summer. Miss Townley told the group of her experiences of living abroad with a foreign family. Miss Townley is a senior at Yreka High school this year.



FLYING SAUCER—The Avrocar, a top-secret flying saucer designed and built for the U. S. Army by a Canadian firm, has made its first successful flight inside an airport hanger at Toronto, Canada. The manufacturers, A. V. Roe Co., would release no details on the craft, but this aerial photo seems to indicate that it is about 50 feet in diameter. The center turret is believed to be the pilot's cockpit.

New Regulations On Flights To Cuba

Washington—(UPI)—U. S. officials hoped Monday that stiff new flight regulations would stop Cuban exiles from using Florida as a base for operations against Premier Fidel Castro's regime.

The regulations were put into effect by the Justice Department at the request of President Eisenhower in a move to improve relations with the Cuban government.

The FAA issued regulations requiring any persons operating a civil aircraft for flight into or over Cuba to file with an hour of departure a written flight plan disclosing the destination of the plane, the names of passengers, the names of crew and nature of its cargo.

The regulation also requires that the plane must leave from a designated international airport.

The Dutch island of Bala-shi, off the coast of Venezuela, has the world's largest installation for the conversion of sea water to fresh water—2,700,000 gallons a day.

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TRADE MISSION ARRIVES

Tokyo—(UPI)—A Soviet trade mission arrived here today to discuss selling iron ore, oil, and machinery to Japan in exchange for Japanese building material, machinery, and transportation equipment.

The Russians need the Japanese goods for their planned development of Siberia.

FOOD LAW EXPERT DIES

South Norwalk, Conn.—(UPI)—Charles W. Dunn, 74, an expert in food and drug laws and general counsel for the Grocery Manufacturers of America, Inc., for more than 40 years, died Monday.

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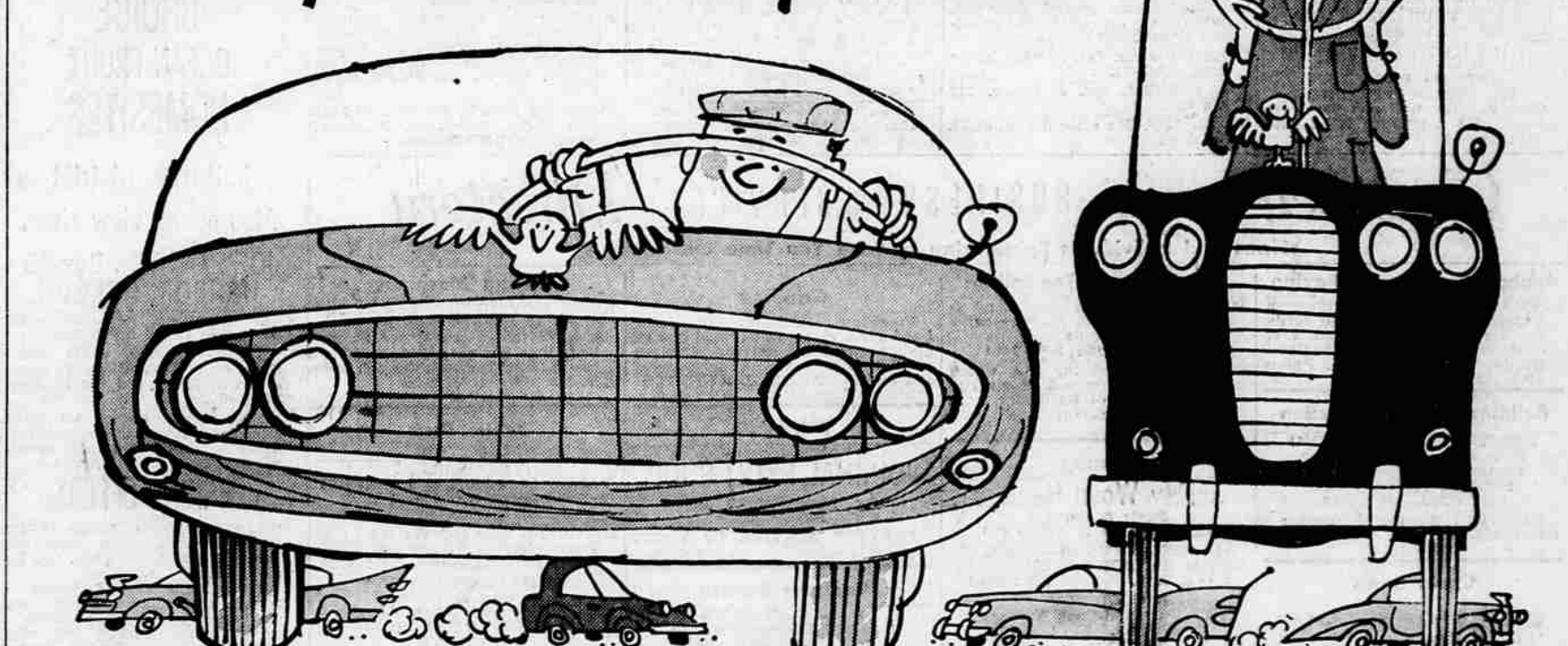
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