

Heinz Company President Made Decisions At Early Age

Pittsburgh — UPI — Frank Armour Jr.'s grocer grandfather purveyed some of Mr. Heinz's earliest pickles, but it was the chance arrival of a ding-dong trolley that put the grandson on his nearly 57-rung ladder toward the presidency of the H. J. Heinz company.

"Learn to make decisions," Armour advises aspiring executives today. "Most people hate to make decisions — even which bus they'll take . . ."

That's about where Armour started making his. Two job openings, in opposite ends of town, were known to the 19-year-old Armour when he set out, in February, 1928, to seek work for the sixth-month interval between his graduation from high school and his planned acceptance of a college scholarship. Armour decided to take the first trolley that came along.

He got the job, as a guide showing tourists through the Heinz plant, skipped college and became the company's president just 30 years and 11 months later.

Both his parents contributed to his business success, Armour says today. His mother, daughter of a Pittsburgh tailor, gave him, he recalls, "the easiest advice to give, and the hardest to follow: When the alarm goes off in

the morning, she said, 'wake up, get going!'"

His father, a metal products worker who retired from

Actress Who Plays Mom To Lassie Leads Two Lives

By VERNON SCOTT
UPI Hollywood Correspondent

Hollywood — UPI — Lassie's TV mother, June Lockhart, leads a double life. But it's nothing scandalous like a secret hatred of collies. It is simply that blonde, ebullient June must apply the brakes to her personality whenever she slips on an apron to play Ruth Martin in the series.

Ruth is a somewhat drab farm wife given to hand-wringing when things go haywire with Lassie and the rest of the clan.

Zany Way of Life

Off-screen June is the mother of two sprightly daughters who are as full of fun as their mother. She is married to a successful architect who shares her zany way of life.

In public June does her best to behave like Ruth Martin. "I must keep a concept of the role in mind, even when I'm working," June said. "And when I make a public appearance I have to stay within the framework of the public image of Ruth."

"I couldn't be happier." Source of June's happiness is the fact that she has a steady job in the top-rated CBS-TV series. So?

So this is a departure. Most performers regularly appearing in a TV series complain they want to do something different. They're looking for dramatic roles, artistic efforts in meaningful shows.

As a matter of fact, June's predecessors, Cloris Leachman and Jan Clayton, both dropped out of the role to go on to bigger and better things. However, viewers rarely have heard from them since.

"The 'Lassie' series provides plenty of opportunities for drama and creativity," said June.

"The show is the first security I've had in more than 10 years in show business. And that's what almost everybody wants, a steady job."

"I can't understand why performers in a series suddenly complain about the long hours or being stuck in a single role. It's part of being grown-up to know when you're well off."

a supervisory job in 1954, told him: "Son, if you never do any more than you get paid for, you'll never get paid for very much."

He has added only a few precepts of his own on the basis of a career launched at 14 when he went to work after school as a dishwasher in an ice cream parlor, at 50 cents for a 5 p.m. to midnight day.

"Take every advantage of a 'break,'" Armour advises today. "In business, breaks usually come in the form of new assignments or a job transfer. Only you can hang on to it."

The schoolboy Armour made his own transfer, to a better paying drug store, where the pay was 75 cents for four instead of six hours. He learned to toss a frosted and dress up a sundae and improved his prospects by dressing up the display windows in his spare time. That led to a full-time summer job with a display firm preparing drug and grocery store windows, experience which was to pay dividends later in the catchup and condiment world.

"Company First"

It also may have contributed to his explanation of another precept: "Think of the company first when you have a decision to make. You can't

be successful in an unsuccessful company."

"The display firm gave him a chance and raised his salary, but it went into bankruptcy and still, theoretically, owes Armour \$100.

While still officially a guide in the Heinz plant, Armour doubled in 18 other departments, learning the business he quickly decided would be worth skipping college to stay with. His next "permanent" assignment was to the sales staff.

His first executive appointment was in 1933 as head of a 60-man woman staff at the firm's exhibit at Chicago's Century of Progress exposition. He did it again in 1939 at New York's world fair.

During World War II, Armour headed the company's aircraft division, which made parts for airplanes and gliders. After the war, he became assistant to the executive vice president during a period of company reorganization. He became vice president in charge of sales and distribution in 1949, executive vice president in 1957 and president in 1959, just short of 31 years after the trolley to the Heinz plant came ahead of the car that would have carried him to the telephone company office, where they were looking for a lineman.

Now 51, Armour says he's kept himself successful, and free of at least some emotional tensions, by trying to tackle his toughest jobs first.

"Allot your best energies to your best periods," he advises. "If you start with the job you dislike most and resolutely get it out of the way, and then tackle the second, most disliked job, things will become pleasanter all day long. This system won't keep you from getting tired, but you will, as the day goes on, emotionally be coasting down hill."

And while other men are avoiding decision, Armour advises, "go out of the way to force the making of decisions on yourself. You'll not only get used to making them, but you'll get better at making them."



A MOTHER'S LOVE — Baby hippo, first ever born at Cleveland zoo, snuggles up against its mother as keepers begin to fill the indoor pool. The baby is less than 48 hours old and its weight is guessed at 60 pounds. The baby has entered the water several times. (UPI Telephoto)

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