

Billboard Control Probably Most Controversial Measure on Ballot

Trucking Industry Said One Of Nation's Top Employers

By HENRY J. BECHTOLD
UPI Financial Editor

New York — When was the last time you walked down Main Street and failed to see a truck?

Probably not for quite some time. For the role of the American trucking industry has mushroomed in importance until, today, an estimated 75 per cent of the nation's total freight moves at least part of the way from mine, factory and farm to market by truck.

Chances are very good that the food you buy, the clothes you wear, the materials used to build your house, the car you drive and practically everything you own has been carried somewhere along the line on trucks.

The trucking industry currently is abreast of agriculture as the largest employer in the nation. The more than 11 million trucks on the road today employ more than seven million persons and provide direct support in income to some 22 to 23 million people.

While the small, independent trucker still is the backbone of the industry, the growing volume of freight moving by highway has sired a number of giant trucking companies, operating huge fleets of trucks and hauling everything from gasoline to ping pong balls.

Typical Trucking Growth

Although in direct competition with the railroads and airlines, it is the truck that links those two carriers with the ultimate consumer of the products they carry, according to Gerald W. Eskow, president of Yale Express System, Inc.

Yale Express is typical of the growth experienced by trucking companies since the end of World War II. Its freight volume has soared 150 per cent in the past five years alone, and its current annual rate of growth is 30 per cent, Eskow noted.

Founded in 1938 by Benjamin Eskow, now Yale's board chairman, with four trucks and five employees, the system now operates 1,230 vehicles and employs more than 1,600 people.

Eskow told United Press International that Yale has grown to the point where it currently handles more individual shipments than any other common carrier and has more department store shipments on a regular basis than probably any other motor carrier in the nation.

He said the major factor behind Yale's success is its "service" rendered to customers.

Pioneer in Automation

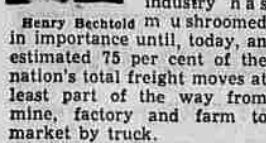
Yale has been a pioneer in introducing electronics and automation to trucking operations to achieve greater efficiency and economy of operations. At its truck terminals in the East Yale utilizes IBM machines for routing and billing, and closed circuit TV and two-way radio communications for faster loading and unloading.

Eskow pointed out that Yale's ultra-modern control center has been studied by experts from around the world, the federal government, armed forces personnel and representatives of industries with material-handling problems.

License Fees

In explaining the operation of a fleet of trucks, Eskow noted that Yale lays out an average of \$140 a year in license fees for each of its road trailers and pours more than \$200,000 a year into federal, state, and local coffers for taxes and fees on fuel, registration fees and licenses.

In a single year, Yale's fleet consumes more than 700,000 gallons of diesel fuel, 1,075,000 gallons of gasoline and wears out 1,100 tires. Yale road units cover approximately 23,372 miles every 24 hours, with the average trip 145 miles.



Henry Bechtold is UPI financial editor. He is shown in a portrait on the left side of the article.

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Quotes From the News

By UNITED PRESS INTERNATIONAL

Pittsburgh—Bill Mazerowski, Pittsburgh Pirate infielder who hit the game-winning home run to down the New York Yankees for the world championship, on the tumultuous welcome he received when he reached home plate:

"When I finally was able to get into the clubhouse, I felt like I had gone 15 rounds with Floyd Patterson. I was really pooped."

Washington—An aide to President Eisenhower, describing the Chief Executive's health on his 70th birthday today:

"He's in great shape. He's feeling fine."

New York—Soviet Premier Nikita Khrushchev, summing up his 25-day visit to the United Nations:

"We gave hell to the Americans and the British."

Battle Lines Clearly Drawn In Controversy

Editor's note: There are 15 state general election ballots. This is the last of five articles describing their background and effect.

By DOUGLAS GRIPP

Salem — The most controversial measure before Oregon voters next month is probably billboard control, No. 15.

The battle lines are clearly drawn.

Pushing the measure hardest is the group which put it on the ballot by initiative petition — the Oregon Highway Protection Committee headed by Rudie Wilhelm Jr., Portland trucking executive.

They have the support of Gov. Mark Hatfield, who signed the petition, and even Ginger Rogers, who says Oregon's lush scenery is being blotted out by billboards.

The Hollywood actress has a ranch in southern Oregon.

Fighting the measure is the Oregon Council on Highway Regulation, whose chairman is Ralph T. Holsapple Jr., Portland hotelman. Those against the initiative include tourist industry groups and, of course, the billboard interests.

The firm says the current or expected recession should differ greatly from those of 1954 or 1958 when the turnabout was accomplished on a government level via automatic stabilizers and an easy money policy.

Both the stabilizers and easy money, it says, are now in effect, but we should expect to see something of that "massive machinery of governmental intervention" which was last urged but not granted in the 1958 recession.

Martin Gilbert of Van Alstyne, Noel & Co., believes the market's current pattern indicates further recovery potential. Any rallies, however, do not alter the fact that the more recent lows will be tested, he says.

L. O. Hooper of W. E. Hutton & Co. reports that Arco Steel is expected to have a better third quarter report than most of the big companies. Some quarters expect General Motors to declare an extra before year end, and sources close to Brunswick Co. are estimating 1960 earnings at around \$5 a share or a little better.

HARVARD MAN DIES

Cambridge, Mass.—Dr. Gustavus Howard Maynard, 93, retired Harvard university faculty member who specialized in the English novel and conducted a popular advanced writing course, died Wednesday.

Caller Says House Would Burn Down

Mrs. Richard L. Tucker, route 4, box 307, Medford, notified sheriff's deputies Wednesday afternoon that she had received a telephone call at 4 p.m. from a man who said that her house would burn down before 10:30 p.m. that day.

Deputies checked the residence several times during the evening and reported nothing unusual in the area.

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Back Stairs: A Familiar Operation

Washington (UPI) — Back Stairs at the White House: Some 350 Veterans Administration hospital and office managers here from all 50 states were routed grumbling out of bed at dawn the other day for a scheduled audience with President Eisenhower.

The early reveille was part of a hurry-up-and-wait operation familiar to all veterans and calculated to get everybody up bathed, shaved, dressed, breakfasted, assembled, in-and-out of buses, assembled again, and into the White House rose garden by 8:25 a.m.

So when they all were assembled for the third and final time outside the President's office, Ike popped out with a bright smile and apologized for what he said he was afraid some of his visitors considered an unseemly hour.

Everybody tried, and with remarkable success, to make the laugh sound gay rather than hollow.

Ike went on to explain that he was an old soldier and, as if this was the whole point of the meeting—that of course this made him a veteran.

"Some of you people, some day are going to have to take care of me," he admonished the group with a grin.

Well, that will be the day. The happy fact is that Eisen-

hower won't have to worry, when he leaves the White House, even if he hasn't managed to save a dime from his \$150,000 annual salary and expense account as President of the United States.

A newspaper man who studied his financial situation three years ago, concluded that Ike then was a millionaire. The President was asked about this at a press conference. He scoffed that anybody who offered him a million to sell out his holdings would make a deal in a hurry.

Maybe that was so, but actually the President doesn't really know how much he's worth.

By his own account during the 1952 election campaign, he paid \$217,082 in federal taxes on \$888,303 income in the 10 preceding years. That should have left a nice little nest egg to take with him into the White House.

His take during that pre-White House period, included \$635,000 from the sale of rights to his book "Crusade in Europe," on which, as an amateur author, he was allowed to pay \$158,750 tax as a capital gain rather than two or three times as much had the sum been charged up as ordinary income.

Eisenhower as President, put all his assets into an ir-

revocable trust to be managed by a group of his friends, so that he doesn't know now what has been done with his money. In general though, they have done all right with their own money, and presumably they have not done so bad with his either.

His known assets include a 400-cattle farm at Gettysburg, Pa., complete with a 14-room, 8 bathroom air-conditioned farm house. So you can be sure Ike never will have to seek space in an old soldiers' home.

And, even in the unlikely event that all his investments turn sour and his farm fails to pay, he still won't lack for three meals a day. And, he

can even count on a little to spare on such other necessities as club membership and a continuing supply of golf balls.

That is because Congress, in 1958, decided that our ex-Presidents never should have to go out and hunt for a job. It voted to pay them \$25,000 a year for as long as they live. Their widows then get \$10,000 yearly.

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New '61 Chevrolet IMPALA SPORT SEDAN
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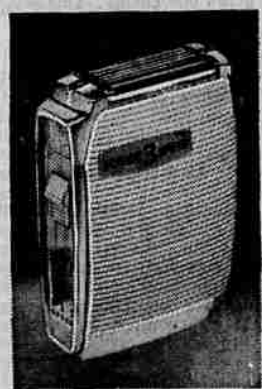


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