

Car for Everyone in Free World Aim of American Auto Industry



CONTEST FINALISTS — All 21 girl finalists in the annual Maid of Cotton contest pose for the first time on their arrival in Memphis, Tenn. The winner will be known tonight. (UPI Telephoto)

Manufacturers Are Cashing in On Color Appeal

New York — (UPI) — Manufacturers are cashing in on the appeal of color and its influence on even the smallest decisions in our everyday life, according to J. M. Feild, an expert on the subject.

"Telephone companies are learning that red booths attract many times more business than the old-fashioned varnished wood and glass ones," Feild said. "They also have learned that the color of the interior influences the length of the call, and that the public thinks a bell sounds louder in a white booth and softer in one painted a darker color."

"The right tones of blue will draw housewives into a supermarket and make them spend more time among the foodstuffed shelves, theoretically adding more items to their shopping carts. But it will drive them away from the meat counter."

Typewriters Cited
Feild, Vice President of Pennsylvania Color and Chemical Co., a division of Sun Chemical Corp., cited typewriters as another example.

"Black typewriters linger only in the drabest of business and newspaper offices," he said. "When they finally have them worn out, even they are being replaced by gray and tan machines."

Geography is another factor influencing color preference, he said. In sunny Pacific Coast

areas, tan and cream auto colors are preferred, while on the East coast and city-practical darker colors dominate. "One manufacturer lost a \$250,000 order for flatirons when he failed to consider color," Feild said. "A competitor whose product had a red handle won out."



MACARTHUR MEMORIAL — This 111-year-old Norfolk, Va., courthouse will become a memorial to Gen. Douglas MacArthur. The General accepted an invitation from the city to place his war mementoes, decorations and papers in the memorial building, now being renovated at a cost of nearly half a million dollars. (UPI Telephoto)

Many Oregonians Planning To Attend Kennedy Inaugural

By A. ROBERT SMITH
Mail Tribune
Washington Correspondent

Washington (Special) — A hundred or more Oregonian couples are expected to cough up \$1,000 or more to get in on the Kennedy inauguration events and be a witness to history.

High as the price is, there appears to be no shortage of applicants for tickets from among members of the supposedly poor man's political party.

For the Oregon Democrat, the biggest cost is transportation to and from the nation's capital. Inauguration planners must figure after he has laid out a couple hundred dollars for rail or plane tickets, he won't mind plunking down \$50 to get into the inaugural ball.

Rep. Edith Green (D-Ore.) has been assigned the task of coordinating the allocation of tickets for Oregon Democrats to the inaugural events. Originally, she had an allocation of 88 invitations to the ball, plus a box of eight. But now she thinks she may have double that allocation because a second ball is in prospect.

With an invitation a good Democrat may buy one or two tickets, at \$25 per head. He must wear tails, presumably at some profit to the local tailor. He must check his outer garments upon arrival at an event involving possibly 30,000 persons.

Valuable Concession
The free spending mood is expected to be upon all these gay dancers, for an inaugural official estimates the check-room concession will be worth about \$100,000 to the fortunate enterpriser who secures it.

The expected tip, it seems, is \$2 to \$10 when the gentleman calls for his hat and his lady's cloak.

Unfortunately, this rake off doesn't accrue in the Treasury to whittle down the national debt. Inauguration planners will be happy to meet expenses, they claim, and any favorable balance of payments will go to charity.

The entire whinging is expected to cost about \$1 million. The streets will not be lined with gold for the occasion, perhaps because there isn't enough left in Fort Knox. They will be lined with bleachers, however, into which any stray citizen may intrude for a modest price — say the equivalent of a seat on the fifty yard line for a professional football game.

The trees above the bleachers are now being bird-proofed, which is a quadrannual ritual in man's battle against nature. Through every presidential administration this has been a losing battle thus far. The starlings always return from banishment, no matter what they do to the trees.

In the past the inventive geniuses who handle this business have used artificial owls, loud speakers screeching at the birds, and anything else short of violating the local law against touching one feathered friend. This year it is chemical warfare in the form of an agreement with a company to spray 44 trees along the parade route with something called "Roost-No-

More, a material which is highly repulsive to birds." Cost: \$5500. "Tickets for these spotless seats . . . \$3 to \$25," says an announcement.

Elaborate Stands
The big expense is in erecting temporary stands on the east side of the Capitol where the inauguration takes place, and then rather elaborate stands in front of the White House from which the new president reviews the troops and marching contingents from near and far. The lumber, however, is then sold to a dealer who markets pieces as souvenirs.

The money to do these things is advanced by local business leaders who expect to turn a dollar or two during the festivities. They are later repaid from ticket sales. So taxpayers can relax — this is the one thing a president does which doesn't cost them anything but his first day's pay.

Small Car No Place For Evening Gowns

Memphis, Tenn. — (UPI) — James Davis watched a small foreign-made car pass him on the road, the young couple inside obviously en route to a dance.

The man driving was in a tuxedo. The girl in a full-skirted evening gown sat in the back. Her wide skirt not only filled the entire back seat but flowed over to the front seat, "almost hiding her date," Davis said.

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Growth Potential Said Greater Than Domestic Market

Detroit — (UPI) — The American automobile industry has decided to try to make a car available to everyone in the free world before trying to sell two or three cars to every American family.

The most obvious and dramatic example of this decision is the bid by Ford Motor Co. to gain full control of its English subsidiary, Ford of England.

The Ford offer to pay \$358,400,000 for complete control of Ford of England was so startling it has almost obscured the fact that other American car makers also are moving in the same direction.

Basically, the decision is based on the belief of the American companies that the world market offers more growth potential than the domestic market.

Wide Variety Necessary
In order to sell an American family several cars, the manufacturers have to make a wide variety of cars because a two or three-car family seldom owns more than one car of the same type.

But if the manufacturers can make one car that fits the basic needs of people throughout the world for transportation, they can build a more limited selection of cars and still sell in volume.

It costs less to produce a large number of one type of car than it does to produce smaller numbers of several makes which add to the same total. This is true because it takes separate tools to build each different make of car while all cars of one make can be made from the same tools.

This seems so obvious that many may ask why the auto makers didn't think of it before.

Many did.

But you can't sell cars to persons who don't have the money to buy them and have no roads to drive them on. The standard of living of European, African and Asian nations has been rising, however, and the market for cars in these areas is developing rapidly.

Most Direct Route
American Motors Corp. appears to be taking the most direct route toward building markets in the underdeveloped areas of the world. While Ford is strengthening its hand in Europe and the British Commonwealth, American Motors is establishing outposts in Africa.

The plan of American Motors seems to be to use local capital to build assembly plants in the underdeveloped parts of the world. These plants will employ native workers, raising their standard of living and making it possible for them to buy the products they produce.

Of course, this plan wouldn't work unless the standard

Oregon State Gets \$200,000 For Big Electronic Computer

Corvallis — Oregon State college has received a \$200,000 grant from the National Science Foundation to start construction of a giant electronic "brain" computer and to establish a computer research center that will serve the entire state.

The computer will be built jointly by the departments of mathematics and electrical engineering and will cost a half-million dollars before it is finished three or four years from now.

Once completed though, the computer will be the equivalent of commercial computers costing upwards of \$10,000,000, according to Dr. A. T. Lonseth, head of the mathematics department, and will be one of the finest computers on any college campus in the country.

It will be the "heart" too of the computer research center at OSC that will be capable of handling the most detailed and complex research problems and computations, Lonseth added. Its services will be available to other colleges and research agencies of the state.

Louis N. Stone, head of the electrical engineering department, and Lonseth are project leaders for the new program. Advanced students in the two departments will have an opportunity to help build the ultra-fast computer which will, for example, add two 15-digit numbers in one one-millionth of a second.

The magnetic cores that are the computer's memory, or "brain cells," will be able to store and process tremendous quantities of data, Stone pointed out.

The OSC computer will be patterned after the "Maniac III" computer now being built at University of Chicago. "Maniac" comes from the first letters of "mathematical analyzer, numerical integrator and calculator." The OSC Maniac will have some minor modifications from the Chicago model, based on the experience of workers there.

Average Scientist Is Earning \$9,000
Washington — (Science Service) — The average U.S. scientist is a \$9,000 a year man.

Data for 1960 gathered by the National Science Foundation show that half of 110,000 scientists responding to a questionnaire earned more than \$9,000 and half earned less.

Comparable statistics for 1959 showed, in addition to salary, \$1,000 more, probably from consulting fees, royalties and other income.

The median age of this full-time employed group was 38 years. The work reported was 38 per cent in research, development and design, 27 per cent in management and administration, and 15 per cent in teaching.

France, with an area of 212,859 square miles, is slightly smaller than Texas.

Maniac I and II were both built at the Atomic Energy commission's research center at Los Alamos, N.M.

OSC has owned and operated a small electronic computer for teaching purposes and research since 1957. Use of the computer has grown steadily and the machine is now on almost a 24-hour-a-day schedule, except for needed weekly maintenance time.

The small machine will continue to be used for training students in various fields of science and engineering where computers are used regularly. The Maniac, which will be 1,000 times faster, will be used primarily for research.

Planning and direction for the computer construction will be done by an 11-man faculty committee. Members include: mathematics — Lonseth, W. E. Milne, Robert E. Gaskill, Harry E. Goheen, and Robert R. Reynolds; electrical engineering — Louis N. Stone, Solon A. Stone, Phillip C. Magnusson, John F. Enle, James C. Looney, and Hendrick J. Oorthuys.

Three OSC graduate assistants from the two departments spent the summer working on the Chicago computer to give additional background for the OSC project. They were Gilbert A. Bachelor, Spokane; John R. Phillips, Corvallis, and John Anderson, Chicago.

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