



CAR DUNKED—Spectators look at a new \$6,000 Mercedes-Benz submerged in a swimming pool at a motel in Clearwater, Fla. The auto went into the pool after colliding with another car at a nearby intersection. It was the

second time in three years that an auto has zoomed into the pool. Motel owner Lloyd Phillips said "We've got the only car wash in Clearwater approved by Duncan Lines." (UPI Telephoto)

### Automation Expected To Bring Lower Costs on Reading Matter

By HENRY J. BECHTOLD  
UPI Financial Editor

New York — (UPI) — Bookworms can look forward to lower prices for their reading matter in the near future. This is expected to be the end result of automation which finally has crept into the book publishing business — one of the nation's oldest industries.

Not only are these new developments in book publishing expected to cut costs, but they also promise to sharply increase efficiency in this unusually conservative industry.

S. Roskin, president of Process Lithographers Inc., said his firm now can send a book in manuscript form through a completely integrated operation, with a bound, fully cut book emerging in seconds.

He told United Press International it is comparable to starting with a few nuts and bolts on one end and finishing with a completed automobile.

Surprisingly, the book publishers the general public is most familiar with, such as Random House, Doubleday and MacMillan, do not actually produce their books. Work Force Reduced

They select the manuscripts and send them to companies such as Process Lithographers for the actual physical production of the book. And these printers previously farmed out much of the time consuming and costly production work such as art layout, typesetting and lithography.

But now with this one step operation pioneered by Pro-

cess, the "old time" methods should quickly disappear, Roskin said. Where 400 to 500 people used to be involved in the publication of a book, automation has dropped this working force to from 50 to 100.

The effect on the \$1.3 billion book publishing industry should be immense. It now will be possible for greater amounts of books to be published at more competitive prices. And both domestic sales and foreign efforts in the publishing field will be profoundly affected, Roskin declared.

He contends that the constant desire for new and specialized books in the expanding educational systems of the United States will be more easily met at lower costs with these new production line techniques.

Reference and text books now absorb approximately 60 per cent of the overall book market, and the Process executive predicted they will take nearly three fourths of the publishing field by 1956.

The savings of these types of books alone, he said, will run into hundreds of millions of dollars.

Roskin also said that the U.S. book policy overseas could probably use a powerful stimulant in the form of fast, inexpensively printed works. Most of the opinion molders in underdeveloped and neutralist nations are influenced heavily by the printed page, he added, and American books on history, economics, political science, etc., "would be an invaluable adjunct to other propaganda activities."

Roskin looks for nearly all books to be made with this automated production line technique within a few years.

"Book publishers cannot afford to have their manuscripts turned into hard cover works any other way."

Process Lithographers expects to start reaping in some earnings benefits from its automated system this year, with 1962 a real turning point.

### 6 Oregon Airports To Receive Lights

Portland (UPI) — Six more Oregon airports will receive airport lighting systems as a result of action of the State Board of Aeronautics.

Gene Waddle, board chairman, said the airports were at Vale, Bend, Chiloquin, Newberg, Lebanon and Springfield.

He said each system will be complete and will include runway and threshold lights, wiring, airport beacon lights, and a photoelectric cell for automatically turning the system on and off.

The board previously provided similar systems at Hermiston, Condon, Aurora and Bandon.

### Hatfield Announces Safety Conference

Salem (UPI) — Gov. Mark Hatfield has called a statewide traffic safety conference to meet here May 19.

Hatfield said invitations have been sent to officials and citizens groups to nominate representatives for the meeting.

The governor said aim of the conference was to find ways of reducing "Oregon's tragic traffic toll," which, he said, will grow worse as car travel increases.

### Small Worlds Around Us

By Lynn W. Watkins  
(Register & Tribune Syndicate, 1961)

#### This Turtle Was A Willing Patient

Although she weighed nearly 300 pounds she wasn't considered to be obese; neither, of course, was she slim or trim. She was not expected to be, for she was a sea turtle, captured somewhere off the Cayman Islands.

It had been a long and very painful trip on the turtle-boat, for she was in an uncomfortable position — flat on her back with her flippers securely tied together. Ordinarily her destination would have been a soup kettle or on a menu as green turtle steaks, but she was lucky. She was sold alive, to live in captivity, to entertain people who had never before seen such a creature.

Somewhere en route between her warm, native waters and her final tank, her right eye had become injured. Later in the large tank in which she was destined to live the rest of her life, a fungus infection established itself in the injury. Medication of a sort was decided on after several days and the infection had spread into a large area near the eye.

#### Sling Improvised

To facilitate treatment the services of a car-wrecker truck was necessary. A canvas sling was improvised, worked under the heavy body of the patient, and then lifted out of the tank. Ointments somewhat impervious to water action were tried. Miracle drugs later yielded some encouragement. Treatments were somewhat of a trial, inasmuch as each time the lifting truck had to be called. It took much longer to get the truck into position, do the lifting, and again release the sling than did the actual treatment of the eye.

One afternoon the attendant was leaning on the tank edge wondering if it was necessary to call the service truck when the big turtle swam up to the surface, heaved her deep-seated sigh, and edged her huge head within a few inches of the man's hand where it rested on the rim of the tank. Almost disbelieving his eyes, the man put his hand into the water. The turtle placed her head on the motionless fingers.

#### Ridiculous Happened

Excitedly the man ran to his office, grabbed the necessary medicines, and hurried back to the tank. Once again the ridiculous happened. The turtle came up, offered her head for treatment. Records of previous treatments were hurriedly consulted. It was discovered that the turtle had been lifted out of the tank and doctored seven times, and each time it had been forcefully lifted from the water on the canvas sling. Now, for the eighth treatment, the huge reptile had figured out the procedure and offered itself. Patiently it waited, its head slightly to one side, while the medication was administered, then submerged and once more began the slow padding around and around her enclosure.

#### POST OFFICE PERMIT

The city building department has issued a \$27,700 building permit to the U.S. government for improvements to the Medford post office at Sixth and Holly sts. Improvements include installation of a new heating and plumbing system and miscellaneous repairs.

### Dr. Hollenbeck Attends Conference

Ashland — Dr. Irene Hollenbeck, associate professor of science at Southern Oregon college, attended a meeting for western scientists and educators, sponsored by the American Association for the Advancement of Science, under a grant from the National Science Foundation, in Berkeley, Calif., recently.

The meeting was to provide an opportunity to study the elementary school science curriculum, current teaching materials in science, and the training of teachers of science for grades 7 through 9.

The 40 participants invited represented four categories of interest: the college professor

of science interested primarily in subject matter and research; the college professor of science education interested in the training of science teachers as well as the teaching of college science; science curriculum consultants from state departments and from large school systems; and elementary school science teachers.

Four committees were organized and at the close of the conference a report was compiled which included a series of recommendations for the revision of the elementary school science curriculum, the development of new educational materials

### Klamath Falls Hauling Firm Fined \$2,800

Salem — (UPI) — Public Utility Commissioner Jonel C. Hill said Thursday he has fined a Klamath Falls hauling firm \$2,800 for 28 counts of alleged transporting without proper authority.

The fine was levied against George J. Hobart of Klamath Moving and Storage.

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