

BUSINESS MIRROR

US Mass Production May Be Bugbear For Company That Is Spread Too Thin

NEW YORK, July 1 (AP)—Maybe some companies have been getting too big for their breeches.

The American mass production system is tops when it comes to getting more goods to more people at less cost than any other yet developed. But that doesn't mean that some companies may not now be more the victims of elephants than examples of efficiency.

At least, the distribution committee of the American Society of Mechanical Engineers suspects as much. Its chairman, Penion B. Turck, New York engineer, thinks, naturally enough, that most companies would be better off if they called in mechanical engineers for a good look into their distribution costs.

Those who believe like Turck say it's possible for a company to get so big it can't compete on even terms with smaller ones—this, despite the accepted American view that big companies always have the advantage over small.

Some companies may have tried to reach out for too much since the war. They may be too set on blanketing the nation with their product, when they'd do better just to be regional. After all, the United States is a regional proposition in many ways, with a variety of tastes and needs. Too, there is the high cost of transportation, mounting steadily since the war. It costs more to service distant markets.

Other companies may have strained to get customers they can't serve profitably, meanwhile ignoring or losing some they could—all with the object of making their business look bigger and bigger, of setting ever higher sales records.

Many companies may not know what actual distribution costs are, product by product, or how to break them down to look for bugs. Ignorance can be more costly than bluntness for a businessman, the engineering committee says.

It suggests that if some of these companies reduced, they might discover that what they lost was flabby flesh and that they would look better in the year-end profit and loss statements. It's possible, these observers say, that the country might be better off, too, since the business one company drops as unprofitable may be done gainfully by others.

However, there are many to champion the cause of bigness, to point out the savings and services of the large, integrated company. There are those who hold that a company cannot stand still, that it must continue to grow or it will lose out. It's still possible, however, that other companies might find, if they knew exactly what each operation, product and market cost them, that some of their bigness cost them more than it was worth.

Or, perhaps it's just that one industry's meat is another industry's poison.

CELEBRATION
BAKER, July 1 (AP)—Secretary of State Earl Newby will crown Queen Shirley Crans at Saturday ceremonies here opening Baker's Oregon Trail Days July Fourth celebration.

Queen Shirley will rule over three days of activities including a civic



OFFICE CHANGES—Zeno Dent, (left) training officer for the veterans administration contact office in Klamath Falls, since November, 1945, has been transferred to the Eugene VA office. He will continue to make monthly itinerant service calls in this county. William Lucke (right) comes here from Astoria as contact representative for this office. Dent has been a resident of Klamath county since 1943 when he was with the forest service. Following his military service he returned to Klamath county and took the position with the VA. Lucke opened the Astoria office in 1945. Both men are married. Mrs. Dent has been a member of The Herald and News staff from the time they first moved to Klamath Falls in 1943.

pageant to be presented each night of the celebration by more than 500 local actors.

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Seeing-Eye Dog "Is Freedom"

PORTLAND, July 1 (AP)—Florence Rushing, 18-year-old Coos Bay girl, headed home Thursday with a seeing-eye dog and freedom.

That's what she said the dog gave her: Freedom.

"I always needed a companion but now I can walk alone," she said at the airport where she arrived from Morristown, N. J. "It's a wonderful feeling not to feel dependent."

She has been blind for eight years. The Powers Lions club recently gave her money to go to Morristown and get the dog. She raised additional money by knitting baby clothes.

The dog had 10 weeks' training before she met it, then she and the dog had three weeks' schooling at Morristown.

She said she now feels secure even in stores and on crowded streets. "I can go where I like, when I like. It's freedom."

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Pilgrim Work Socks
3 prs. **73¢**

Just imagine! Three medium weight cotton socks at this low price. Choose his in regular or slacks length. Sizes 10, 12, 13. Big value!



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Sizes 14½ to 17 **2.98**

An excellent shirt for outdoor wear! Medium heavyweight cotton flannel in assorted plaid patterns. See it today!



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