

BUSINESS MIRROR

Slack Times Bringing On Necessity Of Flexibility In American Business

By SAM DAWSON
NEW YORK, July 2 (AP)—Companies with a busted boom on their hands could take a tip from what some war-babies did when their businesses collapsed V-J Day: try something new.

Here and there firms, finding their present products aren't selling so well, are putting their expensive engineering talent to work thinking up new ones. You can always coax money out of an American's pocket for something new.

Don't let your company's specialty, or its name, deter you. Some strange bedfellows are found these days in product lists. Like the company that makes submarines and bowling pins, or the one that makes locomotives and washing machines.

The president of Electric Boat company says he's giving his engineers on to come up with some nifty new products. The company is pretty diversified already. It still makes submarines and airplanes. It also names truck bodies and bowling pins, dynamos and bottle fillers, offset printing presses and structural steel shapes for bridges.

The chairman of Curtis-Wright says his engineering talent is scratching its collective head thinking up new products for a corporation that already has quite a list. You probably know it for its airplane engines and propellers. Its subsidiaries also turn out textile spindles, air compressors, film projectors and cameras.

Others in the aircraft industry branched out fast and far in the lean years after the war. One for a time made coffins. Another made kitchen sinks.

Douglas makes not only planes but also auto fenders, guards and deck panels. Bendix Aviation turns out auto and aviation parts, marine equipment, radio and television sets, radar and airport weather instruments.

The products list of the Scoville Manufacturing company has 15,000 items. A few are: street car fare tokens, pins, compacts, tire valves, plumbers' supplies, motors, bottle openers, food mixers and thimbles.

The Sperry corporation may be known to you as the maker of hydraulic and electric equipment and gyroscopic devices. You can also buy from it magnet wire, photoelectric cells, farm machinery, garden tractors and ensilage cutters.

Pullman, incorporated, is noted for its railway freight and passen-

ger cars. It also makes plastics, stainless steel, street cars, and fluid catalytic cracking units for oil refineries.

General Motors isn't confined to cars and trucks. There are refrigerators, air-conditioners, sinks and washers, diesel locomotives, aircraft engines and propellers, boilers and heaters.

General Electric ranges all the way from lamps to locomotives, eggbeaters to turbines. Its scientists also can make snow or rain.

Westinghouse Electric adds to all the products its name implies an atomic energy plant.

Swift and company packs meat products, and also plant food, soap, soybean oil and ice cream.

Singer Manufacturing company makes sewing machines, but also vacuum cleaners, fans, and a surgical stitchee for physicians.

Jersey Standard Oil makes gasoline, also industrial alcohol, natural gas, fuel oil, material for synthetic rubber, anti-fly spray and mineral oil for humans.

The granddaddy in this movement may have been Aviation Corporation. It got so many products it changed its name to Avco Manufacturing company. It still makes aircraft engines. Its subsidiaries also turn out radios and television sets, auto and farm equipment, refrigerators, kitchen sinks and cabinets, washing machines, gas and electric ranges. It also runs radio stations.

So you can't always tell from a company's name just what it's up to.

New Game Thorn In Cops' Side
LOS ANGELES, July 5 (AP)—A new racket is plaguing the beleaguered Los Angeles police force and its new chief, Maj. Gen. W. A. Worton of the U. S. marines.

It is baseball gambling, by television. Casinos are springing up in various sections of the city. Cruppers stand behind green tables and sing out frequently changing odds on plays of the game being televised.

Will the batter fly out, single, strike out? Will the runner go on the next pitch? There's betting action on every move, and of course, it's against the law.

Worton succeeds C. B. Horrall, who retired during a grand jury investigation of the police vice squad and underworld activities.



PLAYGROUND ADDITION—Keys to the new equipment shed and rest rooms at Ewauna park, Fifth and High, were turned over to Ewauna Playground Director Dorothy Ramsey by O. D. Matthews, senior member of the park-recreation board this week. Looking on is Recreation Director Sam Smith, with members of the park-recreation board in the background. Matthews supervised the construction work on the stone building.

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Western Range Locusts Moving In On Oregon Land

RENO, Nev., July 5 (AP)—The largest single band of the western range locusts in modern times is eating its way north and west from Nevada into Oregon and California.

Harry E. Galloway, field supervisor for the state department of agriculture, said the name western range locust was applied to the migratory grasshoppers because a more precise technical name is not available.

The band, 75 miles long and 40 miles deep, has penetrated into Oregon's southern Harney county for 35 miles, and into California for 15 miles.

Nevada's hopper band is the only migratory one in the country, experts said. Those infesting other parts of the country, notably Colorado, Montana and Wyoming, will live and die in a relatively limited area.

The Nevada horde has moved 350 miles in the last 10 years. They were first found in 1937 in Southern Nevada. In 1938 they started moving into the prevailing winds and have progressed in a northwesterly direction. When wartime put a halt to control measures, their numbers increased rapidly.

They fly only by daylight and, Galloway said, sound like the roar of a distant waterfall or the rumble of a fast freight train.

W. B. Mabey, U. S. entomologist at Elko, said the damage they do to the rangelands is "heavy and permanent."

Spring-hatched hoppers feed on the range for weeks, then start migrating in June. In early August the flight halts, and the adults lay their eggs and die.

Business Is More Expensive Now

PORTLAND, July 5 (AP)—It's more expensive to run a business or a profession in Portland today.

New license fees, expected to raise some \$1,916,000 a year, are in effect now, after the start of the 1949-50 fiscal year. A complicated series of ordinances levies a percentage tax on gross sales in some lines of business; increases license fees on other establishments.

Some changes will probably be made.

"Inequities still exist in the ordinances," said Commissioner Ormond R. Bean, who drafted the original plan. "We will do all in our power to make them as fair as possible, but it will take time to iron them out."

Bean already made one major change—much to the pleasure of big firms. That was the decision not to tax sales of goods which will be used outside the city limits.

An alternate revenue measure, which would have taxed wage earners, was kept from going into effect by referendum petitions. It will be voted on in May, 1950.

Stanley Earl May Go To Korea

PORTLAND, July 5 (AP)—Stanley Earl, state CIO secretary since 1943, may go to Korea as labor adviser to the economic cooperation administration.

Earl was offered the post, but he said he has not decided whether to accept it.

"It does not look too good in Korea just now," he remarked, mentioning the civil war and assassinations.

Should he decide to go, the state CIO convention in October would nominate candidates to succeed him. A referendum election would follow.

During the interim until the convention, a temporary successor would be appointed by the CIO state council's executive board.

The first public railway hauled by a locomotive operated in England in 1825 and covered nine miles in 65 minutes.

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Like to meet a Capitalist?



- 1. Bill Ryan, 55, is foreman mechanic at the Dominguez Water Company in Long Beach, California.** He and Mrs. Ryan live in a company bungalow at the main plant. Bill went to work for the company as a mechanic in 1923 and has been with them ever since. He is also one of the owners of Union Oil Company.
- 2. In 1940 he started buying Union Oil stock.** Today he owns 100 shares. At the present market his stock is worth over \$3,000. He could sell it for that tomorrow if he chose. \$3,000 would buy many things the Ryans could use. Among other projects, they're looking for a home of their own; Bill would like to add to his home movie equipment; and Mrs. Ryan has some ideas about furniture.
- 3. But the Ryans have chosen to invest that money in oil wells, tools and refineries that make gasoline for other people instead of spending it on things they could use themselves.** Naturally, they are entitled to some compensation for this. For you can't eat, live in, ride on or use your share of an oil company. In fact, the investment doesn't even entitle you to free gasoline.
- 4. So our American system offers people who put their money into "tools" instead of "goods" a reward in the form of dividends—**whenever the company makes a profit. Last year Union Oil dividends amounted to \$1.95 per share. So the Ryans got \$195.00 from their holdings. This is within \$72.00 of what the average Union Oil common-stock holder got in 1948.
- 5. For Union Oil Company is owned not by one man, or two, but by 34,229 common-stock holders like the Ryans and 2,085 holders of preferred stock.** The average common-stock holder owns just 137 shares—the average preferred-stock holder 120 shares. Naturally, some stockholders own more than this average, some less.
- 6. But the largest individual Union Oil stockholder owns only 1% of the total stock.** So the profits of Union Oil—and most American corporations—don't go to a few millionaires. They are split up among thousands of average American capitalists like the Ryans—capitalists whose combined savings have made Union Oil and most of our American corporations possible.

UNION OIL COMPANY OF CALIFORNIA

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This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.