

Railroads Fight Truck Competition with New, Faster Freight Trains

NEW YORK, (NEA)—Beset by damaging competition for freight from trucks and even airplanes, the nation's railroads are fighting back. For years they watched their trucking competitors slash steadily into their business. They suffered particularly on 350 to 500-mile shipments that trucks could handle on overnight hauls.

After the war, many of the rail lines decided to try to recapture at least part of this lost traffic. They surveyed shippers to find out what they wanted. And they learned that dependable, scheduled express freight service was the answer. The shippers' accent was on dependability—not speed.

Many factories and retail establishments no longer keep big inventory backlogs. They buy their supplies on a hand-to-mouth basis. Well-timed deliveries are vital.

Realizing this, American railroads have acted to meet present day needs. Within the past two or three years, some 30 lines throughout the country have put on more than 100 fast-schedule overnight freight trains for runs averaging 350 miles.

These trains, the Super Chiefs and 20th Century Limiteds of the freight division, carry a wide range of traffic. But some are giving special attention to the generally light weight merchandise freight—called less-than-carload or LCL. Last year this business accounted for just 12.7 per cent of all loaded cars, and yet the lines want to grab as much of such traffic as they can. It's the cream of the trade.

A good example of how the railroads are battling to make new headway in this field is the New York Central's three-year-old Pacer Freight Service.

The Central has a pool of 1000 specially-built Pacer freight cars capable of rolling 75 miles an hour. Right now the scheduled express freights are being pulled by

diesel locomotives that don't go more than 65, but soon they will be geared to hit the higher limit.

Many Trains

Several times a week Pacer freight trains depart in the evening from New York and Boston, with Buffalo their destination. In Buffalo, comparable trains leave for the two seaboard terminals.

The Central's lines from New York to Buffalo feature four tracks—two for freight and two for passenger trains. The 50-car Pacer freight train averages 42 miles an hour in their overnight hauls. By comparison, the line's sleek streamliner, the Empire State Express, averages 53 miles an hour over the same distance.

Going westward, a Pacer freight out of New York reaches Buffalo around seven the next morning. Solid trains of Pacer freight cars go no farther. But individual cars are hooked into other trains and hauled on into Ohio, Indiana, Illinois and Michigan for second morning delivery. And there is third morning service to a few more distant spots.

This means a department store in Columbus, Ohio, can buy goods in New York on a Thursday, get delivery in Columbus Saturday morning and display the merchandise for sale the following Monday. Many retailers are said to be doing just that sort of thing.

Discovery

The railroads discovered it wasn't enough simply to assure dependable schedules from city to city. Shippers want reliable door-to-door service. So the New York Central any many others stress truck pickups of goods, with rail shipment the same day if the freight gets to the loading terminal by four in the afternoon. At the other end, truck delivery on a prompt schedule is also assured.

The Baltimore and Ohio decided this door-to-door reliability was the big angle, so it developed what it calls the Sentinel service. Maintaining fast scheduled freights to the midwest and to southern connecting points, the B. and O. marks particular cars as "Sentinel" and keeps a close check on them at every stage of their travels. Shippers thus know what to expect at all times.

None of the lines contends its bid for more traffic, especially in the LCL field, will make it rich. But New York Central says its Pacer service has grown from 8 per cent to 20 per cent of its total LCL business, and may go to 50 per cent. It claims to be making more than out-of-pocket expenses.

The railroads plainly have no doubt they can put the trucks out of business with their deluxe freights. But they do think they can demonstrate a dependability, speed and flexibility that will at least keep them permanently on a genuinely competitive level with their rivals.

LEGAL NOTICE

SUMMONS FOR PUBLICATION

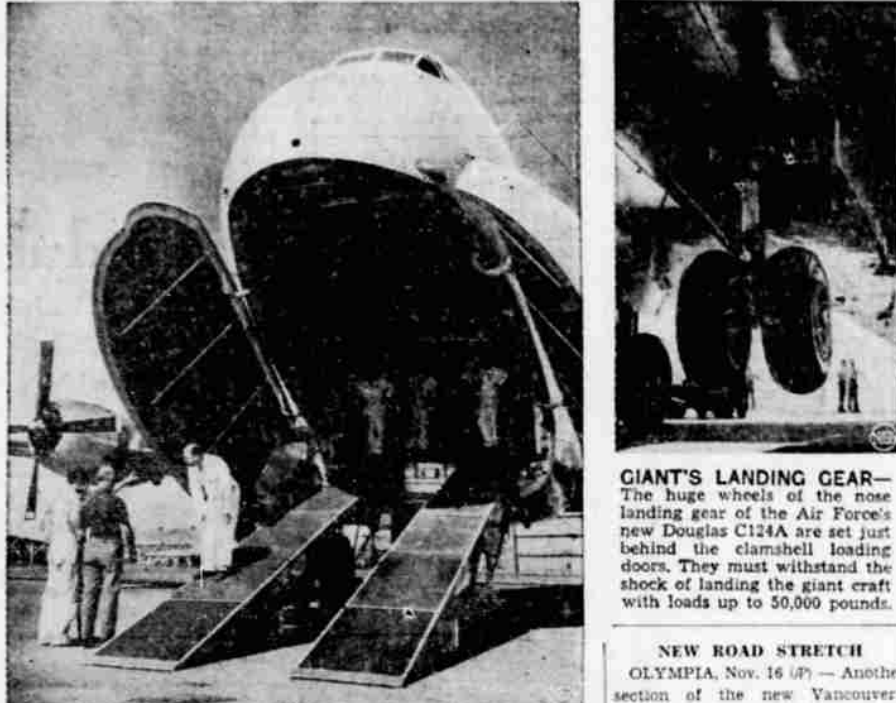
Case No. 9117
IN THE CIRCUIT COURT OF THE STATE OF OREGON IN AND FOR THE COUNTY OF KLAMATH.
MORACE ADDISON HURD, Plaintiff,
vs.
ANNIE LLOYD HURD, Defendant.
TO: ANNIE LLOYD HURD, Defendant: IN THE NAME OF THE STATE OF OREGON: You are hereby required to appear and answer the Complaint filed against you in the above entitled suit within four weeks from the date of the first publication of this summons in the Herald and News, a newspaper printed and published in Klamath County, Oregon, which said date is the 30th day of November, A. D. 1949, and if you fail to so answer or otherwise appear, for want thereof, the Plaintiff will apply to the Court for the Decree of absolute Divorce.

This summons is served upon you by publication pursuant to Order of Honorable David R. Vandenberg, Judge of the above entitled Court, made and entered November 15th, 1949, which Order requires that summons herein be published once a week for four successive weeks, and that the date of the first publication of said summons shall be on the 9th day of November, A. D. 1949.
/s/ U. S. BALENTINE
Attorney for Plaintiff.
N. 9-16-23-30—No. 854.

Air Force's New Transport Is Mammoth 'Flying LST'



AIR FORCE UNVEILS MAMMOTH NEW CARGO PLANE—Mechanics at Long Beach, Calif., maneuver the giant new Douglas C124A transport out of its hangar. The heavy duty plane is 127 feet long, with a 173-foot wing-span. It can carry a 25-ton load for a distance of 1000 miles and return. The unique clamshell doors in the nose swing open, and rolling cargo is taken aboard by means of a built-in folding ramp. The plane could carry two full size city buses with passengers.



"FLYING LST" READY TO LOAD—The clamshell doors of the Air Force's mammoth new transport, the Douglas C124A, are open and ready to take rolling cargo. Pictured at Long Beach, Calif., the giant airship can carry a payload of 50,000 pounds a distance of 1000 miles and return without refueling. The folding nose ramps—similar to those in the landing ships of World War II—enable heavy military equipment to load and unload intact.

New Fords On Display Here Friday

The 1950 Ford line of passenger cars, with scores of improvements, was made public today by the Ford division of Ford Motor company.

The progress that has been made in performance, economy, safety, comfort and appearance will again mark the 1950 Ford as the car of the year," according to L. D. Cruise, vice president and general manager, Ford division.

The new Fords will be on display in the showrooms of 6400 Ford dealers throughout the nation starting Friday.

Features

The new features embody improvements throughout the entire car—in the engine, the body, the seats, doors, frame, trunk, fabrics, instrument panel, brakes, floors and elsewhere.

The '50 Fords will be offered in two lines—the custom deluxe and the lower-priced deluxe series. A full range of body styles will be available, including station wagons and convertibles. Ford will continue to offer the choice of two engines—the 100-horsepower V-8 and the 95-horsepower Six.

Styling of the 1950 car, although not radically changed because of the wide public acceptance of the modern design of the Fords, nevertheless includes several distinctive features to enrich the appearance.

Crest

A colorful new crest, derived from an authentic coat of arms dating back to 17th century England, appears on the front of the hood and center of the trunk lid. This is the first crest that has ever appeared on Ford cars.

Some of the engine features are a new timing gear, auto-thermic type pistons, new design camshaft lobes, new fan and reduction of fan speed on the V-8s and many other improvements adding to the life and quietness of the engine.



IN THE PINK—Twenty-month-old Tony Green, of Atlanta, Ga., shows his delight at being a "pink" baby after heart surgery saved him from almost certain death as a "blue" baby. Tony underwent the operation Oct. 28 and has surprised the doctors with his rapid recovery. He should grow to be a normal boy, they say.

Ducks Have Icing Trouble

LEWISTON, Mont. (AP)—Several ducks recently crash-landed on Main street, their wings thick with ice.

The townspeople took the ducks into their homes, thawed out their wings and released them. When last seen the birds were headed south—fast.

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Australia Starts Giant Project

ADAMINABY, Australia. (AP) Australia's Snowy river has been a waster. It has poured a half-million gallons of water each minute into the sea.

All this waste is to be stopped with the greatest engineering project ever attempted in Australia. The Snowy river hydro-electric scheme has been talked about in this country for 70 years. Now it has been started.

The entire project will cost an estimated \$400 million and take 20 years to complete. The government plans to use teams of migrant labor, employing as many as 10,000 men on the project. Special towns will be built to house workers near the jobs.

Washington Will Be Port

WASHINGTON, (AP)—Dredging operations have begun in the Potomac river that will make Washington accessible to 10,000-ton ocean vessels.

The Board of Trade says a steamship line serving the Caribbean area has said it would like to dock at Washington.

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Washington Will Be Port

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NEW ROAD STRETCH

OLYMPIA, Nov. 16 (AP)—Another section of the new Vancouver-Olympia highway will be opened to traffic Saturday morning. State Highways Director W. A. Bugge announced today. It is a 6.53 mile section between the Longview wye and Olander.

It Pays to Use 'The Want-Ad'

Building Oregon Together

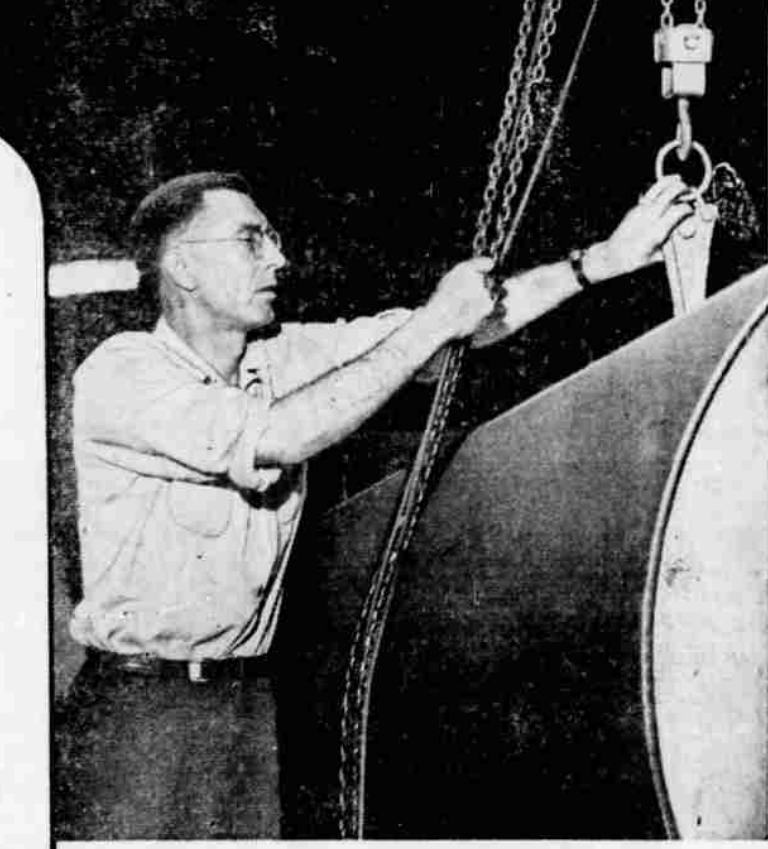
These Oregonians are behind three growing enterprises in widely different fields. By taking advantage of Oregon opportunities to better themselves, they help make the whole state grow—creating more jobs, products, services and more opportunities for all of us in Oregon. To make it possible for individuals to more readily help themselves, constructive banking services are made widely available by banks in the First National Group. Thus we help Oregon grow—family by family, farm by farm and business by business. We invite you to come in soon and tell us how we can help you.

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MAKES TANKS AND OREGON JOBS

Approximately 30 sheet metal workers, machinists and welders are busily at work in the large Oak Street Tank & Steel plant in Ashland. This Oregon business was born in 1940 when Harry R. Morris (above) began making oil storage tanks in his father's garage to meet local demands. Today Morris' company makes tanks of all kinds, specializing in septic tanks; manufactures a motor steam cleaner for vehicles, and builds metal specialties. The firm's aluminum rowboats are popular on Rogue River Valley streams and lakes. For his company's banking needs, Morris uses constructive services of the Ashland Branch of First National.



JENKS HATCHERY STILL GROWING

When Mr. and Mrs. Enoch M. Jenks (right) started a chicken hatchery in 1910 on the pioneer Jenks family ranch near Tangent, their kerosene incubators held 250 eggs. Today, with sons Marlowe (left) and Melvin in charge, the hatchery's automatic electric incubators take 213,000 eggs (12 tons) at a setting. There are 8600 chickens at the Tangent breeder ranch and 10,000 turkeys on 300 acres near Corvallis. Quality chicks and poults are shipped as far as Hawaii. The Jenks', First National customers at Albany, consider services of the bank's agricultural field men especially valuable in helping their business—and Oregon—grow.

SONS EXPAND MILLING BUSINESS

A flour milling business founded at Island City in 1896 by the late Edward E. Kiddle continues to grow with the Grande Ronde Valley it serves. Present-day operators of the Pioneer Flouring Mills are the founder's sons, Fred E. Kiddle (left) and Merton W. Kiddle. Now there is a second mill at Union; elevators and grain warehouses at Imbler, Elgin and La Grande; and pea processing plants at Island City and Elgin. Approximately 20,000,000 pounds of Oregon flour, alone, is milled annually. Banking services of the La Grande Branch of First National play an important part in the Kiddles' extensive operations.

