

Life Of Oregon Pioneer Told By Portland Writer

By GORDON G. MACNAB
Associated Press Staff Writer

Ben Holladay made as deep a mark in the history of Oregon—and the West—as any man of his time.

But such memory of him as survived the years was unpleasant. If he had friends they died quickly or were silent. His enemies and detractors lived on.

Now, 72 years after his death, his story is told in "The Saga of Ben Holladay," by Portland writer Ellis Lucia, published today. (Hastings House, 374 pages, \$6.50.)

This is the story of the man who built a great fortune and dominated a vast part of the West through freighting, stagecoaching, steamboating and railroading.

The Overland Stage line was his and he sold it to Wells Fargo, shrewdly, at a time that the transcontinental rail line was on the way and dooming the Overland stage. He ran steamships up and down the coast and to Hawaii. He gave Portland its first streetcars. And he licked those who would build a railroad on the west side of Oregon's Willamette Valley, winning instead the way for his route on the east side of the river.

He bought the votes of Oregon's legislators—and others—in the process.

All this has been told before, mostly in sketchy, partial stories. But now Lucia has given in semi-fictionalized form, the detailed story of the way in which Holladay grew and built his life and helped to shape the West.

New in this story is acceptance of Holladay as relatively honest, who was mean and harsh to no greater degree than his contemporaries, and who had at least occasional concern for his fellows.

Parts Makers' Efforts May Keep Prices Down

By ELMER C. WALZER
UPI Financial Editor

NEW YORK (UPI)—Auto parts makers have automated their plants to such degree that their efforts may help keep prices from rising on automobiles.

Harry D. Hirsch, President of C. M. Hall Lamp Co. of Detroit, indicated that situation in noting that the auto makers have about decided to abandon their urge to run the whole automobile business by themselves.

The near four billion dollar auto parts industry has had a tough time for many years with automobile companies turning more and more to production of parts.

The parts makers had to diversify. They became so flexible, says Hirsch, that the auto men literally could not get along without them.

Now as the auto industry enters the period of the "Golden Sixties," Hirsch believes it will be so busy turning out new cars for the heavy increase in family formations that it will be glad to have the parts makers on hand to provide items that would sap their strength and raise their costs.

"Most auto parts makers are extremely optimistic of the future," Hirsch says. "The 400 major companies making 85 per cent of the auto parts and employing more than a quarter million workers feel that they have seen the worst of Detroit companies' urge to run the auto business all by themselves.

"The car makers have seen how we auto parts people produce items and give service at competing if not lower costs than they would have to pay for these same items if they made them themselves."

The parts makers have automated their production lines, streamlined their engineering and productivity and have pitched in

KF Women's Apparel Shop Opens Branch In Medford

"Our new Medford store is not as large as the one in Klamath Falls, but it is the very latest word in its line and compares favorably with the best San Francisco and Los Angeles shops," stated Mrs. Martin Franz in describing the new LaPointe's store in the multi-million dollar shopping center.

This is LaPointe's first branch store. The Klamath Falls LaPointe's has been at the same Main Street location since 1921. It has been under its present ownership since 1937. Owners are Mr. and Mrs. Curt Lion and Mr. and Mrs. Martin Franz.

Having two retail ladies' specialty stores will permit a greater volume of buying and will benefit Klamath Falls shoppers by offering a greater selection of fine merchandise, Mrs. Franz said.

The new building for the Medford store has 7,300 square feet of space devoted to actual selling and display. In addition, there is a mezzanine for offices and receiving. The building was designed for LaPointe's by Curt Helmstader of John Bolles, Inc., San Francisco firm of industrial architects and designers.

Manager of the Medford store is

Harold Hutchison, long associated with retail merchandising in Klamath Falls.

Six buyers, residents of Southern

Oregon, will travel to both east and west markets to buy for the two stores.

LaPointe's offers a complete line of fashions for women. Plans call for the addition of a shoe department at the Medford store in the near future.



LaPOINTE'S first branch has been opened in the new Medford Shopping Center, according to the owners, Mr. and Mrs. Curt Lion and Mr. and Mrs. Martin Franz. It is Southern Oregon's newest and most modern ladies' specialty store and will be managed by Harold Hutchison, formerly of Klamath Falls.

Television Memory Expert Received No Advance Info

WASHINGTON (UPI)—Television producer Mervyn Koplin says memory expert Teddy Nadler was one TV quiz contestant who received no questions or answers in advance.

Nadler, a one-time \$70-a-week postal clerk at the Army's quartermaster depot in St. Louis, became the biggest quiz winner of them all when he won \$254,000 on "The \$64,000 Question" and \$64,000 Challenge.

Koplin, who helped produce the shows, told House investigators Tuesday that Nadler had "encyclopedic" knowledge in certain areas and "you merely have to push the right button and you get a complete flood of information."

The only problem with Nadler, Koplin said, was to frame ques-

tions in the fields with which he was familiar. The producer said this was done by means of the "playback," an interview testing method.

Koplin said the playback method also was used with two youngsters, not identified, who competed in a spelling match. He said he made certain they were not given words they did not know how to spell and the match ended in a tie.

In the case of Leonard Ross, a child whose category was the stock market, Koplin said it was "just a matter of listening to him."

Koplin described Dr. Joyce Brothers, a \$134,000 winner on boxing, as a "synthetic expert."

She came to the program as proficient in home economics and psychology, he said. But the program had a "policy of paradoxes" so he suggested it would be better for a woman to appear in a category such as boxing or wrestling.

Dr. Brothers went home and in a matter of weeks "literally absorbed the contents of encyclopedia on boxing," Koplin said.

No Slide Rule Required; Rabbits Good Multipliers

WASHINGTON (AP)—The federal government has been drawn into the problem of rabbit multiplication tables.

It sent an expert to San Juan Island in Washington state's Puget Sound—an 18-mile long island where rabbits apparently have found their Shangri-la.

"That island is a habitat the rabbits think is just fine," said Noble E. Buell, chief of the Predator and Rodent Control Branch of the U.S. Fish and Wildlife Service.

Nobody has counted the rabbits, but Buell said you could say "thousands and thousands."

People live on the island, too. Friday Harbor, the ferry terminal, had a population of 783 in the 1950 census.

The federal government came in when a group of land owners and farmers formed a pest control district and asked for help with their rabbit problem.

The problem began years and years ago when somebody liberated some domestic rabbits on the island. Multiplication began. There were black rabbits, cream rabbits, gray rabbits. "They did awfully well there," Buell said.

For a while people hunted the rabbits and sold them for their skin and meat, and there was a processing plant on the island. But that went out of business. Sportsmen began going to the island to hunt, but still the rabbits multiplied.

The farmers wrote Sen. Warren G. Magnuson (D-Wash.), who contacted the Fish and Wildlife Service.

"There are some on the island, however, who like the business the rabbit hunting brings."

"People's feelings are mixed," Buell said. "There are a lot of problems."

For instance, some rabbits burrow, some don't; the island is in a rainy section that would affect poisoned bait; there are about 5,000 sheep on the island that might eat such bait; even in the farming areas there are timbered hills and hedgerows between fields where rabbits could live. And there are the hunters who like their sport.

"We're hoping to find a method of control so everybody will be happy," Buell concluded.

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