

End of Small Farm Operator Seen As Larger Growers Gain Strength

By REYNOLDS KNIGHT
Government agencies are cautiously edging toward the position that this country has more farmers than it needs. This could reinforce the purely but getary pressure for reducing farm subsidies.

Farm spokesmen have long stressed the figures that 25 per cent of farms produce 75 per cent of all farm products marketed, with a mere 484,000 farms—out of the nation's total of 5.3 million—accounting for half of gross farm sales. They use this chiefly as a warning off, place for warnings that the nation will collapse when the family-type farm is no longer the principal provider of food and fibers.

A more resigned outlook is evident in statements like those of Earl Butz, Assistant Secretary of Agriculture, in observing that the long-term trend is toward fewer and bigger farms and a smaller total farm income.

When 1954 returns are all in, farm income will have fallen about 6 per cent from 1953. Farm prices fell more than that, but sales volume—aided by a late comeback of the cotton crop—rose enough to partly offset the price cuts.

SAFETY RECORDS—For the second time, Hughes Aircraft Co. at Culver City has broken the all-time world's record for safety among all industries associated with the manufacture of aircraft. From February to July this year there was not a single lost-time accident in the company, for a total of 10,202,374 man-hours.

The previous safety record, set by Hughes Aircraft Co. in 1953, was a total of 8,755,340 man-hours without a lost-time accident.

Hughes officials attribute the success of the safety program to a high degree of safety consciousness among all employees and to ten special safety committees, with more than 300 members in all, who are constantly alert to any plant hazards.

THINGS TO COME—Babies and mothers are new-products targets. A new thermometer refuses to let the baby start to drink anything that's too hot or too cold. A grocery co-operative plans a one-stop shopping section where the busy mother can get all the baby's needs. Motorists will welcome a gadget that conveys the exhaust fumes outside the garage, allowing a winter warmup inside. New plastic toy musical instruments for Christmas will include a three-foot tuba with a real tuba tone. A container board blanket container, holding four, stimulates sales and provides a permanent storage facility.

AUTO-CLAIM SPEEDUP—The best way an insurance company can cement customer relations to assure repeat business is to settle claims as swiftly as possible. Most companies strive continually to speed settlements.

One firm does this by relying almost completely on its own large staff of adjusters. Each of these men can accurately estimate the most extensive car damage in a few hours, and some member of the staff is

never far away from almost any point in the country. For the first six months of 1954, this company group—which covers about a million cars at any given time against fire and other physical damage—made claim payments within an average interval of less than 12 days from the date the claim was filed. That record represents a reduction of a half-day in elapsed time as compared to first-half 1953.

"Due to the training and experience of our own adjusters," said the firm's president, "there is no need to spend time obtaining competitive bids. Working largely through factory-authorized car dealers, they quickly reach a repair figure that is satisfactory to the insured, the insurer, and the insurance company."

HAVE A HAMSICKLE?—The popularity of fish sticks, which are bits of fish molded into a homogeneous sort of fillet which can be cooked and eaten without falling apart, has moved processors of other meats to go and do likewise.

A three-ounce frozen chicken croquette is molded onto a stick, which is fried along with the delectable and affords a handle for eating the croquette as you would a drumstick. Down in Georgia, a local packer brings out a pan-ready chicken stick. No handle. Minnesota



ENTERS SERVICE . . . Marine Private Gerald R. Jones, son of Clyde F. Jones, of 2111 Cabrillo Ave., is undergoing recruit training at the Marine Corps Recruit Depot in San Diego. He will be transferred to Camp Pendleton this month for further combat training or for assignment to one of the Marine Corps schools.

Packing Co. offers a half-pound box of ham sticks for pan-broiling or broiling.

BITS O' BUSINESS—More than a billion dollars worth of state and municipal bonds were authorized in the Nov. 2 election. New York State will spend a third of this huge sum. United States exports in September of this year were \$75 million. September, 1953, was a billion-plus month. Auto makers' schedules of \$1,080,000 cars to be assembled this month and next mean an all-time production record if they are carried out.

Salvation Army Asks Help For Its Christmas Program

Local residents can help the Salvation Army provide Christmas cheer for unfortunate men and for families in low-income brackets.

Brigadier William J. Parkins, manager of the Salvation Army Social Service Center that serves this area, said the Christmas program is dependent upon donations of discarded articles by local folks.

The articles needed include castoff but still usable clothing, furniture, shoes, bedding, dishes, toys, dolls, tricycles, radios, stoves, silverware, bric-a-brac and miscellaneous items.

Salvage gifts will serve a two-fold purpose, Brigadier Parkins pointed out. They will provide a work-therapy program for homeless and handicapped men, including disabled war veterans, who recondition the articles in the Center's workshops. They

will also make possible Christmas joy for less-fortunate families.

"Providing Christmas cheer has been traditional with the Salvation Army for the past 89 years," Brigadier Parkins said. He reported that with the coming of cold weather, men with various handicaps are seeking help at the Center. An increased inflow of salvage material is needed immediately to meet this need, he said.

The Center in the past year provided 281,640 hours of work therapy, 58,704 meals, 19,092 lodgings and substantial financial aid through the donations of local residents. A call to FA 8-1635 will bring a Red Shield truck to collect castoff articles.

HUGE RESERVOIR
About 92 cubic miles of water are stored up behind the Hoover dam.

Weed to Attend Meet

Dr. Thurlow T. Weed, of Torrance, will be one of an expected 1000 alumni of the College of Physicians and Surgeons expected in San Francisco Thursday for the 58th annual meeting of the alumni association of the dental college.

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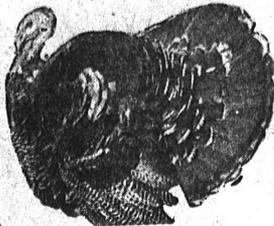
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