

REYNOLDS KNIGHT

Business Reporter Sees War On Gasoline Prices Looming

BUSINESS REPORTER SEES You can do the nation's oil companies a big favor if you will drive an extra thousand miles this summer. It might help them if you'd keep the house thermostat a couple of degrees higher, too, but the spring is too far advanced for that to help a great deal.

What's up? Well, there's too much gasoline in storage, petroleum people fear; likewise too much light heating oil.

Causes are various. The big start the automobile manufacturer got this year raised estimates of the need for gasoline. The reciprocal trade act's fate was in doubt, so companies which import oil also bought generously from the domestic producers who'd been charging that imports cut down their markets. Also, while Texas has cut back allowable output, neighbor states have refused to follow suit.

Now, as to the demand side: (1) The first warm day along the Eastern seaboard tied up the increased automobile population in fancy knots. Traffic jams are frequent even on week

days on crowded routes. Taking the pleasure out of driving reduces monthly mileage per car. (2) The railroads, after a long stretch of letting pleasure travel go to the automobile by default, are making attractive summer bargains for special rates. (3) Airlines cut rates last summer, and plan to do so again.

Probable results: Spreading gasoline price wars, heating oil bargains for summer fill-ups, eventual price breaks in crude.

NEW LOOK POLICY — Insurance, over the last couple of centuries, has expanded to cover nearly every hazard imaginable — except that of unfolding one of those accordion-pleated policies and never being able to get it folded up again.

Now that has been taken care of. One group of insurance companies has an automobile insurance policy which is a booklet — with an index, and pictures. The booklet is convenient and easy to handle. The pictures are chosen to provide a guide to the major coverages. The simple in-

dex directs the policyholder at once to the provision he's interested in. The typography has been redesigned to make the whole thing easier to read.

The standard provisions used heretofore will remain in effect, except where recent revisions broaden coverages. These will apply hereafter on policies which were in effect when the changes were made. The policyholder will not have to wait for renewal time to gain the benefits of the extensions. An exception to this is Virginia, where the more liberal provisions can't go into effect until July 6.

THINGS TO COME — A new paint remover promises not only to soften old paint and varnish quickly, but to leave the surface ready for repainting. . . . An auto license frame has a protective safety reflector to caution other vehicles running up from the rear. . . . You can get a tension window screen with a 20-year guarantee on the springs that keep it in place. . . . A sort of dehydrated salad dressing, with all the

herbs and flavor bases packed dry in an envelope, comes in five popular combinations.

MILLION AIDS STUDENTS Trustees of the Johnson Foundation of Racine, Wis., have just announced that the foundation's gifts for charitable, educational and religious purposes have passed the million-dollar mark.

The foundation was created just 18 years ago by S. C. Johnson & Son, Inc. and receives its principal support from the company. Since 1937 more than 1,000 students have received help in completing their education in fields of study of their own choice, such as business management, engineering, medicine, chemistry, teaching, and economics.

Recognizing that in today's economy tuition and other student fees do not cover operating expenses of privately endowed colleges and universities, the foundation grants the school a student attends an amount equal to that given the student.

Recently the trustees provided for bringing six worthy and

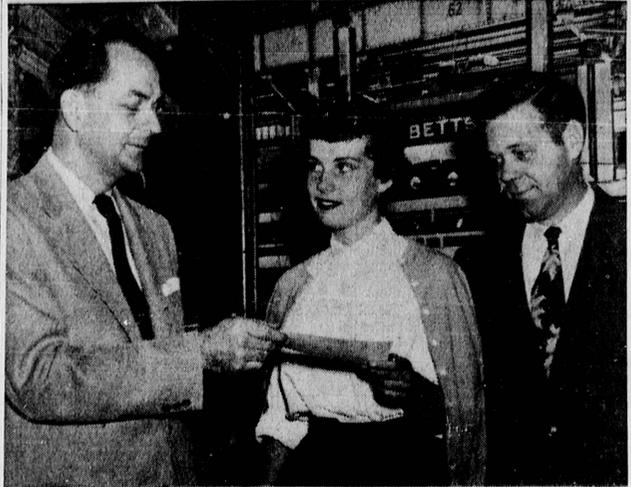
needy students each year from foreign countries in which there are Johnson's subsidiaries, and educating them in universities here. The countries are England, France, Canada, Australia, Mexico, and Brazil.

SUN SHINES ON STORES — The generally reported rises in almost all fields of income-producing endeavor in the United States have finally spread to the department stores. The last week of April was almost universally good, compared with the like week of 1954.

Actually, the figures that showed the whole month of April five per cent below the year ago month in New York was in part caused by the closing of John Wanamaker, one of the large reporting stores last year. Nevertheless, sales have actually been slow in the East during the long, wet spring. Now the sun has shone through and business has improved.

In San Francisco and Los Angeles, a larger rise has taken place. The year-to-year jump in San Francisco for the April 25-30 week was 15 per cent.

BITS O' BUSINESS — Steel output last week set a record of nearly 2,240,000 tons of ingots and castings. . . . Corporations' cash dividends of \$1.3 billion in March were 6 per cent above the figure for March, 1954.



SCHOLARSHIP AWARDED . . . National Supply Management Club President Clyde Field (left) presents check for \$200 to Ann Steinbaugh for submitting the winning entry in the club's essay competition. Looking on is John Hall, scholarship chairman for the organization.

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There has been guidance in the making of this boat, the loving guidance of one who has weathered life's storms and gained from them the comfort of experience. And the boy, sensing this experience, is happy in a childlike confidence that this ship . . . this wonderful ship . . . can never sink.

It may be that on some brave voyage the little boat will meet disaster, and this lad will learn that material possessions so seldom last. He is also learning to find faith in a ship that is unsinkable. That ship is the Church . . . and it will carry him through calm seas and storms throughout the voyage of life. Every child should learn early to anchor his life to the Church.

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither a democracy nor a civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake, (2) For his children's sake, (3) For the sake of his community and nation, (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verses
Sunday	Palms	8	1-8
Monday	Palms	107	23-32
Tuesday	Mark	1	14-20
Wednesday	Mark	4	1-30
Thursday	Mark	4	21-32
Friday	Luke	4	1-11
Saturday	Revelation	21	1-7

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