

## Behind the Scenes

By REYNOLDS KNIGHT

One of the reasons steel orders are crowding companies' books well into the first quarter of next year — if any orders were needed other than continuing pressure of users for articles and structures made of steel — is expectation that another price rise is on the way.

This expectation is well-founded. Executives of steel companies are being urged by their comptrollers to get the money they need while the getting is feasible. Everyone looked for the boost in prices after the summer wage agreement to be larger than it was. Self-restraint looked good then, but in retrospect it doesn't seem to have done the accountants.

Every ton of steel sold — just like any other manufactured product — takes with it a tiny bit of the blast furnace and the open hearth and the rolling mill that made it. To replace these facilities, companies charge depreciation. However, facilities today cost much more than they did when most of them were put in place depreciation funds are never adequate.

Since this fact can't be adequately recognized in tax laws, replacement funds can only be obtained by raising prices twice as high as would otherwise be necessary. Then Uncle takes 52 per cent, and the other 48 per cent can go into betterment funds. Nominal profits will be skyhigh, and the public will be angry. That's why top management is dragging its heels against the accountants' urgings. If tax amortization privileges are revived, there may be no price rise. Otherwise there must.

**GOOD START BY CCC** — Wheat exports this crop year may climb to a five-year high, making the first dent in the constantly rising U.S. surplus, Department of Agriculture specialists believe.

Efficient handling of overseas sales that may reach 400 million bushels took a long step forward last month when the Department decreed that all such sales must be made henceforth from free market stocks rather than from wheat held by Commodity Credit Corporation.

"That is a good start," said John H. MacMillan Jr., president of Cargill, Incorporated, the nation's largest grain handling and processing firm. "However, we should not forget that it is only one step toward the ultimate goal of returning the agricultural economy to a self-sufficient, truly competitive market which could mean the end of 'surplus' commodities. With half the world still hungry, there is no surplus of food in the real sense."

**THINGS TO COME** — A recording gadget with an under-the-pillow speaker is available if you'd like to learn recorded lessons as you sleep. "Scripture-Guide" is a dialing device for finding any of 252 Bible texts to help you when perplexed. Atomic teaching kits for students begin at \$8 for a grade-school type, run up to \$50,000 for university classes. A tote-box of heavy corrugated board has been artfully creased so it folds like the paper bag you get your groceries in at the supermarket.

**DURABLES LEAD WAY** — From chickens to shaving lotions to phonograph records, there are countless non-durable items whose soaring sales wouldn't be possible without the surge in durables.

This is pointed out by the Gas Appliance Manufacturers Association, which agrees that

it works the other way, too. Which came first, the chicken or the wonderfully efficient gas-fired deep fat fryer?

With broiler production up 15 per cent over last year, says GAMA's commercial division, a substantial part of the total is going into these gas-fired fryers being added in eating places across the land.

**Some other links:**  
Male toiletries top \$275 million a year in sales — and wouldn't be, says GAMA, without record-breaking sales of gas water heaters.

Phonograph records are pushing to the \$300 million annual sales mark — and, with multi-set television use, fit in with gas space heaters to let folks get quiet privacy without chills.

**PROGRESS REWARDED** — The Public Relations News Annual Achievement Awards for

1955 point up anew the growing importance of interpreting corporate personality to the corporation's customers and neighbors.

Winners were the New York Life Insurance Company; Ford Motor Company; Standard Oil Company of Indiana; General Mills, Inc.; Lane Bryant, Inc.; American Heart Association, Inc.; Bridgeport Brass Company; National Association of Food Chains; American Institute of Architects, and Texas Beef Council.

Mrs. Denny Griswold, editor and publisher of Public Relations News, and two of her assistant editors, are assisted in judging the hundreds of entries each year by six leaders in the field of corporate and institutional public relations.

The specific feat of New York Life which won its citation was maintenance of excellent relationships with its tenants in its high Fresh Meadows, New



**ALL FIRED UP . . .** Making decorations for the annual Fireman's Ball this Saturday night at the American Legion Hall are these members of the Torrance Firelades. Shown are Mmes. R. E. Moffitt, V. J. Langford, Richard DeArmitt and Wilton Langum and little Debby DeArmitt. The ladies are making little fire trucks and firemen's hats for the festive occasion. Proceeds go to the canteen fund for firemen.

York, Housing development. **BITS O' BUSINESS** — For manufacturers . . . Initial claims took a surprising 17 per cent drop in the price of for unemployment competition in the week ended Sept. 22, compared with last year's prices were advanced 10 cents week ended Sept. 15 . . . Sales figures . . .

## Says He Looted Torrance Market

A 16-year-old former employe of the Alondra Farms Market, at 3606 Redondo Beach Blvd., has admitted burglarizing the store, juvenile officer reported Tuesday.

The boy was released to the custody of his parents, pending disposition of his case by authorities.

Officers Buck Ingram and Mickey Fisher questioned the lad after it became evident that the burglar who entered the place knew just where to go to find a hidden cash box that contained \$70. The thief also apparently was friendly with two watch dogs that are kept in an enclosure around the market.

The officers said the youngster readily confessed the crime, saying he needed the money to finance repairs on his auto.

## \$900 Diamond Ring Taken by Burglar

Leaving other jewelry, a thief made off with a diamond ring worth \$900, police were informed Monday by Mrs. Harry Vilag, of 16418 Wilton Place.

She said the circlet was a jewel box in her home when taken sometime during the past month.

About \$300 worth of other valuables in the box were not taken.

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