

# National Looks For Good Sales

The National Supply Co. expects its sales of oil field machinery and equipment will be about the same this year as in 1954, stockholders were informed in the Annual Report issued last week.

Modest increases are foreseen in the sales of welded pipe, electrical conduit, industrial products, and engines, although this will depend largely on the level of general business.

In the report, however, A. E. Walker, chairman of the board, and A. W. McKinney, president, predict that competition will be unusually keen, tending toward lower prices and consequent lower profits.

The company's sales in 1954 totaled \$231,716,920, being exceeded only by 1953's all time high of \$237,171,083. Net profit after taxes was \$9,328,436, or \$6.05 per common share, com-

pared with \$9,780,801, or \$6.36 per common share, in 1953. It was the fourth consecutive year in which the company's sales were well above \$200,000,000 and earnings exceeded \$6 per share.

**Sales Gain**  
Sales of oil country machinery and equipment, of which National Supply is the world's largest manufacturer and distributor, gained approximately 3 per cent. The company does more than three-quarters of its business in this field.

The 1955 forecast is based upon industry estimates that the number of wells drilled will increase approximately 1 per cent and that the footage of wells will increase nearly 2 per cent. However, the report points out, both the number of wells drilled and the footage increased in 1954 over 1953, but because of improved techniques fewer rigs were required.

Operations of the Spang-Chalfant Division pipe mills at Ambler and Etna, Pa., were well maintained during the year. The Houston, Texas, plant, specializing in well head equipment, also operated at a high level. Production in the oil field machinery plants at Toledo, Ohio, and Torrance, Calif., and the engine plant at Springfield, Ohio, was uneven, with some items well maintained and others at a lower rate than in 1953.

**New Plant Ready**  
The new plant at Gainesville, Tex., built at a cost of \$3,700,000, started limited operations in December, assembling and shipping pumping units. It is

expected to employ 300 people when full operation is attained.

A decrease in defense orders to \$5,500,000, compared with \$16,000,000 in 1953, was the principal factor that prevented the company from establishing a new record in overall sales.

Sales of torque converters and triples pumps, two recently developed products, increased during the year. A new adaptation of the plunger lift, a dual plunger arrangement which greatly increases oil production under proper conditions, was introduced in 1954.

**Exports Improve**  
Marked improvement came in export sales, with National Supply products finding a new market in Australia and meeting an increased demand in Mexico and several European countries. Some decline was experienced in Western Canada, where oil production has been retarded for lack of transportation and markets.

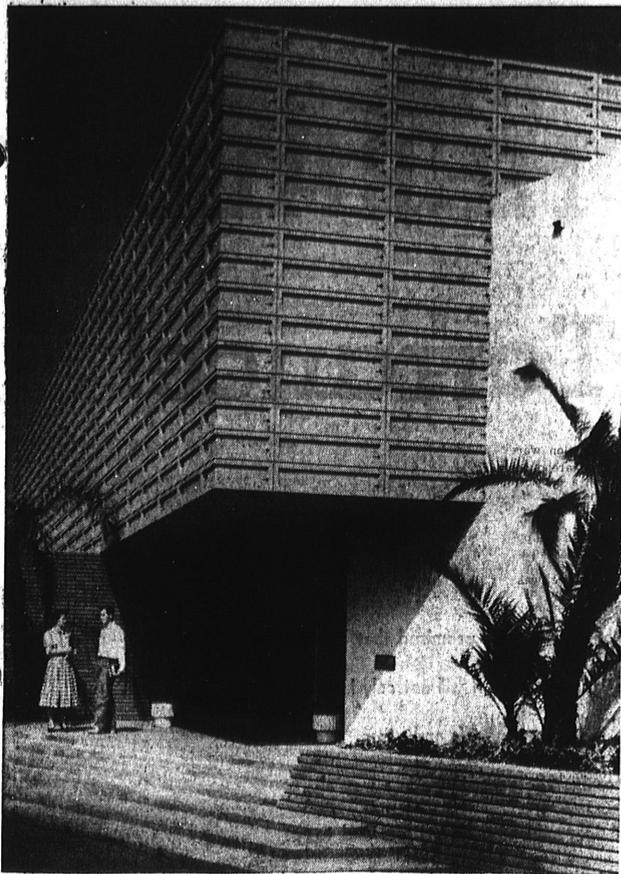
Net working capital declined slightly, to a figure of \$74,300,000 at the year end. However, the company paid off \$3,540,000 of its funded debt.

**Taxes Drop**  
Income taxes for 1954 amounted to \$8,700,000. This reduction of \$1,650,000 from 1953 was caused partly by the expiration of the excess profits tax, and partly because of the lower pre-tax income.

In line with the steel industry pattern, wage rates were increased 5 cents per hour, and liberalized pension and insurance programs were installed.

The report protests the action of the Federal Power Commission, based on a Supreme Court Decision, in bringing under its control thousands of independent gas producers selling gas that ultimately enters interstate commerce.

**EXPORT COMMODITY**  
SUGAR is the chief food item in international trade and its annual volume ranks first, even surpassing wheat.



**MODERN BEAUTY . . .** Among the most beautiful buildings on the El Camino campus is the two-year-old library. In addition to its present stacks, offices, processing rooms, periodical room, meeting rooms and reserved book room, the modern structure will be expanded to meet future demands as growth dictates.

## American-Standard Sales Next Highest in Company's History

Consolidated net sales of American Radiator and Standard Sanitary Corporation and its United States subsidiaries in 1954 were the second highest in history while the worldwide sales of the corporation established a new record, president Joseph A. Grazier announced in the annual report released today.

Consolidated net sales in 1954 amounted to \$303,386,000, an increase of \$5,118,000 over the 1953 total of \$298,268,000. Consolidated net sales exclude the sales of foreign subsidiaries, located in Canada and Europe, accounts of which are not consolidated in the financial statements of the corporation, net sales of foreign subsidiaries in 1954 established a new record of \$96,134,000, an increase of 14,017,000 over 1953, bringing worldwide sales total for the corporation in 1954 to \$399,520,000, an all-time high.

Net income for 1954 amounted to \$20,423,000, equal, after preferred dividends, to \$2 per share of common stock. In 1953 net income totaled \$18,714,000, equal to \$1.85 per share. Net income includes dividends received from foreign subsidiaries of \$4,098,000 in 1954 and \$3,193,000 in 1953.

**Outlook Favorable**  
"The general outlook for 1955 in both our domestic and foreign fields is favorable," Gra-

zier declared. "Increases are expected in commercial, religious and educational building, hospital and public utility construction. The decline in business spending for plants and equipment seems to have been retarded and indications are that industrial buildings in 1955 will at least equal that of 1954. Forecasts indicate that domestic housing starts in 1955 will equal or exceed the 1,220,000 starts in 1954. We believe that the nation as a whole needs and can absorb new housing units in the immediate future at about the annual rate of 1954. The importance to general economic conditions of high construction activity is recognized on all sides."

American-Standard "has an important role in the air-conditioning industry," Grazier declared. The corporation will place on the market during 1955 new and improved equipment for various classes of air-conditioning, he said.

**Modernization Sited**  
Grazier stated that "a substantial program is under way for modernization, improvement and expanded capacity to enable the plants to serve more adequately their assigned market areas."

"We expect that our capital expenditures in the United States over the next five years will aggregate approximately

\$60,000,000," Grazier said. Working capital at Dec. 31, 1954, amounted to \$100,305,000, an increase of \$6,078,000 over working capital at the end of 1953. Cash and government securities totaled \$46,182,000 at the close of 1954 compared with \$41,202,000 a year earlier.

### SHOES RETAIL AT \$75 IN WARSAW

A pair of men's shoes costs the equivalent of \$75 in Warsaw, where the Communist Polish government is running the economy.

A Warsaw paper received in Stockholm gave the tip-off on prices in the Polish capital. The article reported it was impossible to obtain reasonably priced shoes of any kind. Thousands were said to be searching vainly every day for various wardrobe items. The paper blamed shortages on the Communist distribution services.

### Europeans Impressed By Workmen's Autos

A group of Europeans, over here learning our production techniques, saw a long line of cars parked beside a road where men were working, and couldn't believe they belonged to the construction crew.

By way of explanation, the road foreman pointed to the huge bulldozer. "There's why," he said. "If we had to do all this work with hand shovels, we couldn't afford to buy cars!"

# Ears ringing?

We've been talking about you and your wonderful town.

Congratulations to the TORRANCE HERALD upon "41 years of Progress" and to the wonderful town that made it possible. We've made a business of talking about Torrance for a good many years, because we saw its progressive spirit . . . had faith in its certain Industrial and Residential growth. Guided by our President, Milton Kauffman, who has been developing Los Angeles communities since 1906, we have built thousands of homes in Torrance . . . proof of our great faith in its future. We are still going strong, with our latest program in Southwest Park.

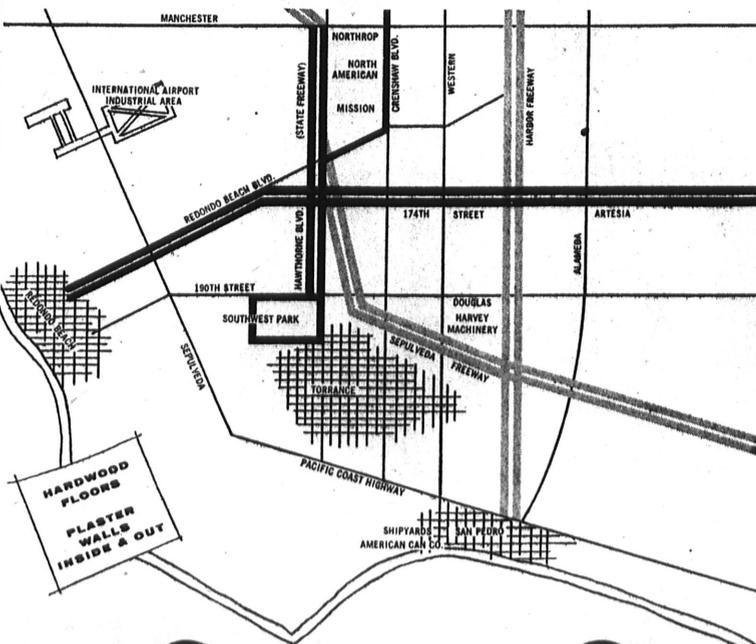
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## ABSOLUTELY NO CASH DOWN TO VETS

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as low as  
per month  
(prin. and int.) **\$66<sup>63</sup>**



Complete individuality . . . Choice oak flooring . . . Bathrooms have ceramic tile stall showers, glass shower doors, recessed tubs . . . Out of this world kitchens have Waste King disposals, breakfast bars . . . Kitchens and dinettes wallpapered . . . Leads of wardrobes closets . . . Wide, curving streets, walks, curbs and sewers . . . picture windows . . . Special built-in TV outlet . . . Rock-wool insulation . . . Incinerators and clothes poles . . . Completely landscaped . . . Schools . . . Shopping . . . Transportation . . . Convenient to Freeways, Completed and Under Construction . . . Model homes are on Hawthorne Blvd. just south of 190th . . . solid lines indicate streets; double lines divided streets and freeways. Light lines indicate freeways still to be completed.

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