

Sugar Price Due For Decline as Supply Decreases

By REYNOLDS KNIGHT
Consumers, who now are paying fairly stiff prices for sugar and products using that commodity, may look forward to some easing in the price in months ahead. And it's all thanks to the law of supply and demand.

A number of major American sugar companies are moving ahead with an active program to boost domestic production. A \$16.5-million processing plant only last week went into production in California. Other large plants are under construction in Texas and the Dakotas.

The activity is sparked by a decline in supplies of sugar on the world market, partly because of poor crops in Europe—also because Communist Cuba has been closed off as a

supplier to the U. S. Our nation, which imports much of its needs, has seen the price level advance steadily for almost a year.

Happily, beet sugar can be grown successfully in many parts of the U. S. So actually it was simply in response to the law of supply and demand—demand has continued to expand as population increases—that American companies have launched this timely expansion effort. However, the increased domestic output is not of the scope that could assure an immediate and sizable downturn in sugar prices.

SMART HYBRIDS—A Minneapolis farm products company has put electronic computers to work for farmers. Scientists at Cargill, Inc. are

using the computers to "grow" hybrid seed corn. The machines are not, of course, actually sent into the fields; they are used to tell corn geneticists—before a kernel is planted—just which hybrid combinations will produce the best seeds for corn growers.

If there are, say, 30 inbreds, each of these crossed with a single-cross corn will produce a different three-way experimental plant in the field. From past experience, the geneticist already knows what to expect from these 30. But thousands of results are possible from more extensive crossing, some of which will be top performers, others utter failures.

One way to select would be to plant the thousands of them, and wait for results. The computers, however, come up with

all the answers in a couple of hours.

TOWARD UNDERSTANDING—As diversion from their mercantile activities, a number of American businessmen are building global understanding through participation in programs of personal diplomacy. One activity of this type is People-to-People, a movement of private citizens to promote international good will.

Businessmen have maintained active interest in the program by helping organize chapters to increase international interest at community levels. They work cooperatively with citizens of the community and guide chapter activities which include travel and hosting programs as a means of making personal con-

tact with counterparts throughout the world.

Joyce C. Hall, president of Hallmark Cards, is chairman of the People-to-People executive committee. The organization's board of trustees include such business leaders as Henry Ford II, chairman, Ford Motor Co.; Harry Bullis, chairman, General Mills; Donald Kircher, president, Singer Manufacturing Co., and H. F. Johnson, chairman, S. C. Johnson & Son, Inc.

THINGS TO COME—A gun manufacturer has developed two high-power rifles designed to permit quick adapting to firing as shotguns; one piece is 22-caliber, the other 30-30. . . an Ohio firm will offer an aerosol-type spray glue for use on a wide variety of sur-

faces ranging from glass to leather; the glue also is waterproof. . . the popular show, "How to Succeed in Business Without Really Trying," has been adapted as a table-top game by a Massachusetts toy firm. Point of the game is to ascend from window washer to chairman of the board.

SELLING SELLING—For several years, leaders in sales management around industry have worried about their public image—particularly as it affects young men looking for careers. They felt that "selling has become a dirty word" in the eyes of too large a part of the public.

Just recently a survey showed that barely four per cent of a college group interviewed considered going into

sales as a career. Latest development: an organization of sales executives has formed to launch an advertising campaign this fall to convince the public of the inherently important role of selling in the nation's economy.

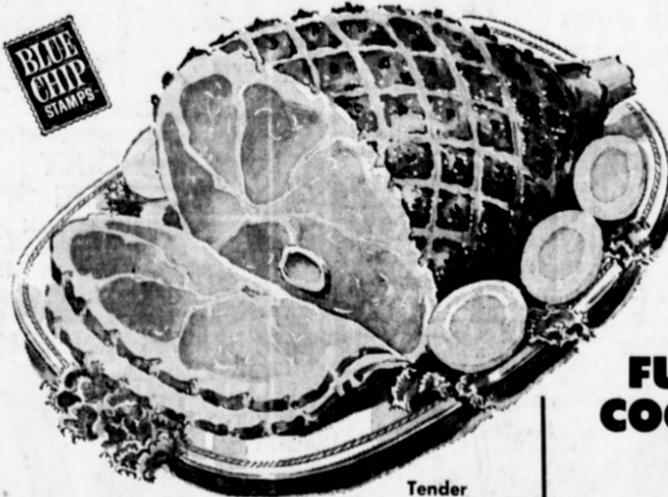
Marymount Conducts Workshop

An intensive one-week summer workshop, "A New Look at the Teaching of Reading," will be conducted by the Scott Foreman Co. at Marymount College from Aug. 5 to 9.

The workshop will include linguistics as it applies to reading, word attack skills and children's literature, and will be held from 9 a.m. until 3:30 p.m. daily on the Palos Verdes Estates campus.

Fees are \$15 for day students, which includes lunch, and \$35 for resident students. Mother Constance, RSIIM, is in charge of the workshop.

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