

BUSINESS REVIEW

Cost-Price Squeeze Chews Into Profits

By WALTER BREEDE Jr.
NEW YORK — The cost-price squeeze on business made itself felt at several sensitive points last week.
 While sales volume in many fields remained at or near record levels, the increased cost of doing business was chewing into profits all along the line.
 Indications were that manufacturers, merchants, builders, farmers and many other businessmen would have to reckon with the problem for some time.
 The Joint Congressional Economic Committee, in a special report, said higher building costs and interest rates might curb a hoped-for boom this year in highway, school and industrial plant construction.
 For 1957 as a whole, the committee predicted "further increases in employment, production and purchasing power with no general easing of pressures toward further cost and price increases." It said consumer spending may not rise as fast as some surveys have indicated.
 There were new signs of a tightening cost-price squeeze down on the farm last week. The United States Department of Agriculture reported that farmers, between mid-January and mid-February, were paid two per cent less for

their products than during the month before. At the same time the cost of running a farm, and maintaining the farmer's family — increased one per cent.
 Retail merchants seeking to pass cost increases on to their customers pondered the possibility of consumer price resistance and a buyers' strike. Sales were still perking along at a comfortable level, with department store business running about 3 per cent higher than a year ago in terms of dollar volume, but price competition was razor sharp.
 Richard H. Rich, president of the National Retail Dry Goods Assn., offered fellow merchants this advice: "Most great department stores have assumed their position of leadership by being discount houses, in a sense, themselves."
 The workings of the cost-price pinch in a big manufacturing corporation came to light in the annual report of General Motors Corp. Profits of the big automaker for 1956 were down nearly 29 per cent from the year before, while sales declined 13 per cent.
 The company attributed a major part of the profits slide to higher costs of materials, services, labor and tools which were "only partially recovered" by higher prices.

Fresh Raw Shrimp.....lb.	98¢
Fresh Rainbow Trout...lb.	98¢
Fresh Deep Sea Crab...lb.	29¢
Fresh Fillet of Sole.....lb.	59¢
Fresh SILVER SIDE Salmon By the piece.....lb.	59¢
FRESH COLUMBIA RIVER SMELT	
Fresh Sliced Halibut...lb.	69¢
Fresh—Med. size Pacific Oysters Pint	65¢
Oven Ready Roasting Hens.....lb.	49¢
Pan Ready Fryers.....lb.	49¢
IMPORTED HOLLAND HERRING 9 Pound Keg	\$3.95

Favorite Seafood Recipe

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Shrimp Fried Rice

1 lb. fresh shrimp
 1 stalk celery
 1 tablespoon chopped green pepper
 5 cups steamed rice (cold)
 1 onion chopped
 2 eggs
 1/2 cup mushrooms

Wash and shell shrimp, break into small pieces, fry until one-half done. Add onion, celery, green pepper, mushrooms, mix together until almost cooked. Add rice, salt, pepper and soy sauce to taste. Break eggs into rice, turn and mix well until eggs are cooked. Serves 6.

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	Kraft's (It's Flavor Cant-Be-Copied) Miracle Whip Quart 39¢	ARMOUR'S CLOVER BLOOM MARGARINE.....lb. 37¢
	Ready to Eat—6 to 8-lb. Avg. Picnics lbs. 29¢	TREASURE CATSUP 2 14-oz. Jars 29¢
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