Auto Industry Hopefully Looking For Better Year

Detroit — (U.P.)—The automobile industry wrapped up its third best year in history in 1954, despite a bad start, and is hopefully looking for even a better year in 1955.

Heavy production schedules during November and December as the car makers tried to keep up with demand for the radically-changed 1955 models boosted production to 5,497,000 cars by Dec. 31.

That shot the year's production past the 5,330,594 cars built in 1951, which had been the industry's third best year. Production still was down quite a bit from the 6,134,823 built in 1953 and the record 6,658,510 built in 1950.

In sizing up the outlook for 1955, most auto makers have felt the market would be around 5,500,000 or 5,600,000 cars. But the enthusiasm with which 1955 models have been greeted probably will mean the cars will be produced in greater numbers than that.

Harlow H. Curtice, president of General Motors, which turns out about half of all cars produced in the United States, expects a market of at least 5,800,000 cars in 1955. In the past, Curtice and former GM president Charles E. Wilson have made predictions that have hit the figure pretty well on the nose.

While production was hitting its third best mark in 1954, dealer profits were down. Dealers found they had to discount their cars to sell them and take lower mark-ups and hope for volume. Many were bitter in their remarks that the industry was over-producing.

But the producers have replied that all that is needed is old-fashioned selling. They've maintained any move to limit production to create a scarcity of cars would be illegal.

Most auto makers feel the annual market is on the upgrade. The move to suburbs by families which makes a car more of a necessity, the expanding population, and even the trend to two-cars-to-a-family make them feel the market will grow bigger each year.

Most don't feel there is any sign of a depression or a recession which could hurt the business.

Feeding the Family

By ZOLA VINCENT
Food Editor

Scores of Hopeful Hints To Aid in Feeding Family

How often we hear "It's all in knowing how!" It is barely possible that there are a few natural born cooks but most of us learn by listening, by reading, by watching and by experience.

'Tis also said that a fool profits by his own experience; a wise man profits by the experience of others. We've garnered a wealth of good ideas from experts in many fields . . . and offer them with our very best wishes for your family's good health and happiness in 1955.

Four Goals Suggested

We offer you a four point program:

To serve enjoyable meals;

To keep your family well nourished;

To practice thrift when need be;

To save time and energy when you can.

It's Up To You

To get all the nutrients needed, it is wise to choose a variety of foods. It is also important to get enough of the different nutrients from food.

You will get off to a good start nutritionally if you plan meals by some orderly plan so that daily food includes needed quantities of protein, minerals and other nutrients.

You are following through effectively when you cook by up-to-date methods that keep delicate vitamins and minerals from being wasted and that means a minimum of water and of cooking time.

It is a fine plan to make a collection of recipes that the whole family enjoys and use them reasonably often. When reusing one of these favorites, vary the meal with different food combinations, however.

If an inexpensive dish seems dull, vary flavor with seasonings or combine with other foods in different ways.

Use contrast in food colors, flavors, textures. Some bright-colored food, something crisp, for example, can heighten the eye appeal and appetite appeal of a meal.

Give children small servings remembering that big amounts may be discouraging. It is better for a child to form the habit of cleaning his plate and asking for a second helping, if wanted.

Introduce a new food to a young child in sample tastes and at the start of a meal when he is hungry . . . and if he doesn't like it at first, try another day.

Good Nutrition Plan Makes Meal-Planning Easy

A helpful guide for weekly shopping and meal planning has been worked out by the country's top nutritionists. Foods are grouped according to their major contribution of nutrients. The following might well serve as a shopping guide. Why not cut it out and paste it inside a cupboard door?

Leafy, Green, Yellow Vegetables

Plan to use one or more servings daily. They are rich in vitamin A value especially the dark green leafy kinds, and carrots. Choose from collards, kale, turnip greens, spinach and many others, cultivated and wild; carrots, peas, snap beans, okra, green asparagus, broccoli, brussels sprouts, green lima beans, pumpkin, yellow squash, cabbage.

Citrus Fruits and Tomatoes

These are mainstay sources of vitamin C. Plan to use one or more servings daily. Oranges, grapefruit, tangerines, other citrus fruit, tomatoes. The following foods are also good sources of vitamin C and may be used as alternates:

If eaten raw—cabbage, salad greens, green peppers, turnips, strawberries, pineapple, cantaloupe. If cooked briefly in very little water—cabbage, broccoli, brussels sprouts, greens.

Potatoes, Sweet Potatoes

Plan to use one or more servings daily. Potatoes and sweet potatoes contain a number of nutrients. Because of the quantities in which they are eaten white potatoes can become quite important as a source of vitamin C. Sweet potatoes are valuable for vitamin A in addition to vitamin C.

Other Vegetables and Fruits

These vegetables and fruits help toward a good diet with vitamins and minerals. Plan to use one or more servings daily. Beets, cauliflower, corn, cucumbers, onions, sauerkraut, turnips, white cabbage, apples, peaches, bananas, berries rhubarb dried fruit; all vegetables and fruits not included in other groups.

Milk, Cheese, Ice Cream

Milk — whole, skim, evaporated, condensed, dry buttermilk —is our leading source of calcium. Milk also provides high-quality protein, riboflavin, vitamin A and many other vitamins and minerals. Plan to use the following amounts of milk daily.

Include milk used for drinking as well as cooking:

Children through teen age; 3½ to four cups.

Adults: 2½ to three cups.

Pregnant women; a little more than one quart.

Nursing mothers; 1½ quarts.

On the basis of calcium they contain, the following may be used as alternates for one cup of milk: Cheddar cheese, 1½ ounces; cream cheese, 15 ounces; cottage chees, 11 ounces; ice cream, two to three large dips.

Meat, Poultry, Fish

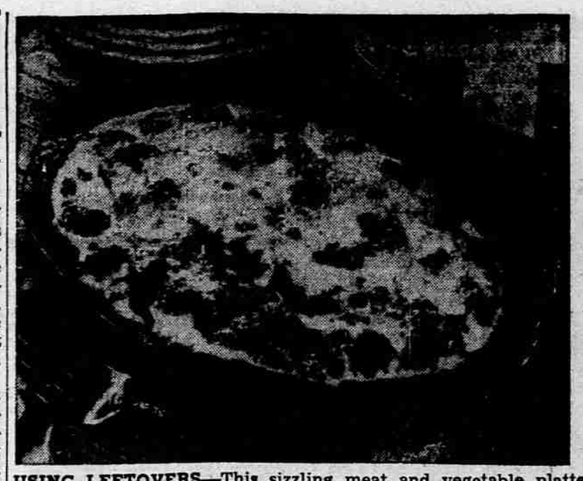
These are important primarily for high-quality protein. Foods in this group also provide iron, thiamine, riboflavin, niacin, vitamin A. Plan to use one serving daily. All kinds including liver, heart and other variety meats. Count bacon and salt pork as fats.

Eggs are a source of high-quality protein, iron, vitamin A, riboflavin, vitamin D and provide some calcium and thiamine. Plan to use four or more a week.

Dry Beans and Peas, Nuts

These contain good protein, also some calcium, iron, thiamine, riboflavin and niacin. Plan to use one or more servings a week.

Dry beans of all kinds, dry peas, lentils, soybeans, soya products; peanuts, other nuts, peanut butter.



USING LEFTOVERS—This sizzling meat and vegetable platter au gratin is a super deluxe way of using up the last of the holiday turkey or ham. This and many other recipes and many good cooking resolutions for the new year are included in today's food columns.

THUMB TROUBLE

Alexandria, Ind. —(U.P.)— An apprentice fireman, Robert Stinefield, was on liberty one evening—the same day the cast was removed from a broken thumb—when he was held up. Before the thief slugged him unconscious and took his billfold Stinefield took a swing, missed, hit a brick wall with his fist, and broke the same thumb.

Oil Industry Takes Confident Look at New Year

New York—(U.P.)—The oil industry, plagued by an oversupply situation that necessitated reductions in production and refinery runs, faces 1955 confident that 1954's headaches won't linger on.

Oil company earnings rose early in 1954 but slackened later in the year when the full effects of oversupply were left.

Trade sources noted that average prices received during 1954 probably ran slightly below 1953, offsetting a slight increase in volume.

Oil Consumption Up

Oil men said oil consumption in the United States during 1954 rose only one to two per cent above the previous year, reflecting abnormally warm winter weather and a decline in business activity in general.

The outlook for 1955 is for an increase in demand of four to five per cent—the largest yearly gain since 1951—according to most industry leaders.

Crude oil imports, which account for about three per cent of total demand at the refinery level, are expected to decline between 15 and 20 per cent next year.

Earnings in 1955 are expected to run slightly above the past year, which was about unchanged from 1953.

Refinery capacity for 1955 is estimated at 8,625,000 barrels daily. Crude runs are expected to approximate 7,248,000 barrels, daily. Crude runs are expected to approximate 7,248,000 barrels, indicating a surplus capacity of 1,375,000 barrels. Most of this surplus is standby capacity for the defense program.

Outlook Brightened

The anticipated increase in demand, coupled with the decline in imports, brightens the outlook for increased domestic production in 1955.

Oilmen are confident that normal winter weather in 1954-55 will help the industry get its inventory picture back into focus. Another abnormally warm winter, however, will see another big buildup in stocks or curtailed refinery runs.

Inventories of gasoline, heating oils and other refined products at year-end are considered more than ample, despite a steady reduction since mid-year.

The inventory problem, which commanded the industry's attention most of the year, resulted in some weakening of product prices. Crude prices, however, held firm.

Big Development

Two big developments this year—one good, one bad from the industry's viewpoint—were settlement of the drawn-out Iranian oil dispute and the Supreme Court's decision holding that natural gas sold to interstate pipelines is subject to federal price control.

The former was hailed by the industry as a constructive step toward strengthening the free world. The latter was denounced by many oil men who charged regulation would stifle the natural gas industry. Most major oil producers also are natural gas producers.

Despite its troubles in 1954, the oil industry spent a record $4,500,000,000 for expansion and modernization. The outlook is for another year of big capital expenditures.

Too Much Television Results in Divorce

Los Angeles—(U.P.)—Mrs. Beulah McClanahan ended her 41-year marriage to former city councilman Meade McClanahan Tuesday on the grounds her husband learned too much from television.

She told a judge that when she objected to her husband's "continually" watching wrestling matches he bolted out of his chair, grappled with her and applied a 'judo" grip to the back of her neck.

BUYS SCHOOLHOUSE

Colchester, Conn. — (U.P.) — School teacher Jean Stern likes to collect mementos. The one she cherishes most is a one-room schoolhouse, now abandoned, which she purchased for $200. That's where she taught her first class.

Surge By Stock Market Lacked Warmth of Predecessors of 1929

New York — (U.P.) — Stocks surged ahead in 1954, far beyond the heights scaled in the previous record year of 1929, a quarter century ago when all America speculated wildly and nearly achieved fabulous riches.

This big bull market of 1954 lacked the warmth of its predecessor of 1929. Its participants were experienced investors contrasted with the little fellows who bought and sold on tips and operated on shoe-string capital.

Only the clerks of Wall Street cheered when the industrial average crossed the previous record high set on Sept. 3, 1929, and these shares went on to hitherto unexplored territory in the stratosphere. The investors maintained their aplomb.

Those who bought and sold in the 1954 market carefully studied all the issues and brought only those stocks with good earnings records, high dividend payments, and favorable growth prospects. The tip-happy boys of 1929 let their emotions guide their purchases.

Investors Big Buyers

This was an investment market — investment by individuals, by investment funds, by trust funds, by pension funds, by universities, by insurance companies, by union funds, by banks, and by other institutions. Their buying was mostly for cash instead of on a tiny margin.

Rising prices set in after the list had been hammered down on Sept. 14, 1953. The market men then said a bear market was in the offing. They missed by a mile. They missed again and again in predictions on an investment market that apparently knew no turning. The politically minded missed mightily at election time when they said the prices would fall on a Democratic victory. The market ignored politics and in November it registered the best rise for that month in the 162-year history of the Stock Exchange.

Sales at 11-Year High

Here is exactly what happened: Trading in stocks registered a new high for any year since 1933. Industrial stocks reached a record high. Railroad shares set a new high since 1930 and utilities since 1931. The blue chips led the upturn — steels, oils, chemicals, aircrafts, selected rails, airlines, building shares and tires. There were flurries of strength in theatres, textiles, sugars, mercantiles, coal issues, glass stocks, earth moving machinery makers, and televisions.

Why did the stock market rise? There were two outstanding reasons, namely, easy money which brought bond yields down and made stocks attractive, and lower taxes which helped keep corporate earnings up and dividends at a record high.

As the institutions took stock for their portfolios, the supply of good stocks became smaller and there was a scramble to get them. The stock market became the real investment center supplanting bonds, real estate and other ventures.

Market Lacks Excesses

How long can this go on? The experts who study markets hold that there are no excesses in the market. They look for further advances with perhaps some interruption while the gains of 1954 are consolidated. Some look for a rise to a level about 80 per cent higher than at present and even then they aver the prices would not reflect the rise in comparable lines with stocks.

Will there be another bust? Certainly, say the market men who study such things, prices can go down again, but they are quick to point out that this market is very different from that of 1929 which ended in disaster.

This market is practically a cash one against an extended credit one in 1929. This market is based on investment, that one on speculation. Today there are laws against market rigging and other excesses which played a part in the 1929 market. There is a Securities and Exchange Commission which is supposed to police the market. The Federal Reserve System is said to have the credit faucet under better control, ready to turn it off or on as the need may arise to stem a wild rise or slow a sharp decline.

Man Still Unpredictable

The only thing that isn't different today, say the seers of Wall Street, is man. He still is subject to emotional changes. While the 1954 operations appeared to be those of automatons because of their precision, they still were engineered by men — men whose behavior is said still to be as unpredictable as it was in 1929, in 1792 when the exchange was started, and back in Biblical days when Joseph cornered the wheat market in Egypt.

Because men make this market, the analysts point out that any sudden, unexpected bad news at home or abroad, could set off selling. The extent it would go would depend on the type of the news. None of this type is foreseen in the immediate future.

Trial Date Set For Klamath Indian

Klamath Falls —(U.P.)— Trial date has been set for Feb. 14 for James Clinton Anderson, 31-year-old Klamath Indian charged with the first degree murder of David Miller, 25, according to Klamath County District Attorney Frank Alderson.

Miller, scion of a prominent Tucson, Ariz., family, was killed following a party at Beatty on the Klamath Indian Reservation Nov. 5.

A defense motion for change of venue was granted by Circuit Judge David R. Vandenberg of Klamath county and the trial will be held in Burns, in Harney county, with Judge M. A. Biggs of Ontario presiding.

Anderson also is accused of assault with intent to kill in connection with an attack on a Grants Pass couple who said they were fired on as they drove through the reservation north of Beatty last October. Trial date on that charge was set for March 28, also in Judge Biggs' court.

California originated 59 per cent of the total U. S. rail shipments of citrus fruits in 1953.

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