

## 41 Companies Finish 1956 With Business at \$1 Billion or More

New York—U.P.—American big business, riding the crest of the biggest consumer spending spree in history, finished 1956 with a record of 41 companies doing an annual business of \$1 billion or more, a United Press survey showed today.

A total of eight firms joined the billionaire sales ranks in 1956, a year that saw the economy reach to unprecedented heights.

The 41 companies rang up aggregate revenues and sales of \$96,076,737,103 in 1956, which was equal to more than \$560 for each man, woman and child living in the United States.

The previous year these same firms took in \$92,708,236,866 while selling everything from pizza pies to atomic reactors.

**Record Set**  
The key factor behind the growth of the billionaire sales giants last year was the record \$266 billion that consumers shelled out for goods and services of all kinds.

The new companies joining the billionaire sales club last year were Douglas Aircraft Co., Montgomery Ward & Co., Phillips Petroleum, Pennsylvania Railroad Co., Procter & Gamble Co., Continental Can Co. and Boeing Airplane Co.

The list of sales giants mirrored the changes that are taking place in our economy and also the rolling adjustment that marked 1956.

The big three auto manufacturers—General Motors, Ford and Chrysler—all suffered sales declines in 1956 as new car volume slipped below the record high established in 1955.

The growing emphasis on defense, particularly air power, was reflected in the fact that 1956 was the first year in the nation's history that three aircraft companies boasted membership in the club.

Boeing and Douglas both rejoined the list last year. General Dynamics, a diversified firm making airplanes, atomic submarines and many other products, joined for the first time.

**Six Companies Declined**  
Of the 41 companies, the survey showed that six suffered a decline in sales from 1955. A number also reported declines in earnings as a result of the profit-squeeze that developed last year.

General Motors again headed the list, despite the fact its sales slumped from \$12,443,277,420 in 1955 to \$10,796,422,575 in 1956. It was followed in order by Standard Oil Co. (New Jersey), American Telephone & Telegraph Co., Ford Motor Co., Great Atlantic & Pacific Tea Co., U.S. Steel Corp. and General Electric.

General Motors also led the

earnings parade, reaping a total of \$847 million after taxes. In 1955 it became the first company ever to earn more than \$1 billion after taxes. Jersey Standard was second in the earnings parade with net income after taxes of \$808 million.

The list of billionaire sales firms has grown spectacularly since the start of World War and a fantastic consumer spending spree. There were only two billionaire firms in 1939—General Motors and American Telephone.

## The Medical Roundup

by

*Walter Alvarez*  
Emeritus Consultant in Medicine,  
Mayo Clinic  
Emeritus Professor of Medicine,  
Mayo Foundation

### Problems of Sex

Of late I have received many unhappy letters from women and men who tell me of the sorrows that have come to them because, in their childhood, their sex-hating or sex-fearing mother gave them the idea that sex is dirty and disgusting. Many a woman writes of her having lost a good husband because she could not bring herself to show him any real affection. Many a woman says she can hardly stand her husband's hand on her arm. Unfortunately, when before her marriage she confessed to her mother and older sisters that she did not love the man, they said what is usually so foolish, "Oh, you'll learn to love him."



Many a man writes to say that his life has been ruined because no one ever told him not to marry a woman whose love he had not won. Every so often I see a very unhappy woman who, because of her lack of any knowledge of sex, married a man who was obviously homosexual. He victimized her cruelly, just so that he could get a home. Now he shows her no affection, and spends his evenings with male friends.

I get many letters from young men who say that they are almost suicidal because their mother or a preacher has tried to scare the life out of them because, for some years, they masturbated. Young women, also, write asking whether their husband yielded for a time to the habit of masturbation has put them beyond the pale. They want to know if they are still decent enough to marry a man and to have children by him. As I say to all these young people: stop worrying and feeling guilty. No

physician today believes that masturbation does any harm to the body or the mind. The practice is very common among healthy boys and girls. It relieves terrible tensions. As Kinsey found, almost every man and woman will confess to having masturbated at some time. Many people think that it is condemned in the Bible, but it is not. It is not even mentioned in the Bible. Onanism is a form of contraception.

### Want Normal Life

Many women ask me if something can't be done to give them and their husband a normal and happy sex life. They cannot understand why the husband will not be affectionate with them. As one woman writes: Years ago, she was pleased when an austere silent sort of a man told her that she was the first woman that he had ever been interested in. He said that he had never kissed a woman, not even his mother.

As she says: "I was flattered, poor fool. Little did I realize when I married the man that for the rest of my life I was to live with a person who just could never love or perhaps show love for anyone. We have children, but never have I seen my husband touch one of them, or show him the slightest sign of affection. As you have said so truly, before he was 40, what little sexual interest my husband had, had diminished and now he is impotent. I greatly miss a sexual life; at times my body and my nervous system cry out for relief of my tensions, such as a caress would bring me. I have tried to talk to him about this and I have begged him to go to a physician to see if anything can be done, but he will not discuss it for a minute. For years I blamed myself terribly, thinking that perhaps the fault in some way was mine, but since I've read your article, I know that I was not to blame; I know that he was born to be what you call schizoid, "touch-me-not," and without the power to reach out and love anyone; and now I am comforted."

**What Can She Do?**  
This woman asks if I think her husband's mother could have done anything to give him some warmth of personality. As she says, "Apparently she was just as unloving as he is. At his birth she handed him to a nursemaid, who brought him up. He says she never cuddled him or kissed him or run her hand through his hair. Now I want to know what I can do to bring up my children so that they will be warm-hearted and loving and affectionate. I don't want them some day to make a mess of their marriage as my husband has made a mess of mine."

Another woman, a lovely exquisite person, comes in complaining of a lot of nervous symptoms. Finally, she breaks down and cries for a while, and then tells me that her married life has been so unhappy. Her husband is a shy, reserved, quiet man whose mother is a big sex-hating maniac woman. He says she brought him up to believe that any manifestation of sex is dirty and ugly and nasty. And so he lives in his room and she lives in hers. She suffers greatly because she is a person who craves affection.

Dr. Alvarez hopes his readers will understand that it would be impossible for him to answer requests for information or to attempt to diagnose by mail. (Released by the Register and Tribune Syndicate, 1957)

**GETAWAY BOAT**  
Dallas—U.P.—Recent floods have made it necessary for most Texans to adapt themselves to changed conditions. This includes thieves. Tuesday, a gunman escaped from a Dallas supermarket with \$1,300 in cash. He drove away in a yellow truck, pulling a boat and trailer.

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The Eagle Point Bluebirds Sing at Meeting  
Eagle Point—The Eagle Point Elementary PTA met Tuesday, April 23. Mrs. Elbert Hefley's Singin' Bluebird group presented the flag salute, and Mrs. Stan Smith, president, introduced Tom Perdue, student body president, who acknowledged receipt of the new flag presented to the school by VFW post of Camp White.

About 120 boys and girls from the third through the eighth grades, under the direction of Mrs. Don McGovern and Vern Bonebrake, physical education instructors, demonstrated phases of the physical education program used this year.

The third grade rhythms were in arts of rope skipping, fourth grades played "Snatch club," a game of speed and agility, fifth grade boys combatives, and fifth grade girls did self-testing skills. Gary Ayres and Ron Weidman led fifth, sixth, seventh and eighth grade boys in calisthenics and two groups from the seventh grade did "Pop goes the Weasel," a square dance and the Bunny Hop. Eighth grade boys did basketball skills while eighth grade girls tumbled.

Charles Martin directed the grade school band. Mrs. Elsie Turners' second grade room received the penny drill for having the most parents present. Following the business meeting mothers of first grade pupils served refreshments.

Mrs. Eldon (Ma) Jackson reports the birth of a new granddaughter, Debbie Lynn, born April 24 to her son and daughter-in-law, Mr. and Mrs. Neil Jackson. This makes the 18th grandchild for the elder Jacksons.

Guests at the home of the Scott Boyers last week were Mrs. Carberry and Mrs. McClelland of Eureka, Calif.

Mrs. Harry Wimer will leave Saturday for her home in Sheridan, Wyo. Mrs. Wimer has been with her sister, Mrs. Jean Tresham, for the past month while Tresham has been confined in the hospital.

JoAnna Malloroy and Judy Bradshaw returned home Thursday after attending the Junior Cow Palace exposition in San Francisco. Judy's steer was graded prime choice and Judy was judged a qualified showman in showmanship. JoAnna's steer was grade choice and both steers sold for 24½ cents per pound.

The Eagle Point Grade school baseball team defeated Butte Falls grade school in a five-inning game Wednesday. Ronny Weidman, Mike Palm, Richard Hertager and Gary Ayres singled. The game was highlighted by Tommy Perdue's no-hit no-run pitching. Perdue pitched to Weidman.

Mr. and Mrs. Raymond Charters and family arrived home Wednesday after a trip to Richmond, Wash., where they were called by the death of Mrs. Charters' young niece, Sally Nugent.

Mr. and Mrs. Jake Olsen, Mr. and Mrs. Shy Callaghan and Mr. and Mrs. Stewart Hopper gave a surprise bridge party at the home of Mr. and Mrs. Glen Hale Saturday evening. The three couples honored the guests in their home with a fireplace gift and refreshments.

The Singing Bluebird group visited the Columbia Utilities company last week and were shown automatic equipment and how it operates by Fred Bruegger, manager. The girls, Patty Bonebrake, Linda Stinger, Sandra Terrell, Laqueta Stephenson, Rhonda Kelley, Donna Young, Gwen Stockton and Cheryl Hefley were accompanied by their leader, Mrs. Elbert Hefley and assistant leader, Mrs. Delton



RIDING AT BADMINGTON in London is Princess Margaret; on the left is the Duke of Beaufort. They were accompanied by bachelor Christopher Loyd, her "very close friend," in the background. (International Soundphoto)

## EAGLE POINT Bluebirds Sing at Meeting

By MRS. THOMASINE SMITH

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## Fir Region Shows Population Gain

Western Oregon and Washington's Douglas fir region will gain millions in "population" this year.

This was the statement of W. D. Hagenstein, executive vice president of the Industrial Forestry association, in announcing that millions of small seedlings of Douglas fir, hemlock, cedar and spruce are now starting to grow on harvested forest land everywhere west of the Cascades from Medford to Bellingham. Last year's bumper tree seed crop, best since 1949, is responsible, he said.

Supplementing this natural baby tree crop were the 4.2 million seedlings shipped this winter from IFA's Col. W. B. Greeley Forest Nursery, Nisqually, Wash., to tree farmers in both states.

This was the Nursery's smallest crop since 1945 because of the loss of 7.5 million trees in the 1955 freeze. This year's shipments brought the Nursery's total to 80 million seedlings.

"With a crop to be sown this spring of 9.5 million trees and 15.5 million being carried for their second year," Hagenstein

said, "the nursery will have 25 million trees by October." This will be an all time high since the association started the nursery in 1941.

With continually improved reforestation, protection against fire and insects, fuller wood use and superior trees from genetics, the forester predicted a bright future for the region's timber economy with its more than \$700 million annual payroll.

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## Neither could fly... but they soloed to freedom

These two escaped—but 70 million others remain captive behind the Iron Curtain. And these are the people at whom Radio Free Europe beams its daily broadcasts. Escape is not its aim. Radio Free Europe penetrates the Iron Curtain to spread truth... to strengthen hope and resistance.

Said the youths above, "It (Radio Free Europe) added courage and strength to strained nerves."

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"Everybody is listening—even the Communists," said an escaped Czech skating champion.

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