



# Your Money's Worth

By SYLVIA PORTER  
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## STEEL KNUCKLES

The giants of the steel industry were given a sharp rap on their collective knuckles at their big annual meeting in New York City a few days ago when one of their invited speakers told them bluntly that the steel industry had fallen behind in research and creative selling and warned the steelmen to wake up "to make sure that steel becomes part of—and not a casualty from—the materials revolution."

Dr. C. G. Suits, the General Electric research vice president who rapped his hosts so openly, was way off on the timing of his criticism. He would have been monumentally right had he made his speech, say, a couple of years ago.

He was not right in making it in spring 1963, for the steel industry finally has awakened to the threat to its life. It is concentrating on development of new products, it is stepping up creative selling, it is working toward an all-out program to expand its present markets, gain new ones and recapture markets previously lost to competing materials—such as aluminum, plastic, wood.

To prove this, here are some of the things going on in the vital new products field.

While most of you probably think of steel as the heavy, massive material of bridges and locomotives, today's steel actually is 10,000 different steels, each with its own characteristics and properties—ranging from steel so porous you can blow smoke through it, to the steel that goes into heavy equipment. Now the significant point is that coming out of the laboratories are hundreds of improved and new types of steel that will be competitive at home and abroad. For instance, the industry is producing improved galvanized and other coated steels for use in auto mufflers and tail pipes to cut down car repair bills. It is introducing rust-inhibiting, low-alloy, high-strength steels which can slash construction costs. It is developing vinyl-coated steel wire which can eliminate forever the need for painting fences.

Simultaneously, it is finding new uses for conventional steels. In home construction, it is battling wood and other materials with steel foundations systems which require no excavations and can be put up in a day. In the leisure-living market, it is promoting the steel swimming pool for the \$7,000-\$10,000 a year income bracket. For the farm, it is producing inexpensive galvanized steel shelters that induce cattle and hogs to eat more.

Here are instances of what's going on in the selling sphere.

Until a relatively few years ago, almost all soft drinks were sold in bottles. Now the steel industry is vigorously pushing the use of tin cans. In 1962, 1.7 billion tin cans of carbonated beverages were sold, representing almost 180,000 tons of tinplate. This is picayune compared with the 35.5 billion-unit-a-year soft drink market, but last year alone the industry spent more than \$100 million to turn out thinner, lighter and stronger tinplate with the goal of taking over in the canned soft drink business the same 40 per cent which cans hold in beer. Even more significant, steel has taken the offensive not only to provide designers with new steels but also to tell them about the full potentials of the metal. For the first time this year, the industry launched a "Design in Steel Award." There were 540 entries, with winners including a sleek new razor, folding pedestal tables, a conveyor belt that goes around corners.

Of course, all this implies big-time spending and informed leadership. This year, the steel companies are spending 27 per cent more than in 1962 on new plants and equipment and even at this early date, they're scheduling almost as much spending for 1964. The industry expects that 8 per cent of sales in 1968 will be in products not in existence today.

Said Dr. Suits: A plastics manufacturer will frequently take the initiative in showing a prospective customer how his product will better perform in the customer's product, often suggesting displacement of what he refers to as "costly metals."

Retorted a steel executive I met after Suits' speech: "Okay, now we'll take the initiative and fight back with steel knuckles."

## Castro Promises 'Plenty To Say'

Havana—UPI—Premier Fidel Castro, just back from Russia has announced that he will have "a lot to say" about his 37-day Soviet tour.

Castro's return by non-stop Soviet airliner was as closely kept a secret as his departure April 26. The first indication that he had left Russia was a radio announcement—an hour after the event—that he had landed in Cuba.

Ships, trains and factories greeted the announcement with blasts on their whistles.

The newspaper La Tarde re-made its front page to include a half-page picture of Castro and the headline: "Fidel arrived! Welcome!"

"I have many things to say about my trip, but I'll say them on television," Castro said on arrival.

The Cuban premier received a welcome in Russia rarely equaled by a foreign visitor. The distinctions conferred on him included the title "Hero of the Soviet Union," seldom awarded to a non-Russian.

## Can you name the 6 reasons Martini devotees prefer the glorious Gordon's Martini?

- 1 To this day, the ancient pot still method is used in distilling Gordon's Gin.
- 2 Only gin from the heart of the run is bottled for Gordon's.
- 3 Gordon's uses only juniper berries and other choice botanicals aged to the peak of maturity.
- 4 Gordon's is extraordinarily dry.
- 5 Gordon's has a distinctively delicate flavour.
- 6 Gordon's maintains its exceptional quality because it still harks back to Alexander Gordon's original formula created in England in 1769. Reasons enough for enjoying a Glorious Gordon's Martini soon, wouldn't you say?



\$4.50 4 1/2 Oz. \$2.80 Pint

PRODUCT OF U.S.A. DISTILLED LONDON DRY GIN 100% NEUTRAL SPIRITS. BOTTLED FROM GRAIN BY PROOF. GORDON'S DISTILLERS LTD., LONDON, E.C.2.

## Gardening Problems

### Course at Chemical Warfare School Suggested To Combat Insect Wave

By DICK WEST

Washington—UPI—They laughed when I moved into the suburbs and announced my intention to grow a garden.



West

"He doesn't even know which end of the hoe to use," they said rakishly.

But I showed them. I went out and bought myself a gardening book. It was one of the greatest adventures of my life.

A gardening book is guaranteed to give you more information than you can cope with on every phase of gardening except the one you are interested in.

For instance, the book I purchased was completely silent on the subject of which end of the hoe to use.

But I found that if you follow its instructions to the letter, you don't even need a hoe.

If you have a surveyor's transit, for measuring drainage angles and that sort of thing, and a fully equipped laboratory in your basement, you can get by quite nicely.

Remembering my own bewilderment when first introduced to the complexities of simple home gardening, I felt a twinge of empathy the other day upon reading an article in Roll Call, the Capitol Hill weekly.

A contributor to the pa-

per, Bernie Yudin, reported that he had acquired a patch with a few rose bushes and had begun reading the garden columns to find out how to take care of them.

"One gathers you either go to chemical warfare school or forget the whole thing," he wrote. A typical paragraph goes like this:

"Mulch your roses and be sure to guard against thrips, aphids, leaf midget, parasitoid fungus, black-winged thrips, L. x. m. b. u. r. g. beetles, red spider and widow mites. Use a solution of fliedermuserane, two parts to one part quaziliner killer No. 2, dephatrin and molerouzath-quagmyre. Spray every hour for three weeks with a mixture of this, curare powder and phosgene. Don't neglect roots; insert anathoroid compound No. 3, five gallons per root and spread surface with mustard gas, cyanide and a commercial solution of strontium 90. If this routine treatment fails, the gardener might try napalm treatments. This will burn your rosebushes to the ground, of course, but it's guaranteed to get rid of those pesky insects."

You think Yudin was exaggerating? Well, the day after his parody appeared, a local garden column carried the following paragraph:

"Repeated spraying may be necessary to control lace bugs effectively. When you see the first signs of injury, begin

treatment at once. Malathion gives very good control of lace bugs. Sevin also gives good control. But if you spray with sevin, better include dimite or dethane for spider mite control, because sevin kills the insects which feed on mites without killing the mites themselves, and the mites can do about as much damage as the lace bugs."

They'll Do It Every Time

BULLDOZE, THE FUND-RAISING ORATOR, MAKES IT SOUND LIKE THE PROPOSED HOSPITAL IS BY, FOR, AND OF THE PEOPLE...

...A HOSPITAL FOR ALL WHO ARE ILL... A COMMUNITY HOSPITAL TO SERVE THE NEEDS OF EACH AND EVERY CITIZEN! THAT'S WHY I APPEAL TO YOU FOR FUNDS—TO BUILD FOR YOURSELF AND FOR HUMANITY...

...WELL—CAN'T YOU SEND THE BILL? I'LL PAY IT NEXT WEEK!

THIS HOSPITAL IS RUN ON A BUSINESS BASIS JUST LIKE ANY OTHER BUSINESS!! ONE PAYS AS ONE GOES!! CASH ON THE BARRELHEAD! THAT'S THE WAY I RUN THINGS...

...AND A TIP OF THE HAT TO RICHARD C. HAYDEN, PRESIDENT OF THE BOARD OF GREENSBORO, N. C.

## Railroad Strike Threat Continues

Washington—UPI—Labor Secretary W. Willard Wirtz said Tuesday negotiations aimed at preventing a nationwide railroad strike over work rules were not progressing rapidly enough to "carry this matter to a successful conclusion." A walkout is threatened after midnight June 11.

Wirtz made the statement after meeting here with negotiators for the railroads and five railroad brotherhoods for about an hour and a half.

The secretary said the two parties had agreed to meet in

daily sessions beginning this afternoon in an effort to reach an agreement over the railroads' intention to change work rules governing jobs of the rail employees.

## TO HANDLE BODIES

New Delhi, India—UPI—American and Canadian officials have flown to Pathankot in northern Punjab to make arrangements for handling the bodies of five Americans and two Canadians who were among 29 persons killed in an airline crash Monday.

## By Jimmy Hatlo



### STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

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