

Today's Business Mirror

Profits Run Ahead of Expected Figure

By SAM DAWSON
NEW YORK (AP) — Corporate profits—like the business boom—are running better than some economic dolesters expected.

Especially impressive gains are reported by the steel companies and the railroads. The first 156 corporations to report earnings after taxes for the first six months show a remarkable increase of 40 per cent over the year-before figures. Only 26 of them made less profits this year than last.

THE BRIGHT profit picture—for so many firms, especially the larger ones—has important side results.

1. It confirms the guessing six months ago by the bulls in Wall Street who bid up stock prices.

2. It has encouraged labor unions to make greater demands and has aided them to win higher wage increases this year than last—something which management fear may threaten future profit levels.

3. It has strengthened President Eisenhower's hand in Geneva by showing the world that America's economy, as well as its military defense, is strong.

4. And it comforts the U. S. Treasury with a promise of higher tax collections in the months ahead.

The first 156 corporations to report range through almost all the important industries and they include both small and large firms. But the number is too small yet to more than indicate the trend. Final totals, weeks in the future, could whit-

tle down the high percentage gain.

Combined, the 156 show net income after taxes of \$778,713,565, compared with \$555,521,531 for the same companies in the first six months of their previous fiscal year. This time three report a net loss, instead of a profit. A year ago five firms were in the red.

Many companies, especially the smaller ones, have narrow gains over a year ago. But whopping increases by some of the larger ones pull the averages higher than many observers expected—even above the big gains reported for the first three months of the year.

THE COMMERCE Department has just raised its estimate of first-quarter profits of all corporations by one billion dollars to a total of 41 billion, compared with 34 1-2 billion in the first three months of 1954.

Observers note that net profits would appear even higher if so many corporations weren't setting aside large sums as reserves for fast amortization of new plant and equipment under the tax laws.

In addition to the rails and steels, companies showing notable increases this year are found in these fields: airlines, farm equipment, cement, coal, paper, building materials, chemicals, drugs, glass, rubber and textiles.

Among the minority with poor comparative showings are some leading firms in the electrical equipment, food distributing and aircraft industries.

Late Stock and Bond Quotations

BLAIR & CO., INC.

Alabama Gas	35	-
Bell and Gossett	15	-16
Caspers Tin	10	-11
Fidelity Fund	14.24-15.39	
Gisholt	21.24-23	
Inc. Investors	17.94-19.39	
Mass. Invest. Trust	31.61-34.17	
Minnesota Gas	26.25-28.1	
Minnesota and Ontario	66.1	
Natl. Presto Indus.	11.12-12	
Northern St. Power	16.7	
Ogden Corp.	9.9	
Over Tail Power	29.31-31.1	
Puritan Fund	6.74-7.29	
Ray O Vac	26.74-27.7	
Signode Steel	20.4	
Texas Gas Trans.	21.31-22.3	
Trane Company	52.4	
U. S. Rubber	46.4	
Webster Chicago	14-15	
Wis. Power and Light	26-27.1	
Wis. Public Serv.	22.2	

S. St. Paul Livestock

SOUTH ST. PAUL, Minn. (AP)

CATTLE 1,700; calves 900; slaughter cattle mostly steady; cows and bulls inclined to drag; good and choice steers 20.00-21.00; good and choice 870 and 950 lb heifers 20.00; utility and commercial steers and heifers 13.00-18.00; utility cows 10.50-11.50; few mixed utility and commercial offerings 12.00-12.50; canners and cutters 9.00-10.50; cutter and utility bulls 14.00-17.00; good to prime slaughter calves 14.00-20.00; utility and commercial 10.00-13.00; stocker and feeder classes nominal. Hogs 6,000; moderately active; all classes 50-75 lower; US, 1, 2 and 3s 180-240 lb barrows and gilts 17.00-17.50; 160-180 lbs 16.00-17.25; choice sows 400 lbs down 13.25-16.50; choice sows over 400 lbs 11.00-13.75; feeder pigs weak to 50 lower; good and choice largely 16.00-16.50. Sheep 300; small supply steady; good to prime native spring lambs 18.50-19.00; few good and choice old crop horn lambs 15.00-16.00; cull to choice slaughter ewes 2.50-5.00; scattering good native spring feeding lambs 16.00-16.50.

Chicago Produce

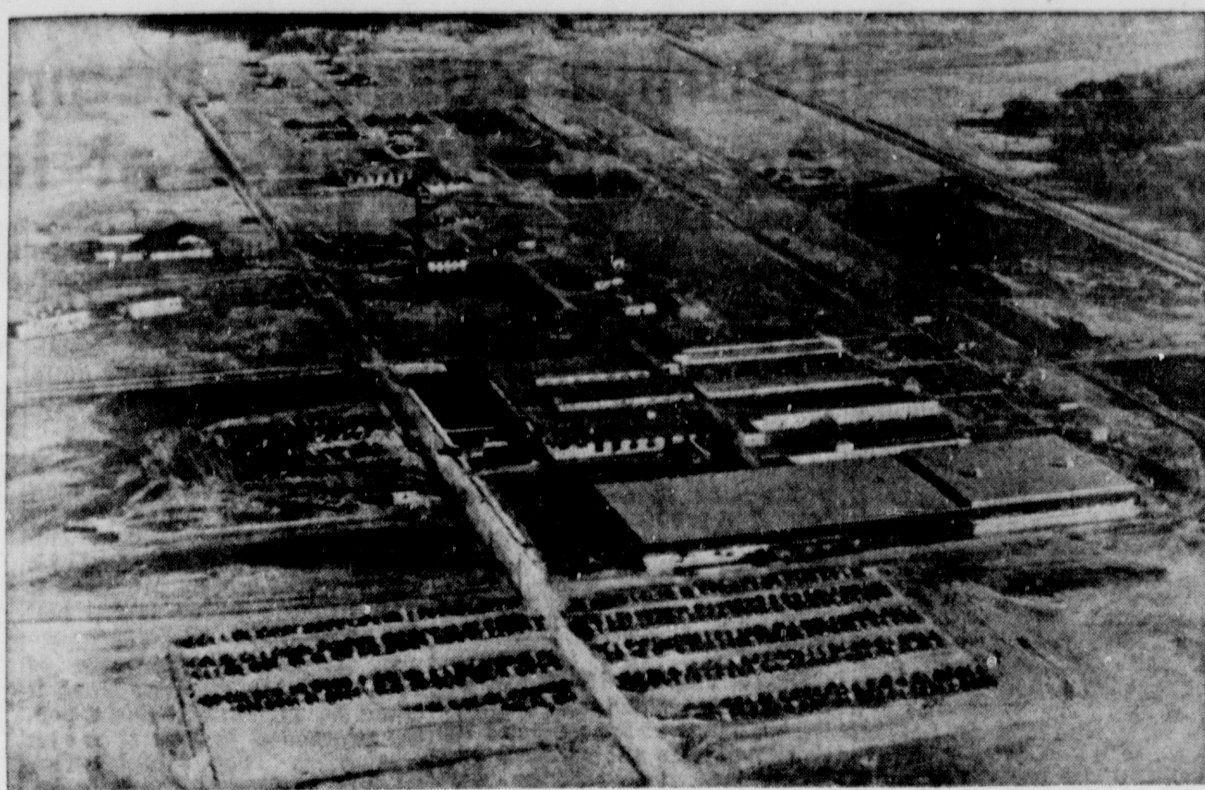
CHICAGO (UP)—Produce: Live poultry: Market weak on fowl, steady on other classes. 8 trucks. Chicago Poultry Board price changes since Thursday: Hens: Colored over 5 lbs 21 cents a pound; colored 5 lbs and under 25. Cheese: Single daisies and longhorns 36 1/2-37 cents a pound; processed loaf 35-36; Swiss grade A 41-44; B 39-42; C 37-40. Butter: 97.752 pounds. Market steady. 93 and 92 score 56 cents a pound; 90 score 54 1/2; 89 score 52 1/2; carlots 90 score 55; 89 score 53. Eggs: 15,062 cases. Market steadier. White large extras 36 1/2 cents a dozen; mixed large extras 35; mediums 31; standards 29; current receipts 24 1/2.

Chicago Potatoes

CHICAGO (AP)—(USDA) —Potatoes: arrivals 116, on track 338 and total U. S. shipments 233; supplies moderate, demand good and market firm for best stock. Carlot truck sales: California long whites \$2.85-3.15, two outstanding cars \$3.35, round reds \$2.90-3.10; Nebraska war-bas type \$1.90 late Thursday.

Eau Claire Markets

LIVE POULTRY
Heavy breed Hens 21
Leghorn Hens 15
White Rock Springs over 4 lbs. 24
Colored Springs, over 4 lbs. 19
Leghorn Springs, over 4 lbs. 19
Prices on No. 1 Poultry.
Grade A Large 32
Grade A Mediums 24
Grade B 21
Undergrades and small 18



PRESTO FROM THE AIR — The National Presto Industries, Inc., plant here covers quite a space as can be seen from this air view of this firm's many buildings. At present the plant is making .90 millimeter shells and aircraft assemblies. Production will also start in two months on .105 millimeter shells.

Eau Claire Business in Review

Presto Products Now Sent to Every Section of World

(EDITOR'S NOTE — This is one of a series of articles prepared in cooperation with the Manufacturers Division of the Chamber of Commerce. Others about Eau Claire business houses and industries will be published every week. Members of the Chamber of Commerce committee, who are making all contacts and securing basic information are: W. C. Proctor, chairman; Edwin A. Bartusch Jr., Robert Denton, R. B. Bennett and Marvin Selvig.)

Now a half-century old, the National Presto Industries, Inc., with its main headquarters in Eau Claire, is among the top American manufacturers whose products are known the world-around.

Presto was begun in 1905 as the Northwestern Steel and Iron Works here for the production of cement mixers. But the company soon outdistanced its original product and today is one of the leaders in the field of cooking utensils and electrical household appliances.

The production of pressure cookers developed at the plant here in 1918 when the government, especially, sought ways to increase food production and preservation. Pressure cooking was no new idea and was already recognized as the best way to preserve food from the Botulinus poisoning all too prevalent in other canning and preserving methods.

BUT the production of pressure cookers, in the early years, was mostly relegated to large resort styles with many gadgets and the like that took a lot of work and patience. These cookers were used only for large-scale canning.

Following World War I, Presto, whose name was changed to National Pressure Cooker Co., at that time, turned to producing smaller canners of aluminum casings. The first products were crude and styled after the old, larger cookers but they still provided the best available means of pressure cooking and by 1935, some 60,000 units were produced and marketed annually.

In 1940, a company engineer, E. H. Wittenberg, developed the closing arrangement now used in producing the cookers, the method whereby the two handles are pressed together to form the seal, and the cookers took on new appeal and desire for everyday cooking. For the pressure cooker proved not only the safest way to prepare food but also the quickest.

Sales of the pressure cooker and canner increased from the 60,000 units to over one million units per year. The new development also made possible the pan size units which had even more appeal to the housewife with a small family.

THE YEARS of World War II brought another change and almost the loss of Presto to Eau Claire. The scarcity of aluminum immediately curtailed production at the plant and government contracts were long in coming. The firm did manage to get contracts to produce shell fuses and, with the taking over by Lewis E. Phillips in 1942, acquired five Army Navy "E"s for efficiency in production. Also during this time the plant produced a half million victory pressure cookers at the special request of the Department of Agriculture.

Following the second war, the company's sales and production increased and the line of products and number of plants were increased. Today, besides the Ball St. plant here, the company has plants at Los Angeles, Minneapolis, Jackson, Miss., Wallaceburg, Ont. Canada, and Menomonee, Wis. It also has, as a subsidiary, the Johnson Printing Co. here.

And besides pressure cookers in a variety of sizes and capacities, the company produces automatic electric skillets, automatic electric cooker-fryers, automatic coffee makers, steam irons, cooker-canners, coffee makers and cooking and serving metalcraft. At one time the company also produced outboard motors for boats.

In fact, to show the diversity of the firm's production, shortly



IT'S THE LATEST — Two members of the Fiji Island police force inspect the merits of a Presto cooker at a store in the islands. National Presto's products are known in every major city the world over.

Presto for 20 years or better. Besides Phillips, president of the company, other officers include Melvin S. Cohen, executive vice president, Charles O. Dahl, Samuel A. Halpern, Philip Britman and L. G. Soper, vice presidents, Charles L. Duerre, treasurer, and Miss Whelan.

American Motors Reports Big Profit

DETROIT (AP) — American Motors Corp. announced Thursday the firm had a net profit of more than \$1,500,000 for the second quarter of 1955.

According to George Romney, president of the firm, the corporation had a net loss of more than \$3,800,000 in the second quarter last year.

American Motors, which has auto plants at Milwaukee and Kenosha, manufactures Nash and Hudson autos and Ielvinator refrigerators and other household appliances.

New York Stocks Closing Stocks

Admiral	23 1/2	Loews	22 1/2
Am. Air	37 1/2	Goodrich	69 1/2
Am. Cyan	33 1/2	Greenwood	16
Am. Rad	28 1/2	Ill. Cent.	64 1/2
Am. Tel.	187 1/2	Int. Harv.	53 1/2
Anaconda	70 1/2	Int. Nickel	73 1/2
Armour	15	Int. Paper	107 1/2
Atchafalca	14 1/2	Mar. Field	22 1/2
Beth. St.	15 1/2	Marsh Field	31
Celanese	14 1/2	Met. Ward	81 1/2
Chl. Corp.	24 1/2	Motorola	82 1/2
Chl. RR	82 1/2	Sch. Ind.	52 1/2
Com. Ed.	59 1/2	St. C. Ind.	52 1/2
Corn. Prod.	28 1/2	Swift	57
Curt. Wr.	30 1/2	Un. Carb.	99 1/2
DuPont	230	Un. Air	47 1/2
Gen. El.	52 1/2	West. Un.	25 1/2
Gen. Mkt.	128 1/2	US Rubber	47 1/2
Goodrich	69 1/2	W. Penn. El.	109 1/2
Int. Nickel	73 1/2	Woolworth	82 1/2
Int. Paper	107 1/2		

WISHING WELL

Registered U. S. Patent Office.

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G	Y	Q	T	A	A	O	L	B	I	U	H	D
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E	R	E	C	O	Y	A	H	E	L	S	A	A
6	2	4	8	5	7	3	4	6	8	2	4	5
R	O	N	L	E	H	L	C	T	S	U	E	E

HERE is a pleasant little game that will give you a message every day. It is a numerical puzzle designed to spell out your fortune. Count the letters in your first name. If the number of letters is 6 or more, subtract 4. If the number is less than 6, add 2. The result is your key number. Start at the upper left-hand corner of the rectangle and check every one of your key numbers, left to right. Then read the message the letters under the checked figures give you.

Houses for Sale 781

PINE REBUILT home at 923 Barland St. Real estate. Must be seen to be appreciated. Call 3720 or stop in.

BASEMENT FOR SALE. Partitioned off into 2 bedrooms, a bath, kitchen, living room. Large lot. Call 3720 or stop in.

SMALL DOWN payment. 3 room house with attached garage and small acreage in country near Eau Claire. Write J-568 to Leader-Telegram.

NEW 3 BEDROOM bungalow. Full basement, large lot on blacktop near Highway 53 in Hall's. Call 3720 or stop in.

MODERN ESTATE on concrete highway. 10 minutes drive from heart of city. Low taxes, city insurance rate. Owner leaving state, and will sell for 10 times yearly income. Write K-93, Leader - Telegram.

BY OWNER: Three bedroom ranch type home. Large living room, beautiful kitchen, two fireplaces, full basement. Extra large lot. Immediate possession. Best of fishing. One block east of Cedar Falls bridge. Contact A. W. Galvin, attorney, Menomonie.

BEAUTIFUL 2 bedroom ranch, Excellent East Side location. Priced to sell. 1108 Keith. Dial 808.

HOUSE ON Elk Creek Lake, 4 rooms, bath, gas range, hot water tank. Large lot. Call 3720 or stop in.

4 BEDROOMS

Living dining kitchen, hall down. 4 bedrooms and bath up. Plastered walls, hardwood floors. Full basement, furnace, gas range. This home is in very good condition and lots of good living space. 2 blocks to school, 1 block to bus. North side location. This is a very good value for \$5900.

STILES REALTY

Realtor Dial 2-3897

8 ROOM MODERN house plus large utility and attached garage. 3 full lots. Located west of Presto, Phone 9501.

WEST SIDE

Next 3 room home, centrally located. Close to school and bus. Living room, dining room, sunporch, 2 bedrooms and bath—all on one floor. Full basement with gas range, oil hot air furnace. Nine lot. Call now for appointment to see this home priced at only \$7900.

CURTIS AGENCY

Realtor Dial 2-2013 or 2-1881

SATISFACTION GUARANTEED

NORTH SIDE — Close in

An excellent buy in a nearly new 2 bedroom home. All on one floor. Full basement, oil furnace, water heater. Excellent neighborhood. Selling for \$9900.

4 ACRES - North Side

An outstanding buy in a 3 bedroom home. Garage, brooder house and one other building. City water past lot. Lots of space for gardening. Sheds, trees. House in good condition and has pressure system but not modern. Owner is leaving town and is sacrificing this property for only \$4300.

HOLLISTER AGENCY

MILTON HOLLISTER, Broker, Real Estate & Insurance, 22 1/2 N. Barstow St. Dial 2-6683

1614 STARR AVENUE

2 bedroom modern home with expansion attic. Large kitchen with builtins. Full basement, forced air furnace. Large garage. FHA or G. At \$10,500. Shown by appointment. 8425 NEWTON REALTY, dial 8425 or 2-7263.

House Trailers 78A

MOBILE HOMES for sale. New and used. The best in the Northwest. Menomonee Trailer Sales, 1102 N. Broadway, Menomonee, Wisconsin.

ROLLAHOME and SPORTSMAN

The 20 ft. with Everything Brandrup's Trailer Sales, 553-9212, Open Sundays, Dial 2-2001. At Litchfield's Crossroads

USED MOBILE Homes: 1 — 1948 20 ft.

Richardson, with refrigerator, 1945, 1946 Perlees tandem, 1945, 1948 20 ft. Streamline, 1945, 1949 Colonial aluminum, 1945, 1948 28 ft. St. Croix, tandem unit, 4 wheel brakes, like new, 1945, Olson Mobile Homes, Knapp.

MOBILE HOMES, Knapp is the place to buy a mobile home if you want the most for your money. We sell Marmon, Richardson, Star, Pathfinder, Fordline, Skyline, St. Croix, Hobbyline, Airstream and Western. We have the largest, civil, mobile home dealer—both new and used. Olson Mobile Homes, Phone 37.

Norland Trailer Sales

Highway 53 Dial 2-3710 or 2-6903

NEW & USED TRAILER HOMES

Schult - American - Pacemaker Hart - Pathfinder

16 to 45 ft.

We trade for Anything

TRAILER HOME SALES, INC.

Next to WEAU Radio Station on highway 53-South Hastings Way

Dial 2-8280

Suburban Property 79

SUBURBAN HOME

With Acreage

Like brand new. Modern 2 bedroom residence. Expansion attic, large garage. Near good school. South of city on county highway.

LARSON - WISCONSIN REALTY, INC.

E. G. Kuehl, Broker

27 1/2 N. Barstow St. Dial 2-7249

A DREAM PLACE

For you who have been dreaming of a new suburban home and everything that goes with country living. Living room with all-to-wall carpeting, conveniently arranged kitchen and dinette, bath, 2 bedrooms. Full basement with oil furnace, 2 car garage. Beautiful landscaping. Tractor and all equipment. Deep well. Fruits of all kinds. 8 acres of land. Located just out of town on west side. One block to bus. Must be seen to be appreciated. Appointment only, please 7:30.

STILES REALTY

Realtor Dial 2-3897

Suburban Property 791

THREE BEDROOM completely modern home with acreage. Full basement, oil furnace, hot water heater. Garage and good sized orchard. Close to city limits. Priced to sell. Phone us for details. Holter Agency, 22 1-2 N. Barstow Street. Dial 2-6685.

Lots for Sale 80

IMPROVED LOTS near Sam Davey School. Also lots near Presto Plant, both in and outside city limits. Term. Keith Agency, Inc. Dial 5012.

UPPER WEST corner lot 65.7x158. Improvements in and paid—\$1250. Lot on "Q" 100 x 227, priced at \$900. 10 acres Rudolph Road, priced to sell. Christopher Realty Co., dial 4984.

DESIRABLE LOT with trees and all improvements. Corner of Lincoln and Fred. Eric. \$3,000. Phone 2-4247.

NICELY WOODED 1, 2 or 4 acre lot. Close in on Q and Q. Phone 2-4986.

LOTS IN beautiful Putnam Heights Addition. Prices and terms reasonable. Call Walker Bros., dial 3161.

Nice residential lot on Aikens Ave.

STILES REALTY

Realtor Dial 2-3897

MOVING A HOUSE?

WE HAVE several lots at reasonable prices. Also choice 75 ft. 3rd Ward lots. HERBERT REALTY, Dial 2-4900 — 2-6945.

LARGE SIZE lot at Sonoma Park. Corner Lot 3643.

CORNER LOT for sale. 55x120 on Briggs Avenue. Phone 2-6922.

LOT FOR SALE, corner Zephyr and Dale, 155x55 feet. Reasonable. Call at 1616 Main Street.

CHOICE LOTS ACT FAST

Start Ave. — Drury Ave. & Ash Ave.

Size 55x120...corner lots 70x120

\$350 - \$450

3 years water and sewer paid. Close to houses that will be sold at auction.

COX REALTY CO.