FILE NAME: Reichhold (REI)

DATE: 1954 Sept 16

DOC#: REI004

DOCUMENT DESCRIPTION: Newspaper Article – NY Times

The New York Times

Copyright, 1954, by The New York Times Company.

NEW YORK, THURSDAY, SEPTEMBER 16, 1954.

HA... SEE P... ASSURING

Claim 190-Ballot Ma... First Tally at Convent... Starting Here Tuesday

BUT ROOSEVELT DISSENTS

He Assails Democratic State Committee—Wagner Will Deliver Keynote Speech

By LEO EGAN

On the basis of primary results, backers of Averell Harriman for the Democratic nomination for Governor predicted privately yesterday a minimum of 700 first-ballot votes for him at next week's Democratic state conven-



Associated Press Wirephoto

...n points out to the Speaker of the ...-making tour he plans on behalf ...Representative Martin's itinerary. ...Washington Airport in honor of ...io, and Mr. Martin in Newark.

BENSON EASES CURB ON FARM PLANTING; HE DENIES POLITICS

Secretary Says Action Is Due to Drought Hardship and Not to Election Pressure

By WILLIAM M. BLAIR

Special to The New York Times.

WASHINGTON, Sept. 15 — Mounting complaints from politically important farm areas brought a relaxation today in one of the strictest provisions of the Federal crop-control program.

Ezra Taft Benson, Secretary of Agriculture, denied that any political pressure became of the November Congressional elections was involved in wiping out the "total acreage allotment" plan for next year's crops.

He acted, he said, to ease hardship cases because of the spreading drought and to "insure maximum benefits from Government programs."

Under the "total acreage allotment" phase of the control program, production curbs would have been imposed on every crop grown by farmers who had ten or more acres of land made idle by production cutbacks on such basic crops as wheat, corn and cotton.

Would Curb Surpluses

Originally, the "total acreage allotment" was designed to prevent the acres diverted by cutbacks in major crops from being planted to other crops that might produce new surpluses.



...NDON; ...NG TO PARIS

...ecretary to Seek New Plan for West German Arming, Regardless of France

MEETS ADENAUER FIRST

Wants Chancellor's Opinion on Acceptable Restrictions Before Seeing Churchill

By JAMES RESTON

Special to The New York Times.

WASHINGTON, Sept. 15— John Foster Dulles, Secretary of State, left for Bonn and London tonight to negotiate a new plan for the rearmament of West Germany.

CHURCHES COUNCIL SETS SOCIAL CODE

Adopts Christian Precepts ...

...dangers of communism. At the same time, it approved the democratic way of life and praised a responsible, free enterprise system.

The document, which had been debated and revised many times in the last two years, was approved by a vote of 77 to 4. It is the National Council's first major statement on social and economic issues since its formation in 1950.

The interchurch organization represents thirty Protestant and Eastern Orthodox communions with a total membership in excess of 35,000,000 persons. The board meeting was held at the Brick Presbyterian Church, Park Avenue and Ninety-first Street.

Opposition to the document was spearheaded by a layman's group within the council that contended, in essence, that the church should have closely to the

Continued on Page 26, Column 4

other decisions:

¶The 1955 wheat crop will be supported in the commercial wheat areas at 82½ per cent of parity, or a national average of $2.08 a bushel. This support is the minimum permitted by the new flexible farm prop system. It compares with the rigid 90 per cent support, or $2.24 a bushel in effect until Jan. 1. The national average price of wheat at the farm now is $2.08 a bushel.

¶The Agriculture Department plans an initial "set-aside" of 400,000,000 bushels of wheat and 1,000,000 bales of cotton as provided in the new farm law for a national stockpile and domestic ... foreign relief. The "set-aside" calls for $2,500,000,000 in surplus farm commodities. The wheat and cotton, to which more may be added later, is worth about $1,174,000,000.

¶A recommendation has been

Continued on Page 28, Column 3

...Cars, 'Gas' and $32,760 Pay Let Two Union Aides St... at Resorts

By A. F...

The saga of two New ... union officials who drank ... a year in compensatio... ...partment how ... counsel in ...

...Roosevelt all the votes from Albany and Monroe Counties, as well as the support of a comparatively large number of smaller counties in Tuesday's primary, a slate of forty-three delegates committed to the Manhattan Representative scored a clean sweep in Monroe, defeating a rival slate of unpledged delegates regarded as favoring Mr. Harriman.

This gain for the Roosevelt forces was offset by a defeat in Erie. There, a slate backed by Mayor Steven Pankow of Buffalo and Mr. Fitzpatrick, won thirty-six places as delegates to thirty-

Continued on Page 22, Column 6

...instrument of government," he said.

President Eisenhower, he said, dealt in "sermonettes" while the Republican "hatchet men" conducted "smear attacks on the flanks." He declared that the appeals for the second half of the great crusade are to gay paranoialities, heap the air full of dust, and, above all, don't discuss the issues."

"I wish it was not so," Mr. Stevenson added. "The slogans, doubletalk and deceit are the unsound dollars of politics. But evidently the coin of our political

Continued on Page 26, Column 4

Maine Results Cited

In Maine, Senator Margaret Chase Smith, Republican, won re-election with 18 percentage points less of the total vote than she received in 1948, her first try. Three Republican House members, re-elected while the Republican Governor was being defeated, polled even a smaller share of the vote than Mrs. Smith. Republicans now have forty-eight seats in the Senate to forty-seven for the Democrats. One seat is held by an independent.

Mr. Nixon, emphasizing that the Democrats "lack the big issue," said Republicans "must get their own organization together, unified and working as in 1952, and reduce the apathy around the country not only among Republicans but among Democrats and independents."

Nixon Talks in Columbus

By CLAYTON KNOWLES

Special to The New York Times.

COLUMBUS, Ohio, Sept. 15—

Dr. Smyth Resigns From A.E.C.; Eisenhower to Appoint Dr. Libby

By JOSEPH A. LOFTUS

Special to The New York Times.

DENVER, Sept. 15—President Eisenhower announced today that he had accepted "very reluctantly" the resignation of Dr. Henry DeWolf Smyth as a member of the Atomic Energy Commission effective Sept. 30.

The President said he would appoint Dr. Willard Frank Libby,

Smyth's letter of resignation, President's reply, Page 18.

University of Chicago scientist, to succeed Dr. Smyth.

...to strengthen the United States.

In July, before the Joint Congressional Committee on Atomic Energy, Dr. Smyth opposed giving the commission chairman, Rear Admiral Lewis L. Strauss, greater authority than other commission members by designating him the "principal officer" of ...

Dr. Smyth, the only nuclear scientist on the commission, was connected with the early atomic bomb research and wrote the

...treaty will not require any "material changes in our defense plans."

"These plans," he declared, "already call for our maintaining at all times powerful naval and air forces in the Western Pacific capable of striking at any aggressor by means and at places of our choosing. The deterrent power we thus create can protect many as effectively as it protects ..."

Mr. Dulles' notice of the readiness of the United States to retaliate on its own terms was another restatement of Washington's basic defense policy, which in effect is to deter aggression by making the potential aggressor fearful of its consequences.

This policy was first laid down last Jan. 12, when the Secretary disclosed in an address to the Council on Foreign Relations that President Eisenhower and the National Security Council had made a basic decision to ...depend primarily upon a greater capacity to retaliate, instantly, by means and at places of our

Dulles, United States Secretary of State, was on his way to Bonn and London with his own proposals for West Germany's rearmament and that he would bypass Paris.

[In Bonn there were some misgivings about the fact that Secretary of State Dulles had omitted Paris from his itinerary. German leaders thought any act or gesture that would irritate the French should be avoided if the cooperation of Paris was to be obtained.]

In his conversations with Mr. Eden, Premier Mendès-France is

Continued on Page 17, Column 5

...brought Germany into a European Defense Community," his statement said.

"The United States Senate, before it recessed last month unanimously resolved that in this eventuality steps should be taken to restore Germany sovereignty and to enable her to contribute to the maintenance of international peace and security. I accordingly plan to be in Bonn Thursday afternoon to initiate discussion of this matter with Chancellor Adenauer. I shall spend Friday in London, where I shall confer with the British For-

Continued on Page 17, Column 1

Ordeal of Brainwash and Insects Told by A... ericans Peiping Freed

HONG KO... ...d aboard the forty-two foot ...ert by a Chinese Com... ...boat off Hong Kong ...19, while they were ...bugs, brain... ...—that w... encoun...

idly evolving into a low-income section—be changed to outlets featuring lower-priced merchandise.

Mr. Meyers suggested that plans for community development, elimination of traffic bottlenecks and better parking would be important in the future in keeping suburban city shopping centers prosperous.

ADVICE TO SMALL STORES

Have Adequate Stocks and Work Hard, N. J. Miller Tells Them

The managers of small retail stores were told yesterday that the best way to assure good business this fall and at Christmas was to provide for adequate stocks and to promote hard.

Nelson J. Miller, president of Shartenberg's, New Haven, added that any merchants who expected automatic profits because of the predictions by economists that business this fall would be good might be in for an unpleasant surprise. Aggressive merchandising is the only way to assure satisfactory fall business, he stressed.

Addressing a meeting of the Smaller Stores Division of the National Retail Dry Goods Association at the Savoy-Plaza Hotel, the retailer outlined his own fall plans as follows:

To push brands that have already proven popular; to meet chain store competition by stressing private brands to be most cooperative with manufacturers who protect his mark-up.

The importance of the retailer to the prosperity of the economy was noted by Dr. Allen A. Stockdale, staff speaker of the National Association of Manufacturers.

Dr. Stockdale felt that improved marketing procedures would make a great contribution to the increase in the standard of living.

SCHOOL BONDS SOLD BY WEST HARTFORD

West Hartford, Conn., sold yesterday $4,455,000 of school and library bonds due from 1955 to 1974 to a syndicate headed by Halsey, Stuart & Co., Inc., at a bid of 100.09 for obligations bearing 1.7 per cent interest. The bonds were reoffered at yields of 0.7 to 1.95 per cent.

Orleans Parish, La.

Orleans Parish, La., sold $3,000,000 of school bonds due from 1956 to 1992 to Blyth & Co., Inc., and associates at an interest cost of 2.71 per cent. Reoffering was at yields of 0.9 to 2.85 per cent.

Birmingham, Mich.

Birmingham, Mich., sold $1,750,000 of school bonds due from 1955 to 1964 to Halsey, Stuart & Co., Inc., and associates at a bid of 100 for 3⅛s, 2s and 1⅞s, an average interest cost of 2.0188 per cent.

Gladstone, Mich.

Gladstone, Mich., announced yesterday that it would take bids on Oct. 5 on $2,100,000 of electric revenue bonds dated Oct. 1, 1954, and due annually on April 1 from 1957 to 1984. The sale of an issue of this kind was canceled last February.

PAPER MAN

color pencils.

Caswell-Massey Company, Ltd., perfumer, to Albright Associates, Inc.

Arthur Ross, Inc., auctioneers, to Sterling Advertising Agency.

Weldon Farm Products, Inc., to

Robert M. Van Brunt, advanced to advertising manager at Motorola, Inc., television and electronics manufacturer. He will have responsibilities in connection with newspaper and magazine advertising at the consumer and trade levels and radio, tele-

$2,000,000 in advertising in the 1954-55 season.

True Story Women's Group will increase its circulation guarantee to 5,600,000 with the January issue and will adjust rates accordingly, with current advertisers protected through March.

COMMODITY INDEX OFF

0.4-Point Decline Registered in Daily Price Yardstick

The daily index of wholesale commodity prices of the Bureau of Labor Statistics decreased to 90.8 on Tuesday, from 91.2 on Monday. The figure for Sept. 21, 1953, was 88.4.

The table below gives the figures for the index and its components for the dates listed, based on 100 for the period 1947 to 1949:

	Index	Raw Foodstuffs	Industrials	Livestock etc.	Metals	Textile Fibers	Fats and Oils
Sept. 2	90.7	97.5	86.2	68.8	95.5	87.9	71.3
Sept. 3	90.8	97.6	86.3	70.0	95.9	87.8	71.3
Sept. 7	*91.1	97.5	*86.8	70.2	*91.6	88.0	71.1
Sept. 8	91.5	97.9	*87.2	70.8	91.9	*88.3	71.7
Sept. 9	91.2	97.2	87.1	70.1	97.1	88.2	71.8
Sept. 10	91.6	98.0	87.0	70.1	*91.1	87.9	71.7
Sept. 13	91.2	97.0	87.2	70.7	97.1	87.9	71.6
Sept. 14	90.8	96.6	87.2	70.2	97.1	87.9	71.4
1953							
Sept. 21	88.4	96.6	83.0	72.5	88.3	86.7	64.5

New Reichold Plant to Open

Reichold Chemicals, Inc., announced yesterday that its new formaldehyde producing installation at the Charlotte, N. C., plant will be in operation by Oct. 15. The unit will have an annual capacity of 25,000,000 pounds.

BUSINESS RECORDS

BANKRUPTCY PROCEEDINGS

WEDNESDAY, SEPT. 15, 1954

SOUTHERN DISTRICT

Petitions Filed

FRANK MOSKOWITZ, hardwood floor layer, 683 Water St.—Liabilities, $5,612; no assets.

H. W. CLOTHES, INC., retail clothiers, 30 Palisade Ave., Yonkers, N. Y.; liabilities, $12,230; assets, $5,592.

HARRY WUNDERLICH, doing business as Wunder-Bilt Clothes, clothier, 7 Highland Pl., Yonkers, N. Y.—Liabilities, $30,873; assets, $1,320. Formerly an officer in H. W. Clothes, Inc.

HELEN WUNDERLICH, bookkeeper, 7 Highland Pl., Yonkers, N. Y.—Liabilities, $30,873; assets, $9. Unsecured debts of $20,773 arising from guarantees on obligations of H. W. Clothes and Harry Wunderlich.

Adjudication Entered

QUEST-SHON MARK BRASSIERE CO., INC., 358 Fifth Ave.

EASTERN DISTRICT

Petitions Filed—Against

COHARA COMPANY, INC., steel warehousing, 1391 Utica Ave., Brooklyn, by Fabricators Steel & Mfg. Corp., $1,000, Jersey Interstate Steel Corp., $1,000, and Grove Steel & Metal Corp., $500. Judge Galston has appointed Frank J. Parker, 25 Broad St., Manhattan, receiver in bond of $4,000.

Petitions Filed—By

BENNICK BAILEY, operator, 734 Lexington Ave., Brooklyn.—Liabilities $18,495, no assets.

LOUIS GOLDSMITH, salesman, individually and as former co-partner doing business as Merke & Company, Atlantis Trading Co., and Astor International Company, formerly export-import business, 1249 Coney Island Ave., Brooklyn.—Liabilities $36,235, assets $5,492.

ROOSEVELT HORN, chauffeur-coster, 981 Putnam Ave., Brooklyn.—Liabilities $942, no assets.

ERNEST TISCHLER, salesman, 1814 East 16th St., Brooklyn.—Liabilities $12,199, assets $13,700, of which $12,500 is in insurance policies).

BANKRUPTCY DISCHARGES

Harry H. Goldstein, 1014 Avenue H, and Vincent A. Bevacqua, 1526 69th St., Brooklyn. Frank C. Vocale, 67-30 Harrow St., Forest Hills, L. I.

ASSIGNMENT

In New York County

LOUIS WINTER and JENO WINTERNITZ, bakeries at 13 Suffolk St.; assigned to Bakery & Confectionery Suppliers Board of Trade Inc., 305 Broadway.

Coffee Group Elects

The Green Coffee Association of New York City, Inc., announced yesterday the election of Charles F. Slovers as president, Fred C. Byers as vice president and Fred S. Barnard as treasurer. Directors named for two years were Herman F. Baerwald, John G. Cargill, Thomas F. Conroy, Frank E. Hodson, Charles Leister and Philip L. Stetzer. Harry R. McComb, Joseph T. Morris and Charles T. Ney were elected for one year.

CHAIN STORE SALES

AMERICAN STORES CO.

	1954	1953	% chge.
August	$ 45,530,199	$ 43,283,620	+5.2
5 mos.	244,615,738	228,218,230	+7.2

KROGER CO.

4 wks.	$ 78,882,393	$ 78,485,677	+1.0
36 wks.	749,176,983	726,713,596	+3.1

PITTSTON CLINCHFIELD PC COAL SALES CORP.

For Better, Quicker Service on Quality Coals

Effective October 1, Pattison & Bowns, Inc., Raleigh-Globe Coal Company and Davis Coal & Coke, Inc., subsidiaries of The Pittston Company, will consolidate and operate under the name of

Pittston Clinchfield

COAL SALES CORP.

The new Company will continue to serve, with the same personnel, all customers of the three predecessor companies in the exclusive distribution of

CLINCHFIELD ALL-PURPOSE COAL

CLINCHFIELD MOSS BY-PRODUCT COAL

COMPASS FAIRMONT COAL

STORES ARE TOLD TO STUDY MARKET

Analyze Unsatisfied Demand to Increase Sales, Parry Meyers Advises Them

By analyzing unsatisfied demand, stores can develop more sales opportunities, retail controllers were told yesterday. This can be done by studying the characteristics of the market, Parry Meyers, president of Parry Meyers, Inc., said.

Mr. Meyers told the monthly meeting of the Metropolitan Controllers Association at the Savoy Plaza Hotel that the downtown stores in New York should be able to halt the downward trend of their sales. He saw great opportunities for medium-sized shopping centers in the suburbs.

Reviewing changes in the New York City market, the retail consultant noted that population in the primary trading area has remained fairly constant in recent years but that there was now a concentration of low-income and high-income persons.

He felt that this market was expanding rather than contracting. To back this opinion he cited the growing number of working women in midtown, the still heavy buying in New York City stores by suburbanites, and the importation of shopping by out-of-town visitors.

As a result of the changing market, he concluded that stores in the city would experience an increased demand for better merchandise.

The increase in the number of office buildings in midtown has augmented the working girl market, Mr. Meyers said. This posed a problem of quickly satisfying demand during lunch-hour shopping. He felt that some form of mail service might be the solution.

The increase of the low-income groups in the city might provide an opportunity for more basement and chain store business, he said. He suggested that the specialty stores that now dot the West Side—an area that is rapidly evolving into a low-income section—be changed to outlets featuring lower-priced merchandise.

Mr. Meyers suggested that plans for community development, elimination of traffic bottlenecks and better parking would be important in the future in keeping suburban city shopping centers prosperous.

ADVICE TO SMALL STORES

Have Adequate Stocks and Work Hard, N. J. Miller Tells Them

The managers of small retail stores were told yesterday that the best way to assure good business this fall and at Christmas was to provide for adequate stocks and to promote hard.

Nelson J. Miller, president of Shartenberg's, New Haven, asserted that any merchants who expected automatic profits because of the predictions by economists that business this fall would be good might be in for an unpleasant surprise. Aggressive merchandising is the only way to assure satisfactory fall business, he stressed.

Addressing a meeting of the Smaller Stores Division of the National Retail Dry Goods Association at the Savoy-Plaza Hotel, the retailer outlined his own fall plans as follows:

To push brands that have already proven popular; to meet chain store competition by stressing private brands in as many cooperative with manufacturers who protect his marking.

The importance of the retail to the prosperity of the economy was noted by Dr. Alfred A. Blackdale, staff speaker of the National Association of Manufacturers.

Dr. Blackdale felt that improved marketing procedures would make a great contribution to the increase in the standard of living.

SCHOOL BONDS SOLD BY WEST HARTFORD

West Hartford, Conn., sold yesterday $4,600,000 of school and library bonds due from 1955 to 1974 to a syndicate headed by Halsey, Stuart & Co., Inc., at a bid of 100.08 for obligations bearing 1.7 per cent interest. The bonds were reoffered at yields of 0.7 to 1.80 per cent.

Orleans Parish, La.

Orleans Parish, La., sold $3,000,000 of school bonds due from 1956 to 1963 to Blyth & Co., Inc., and associates at an interest cost of 1.71 per cent. Reoffering was at yields of 0.9 to 2.05 per cent.

Birmingham, Mich.

Birmingham, Mich., sold $1,150,000 of school bonds due from 1955 to 1964 to Halsey, Stuart & Co., Inc., and associates at a bid of 100.10 for 1¼s, ¾s and 1¾s, an average interest cost of 2.0188 per cent.

Gladstone, Mich.

Gladstone, Mich., announced yesterday that it would take bids Oct. 8 on $2,100,000 of electric

Advertising and Marketing News

Chesapeake Industries, Inc., moved into the advertising field yesterday. The concern, which owns nine subsidiaries, each in a different industrial and business field, acquired National Transit-ads, Inc., said to be the largest car card advertising company in the country.

The acquisition is the sixth for Chesapeake in the last year and a half. The company's stock was acquired from the George D. Fraser family of Chicago. The concern was founded by Mr. Fraser fifteen years ago. No change in management is planned, according to William C. Mackenzie Jr., president of Chesapeake, who made the announcement. George H. Fraser will continue as chairman and his son, Edmund J. Fraser, will continue as president.

National has headquarters in Chicago and offices in the principal cities in which it has sales contracts for the placing of car-card advertising in trains and subway and trolley cars.

For the Hair

A product described as capable of coloring, cleansing and conditioning the hair, with no extra ingredients to be bought, was announced yesterday by Dynart-Clintair, Inc., which introduced Clintair, a pioneer in the home hair-coloring field.

The latest advance, called Hair Magic, is to be offered at cosmetic counters and beauty salons in ten "style-tested" shades, at $1, according to Martin L. Straus Jr., chairman and president of the manufacturing company. A heavy merchandising and advertising program is in the planning stage, and Lambert & Feasley, Inc., has been named to handle the account.

New Business

The Pullman Company, Chicago, to MacFarland, Aveyard & Co., of that city.

Norma Pencil Corporation to Lewin, Williams & Taylor. A radio drive is planned in national magazines for Norma's four-color pencil-pencil combination and four-color pencils.

Carnell-Massey Company, Ltd., perfumer, to Albright Associates Inc.

Arthur Ross, Inc., auctioneers, to Sterling Advertising Agency.

Weldon Farm Products, Inc., to local trade levels and radio, television and outdoor advertising programs.

Ronald S. Friedwald, former media space buyer at Emil Brisgal Company, . . . Edward C. Jones to Barlow Advertising Agency, Syracuse, as director of radio and television. . . . Michael O'Connor, former merchandising manager on several General Mills products at Tatham-Laird, Inc., Chicago, named director of merchandising. . . . Alfred J. Carton de Doherty, Clifford, Sisers & Shenfield, Inc., to handle merchandising in the Bristol-Myers unit.

Miss Carol Sawyer, to Reuben H. Donnelley Advertising Agency, Newark, as media, production and traffic coordinator. . . . R. H. Kaufman named manager of the Philadelphia office of Reynolds-Fitzgerald, Inc., newspaper representatives. He formerly was national advertising manager of The Washington Times-Herald. . . . William P. Mullen appointed eastern sales manager of Advertisers' Television Program Service, Inc.

General Foods Appoints Director of Foreign Ads



Robert H. MacLachlan

The appointment of Robert H. MacLachlan as advertising manager for international operations of the General Foods Corporation was announced yesterday by George D. Bryson, vice president in charge of foreign operations. Mr. Bryson announced also the appointment of A. Jaynes Reane Jr. as export sales manager for Latin America and of Peter H. Shale as export sales manager for the European area. Mr. MacLachlan has been with the company as assistant export advertising manager since early in the year.

Platt, Zachary & Sutton, Inc., for its Alba nonfat dry milk.

Notes

A thirty-two-page color catalogue, produced at a cost of $180,000, will be mailed to 500,000 retailers of luggage throughout the country next month by the U. S. Luggage and Leather Products Company.

M. H. Dighl, formerly sales manager of the Almat Publishing Company, has established the Dighl Magazine Consulting Company at 58 West Forty-second Street.

Microtecnic of Lausanne, Switzerland, bimonthly official magazine of the International Institution for Production Engineering Research, has appointed M. H. Bensimon, 461 Broadway, as sole advertising representative for this country.

The Mogen David Wine Corporation has opened an eastern division office at 630 Fifth Avenue, headed by Joseph F. Roberts, formerly vice president and general sales manager of Foreign Vintages, Inc. The company is planning to spend more than $2,000,000 in advertising in the 1954-55 season.

True Story Women's Group will increase its circulation guarantee to 5,600,000 with the January issue and will adjust rates accordingly, with current advertisers protected through March.

People

Robert M. Van Brundt, advanced to advertising manager at Motorola, Inc., television and electronics manufacturer. He will have responsibilities in connection with newspaper and magazine advertising at the consumer and trade levels and radio, television and outdoor advertising programs.

Ronald S. Friedwald, former media space buyer at Emil Brisgal Company, . . . Edward C. Jones to Barlow Advertising Agency, Syracuse, as director of radio and television. . . . Michael O'Connor, former merchandising manager on several General Mills products at Tatham-Laird, Inc., Chicago, named director of merchandising. . . . Alfred J. Carton de Doherty, Clifford, Sisers & Shenfield, Inc., to handle merchandising in the Bristol-Myers unit.

Miss Carol Sawyer, to Reuben H. Donnelley Advertising Agency, Newark, as media, production and traffic coordinator. . . . R. H. Kaufman named manager of the Philadelphia office of Reynolds-Fitzgerald, Inc., newspaper representatives. He formerly was national advertising manager of The Washington Times-Herald. . . . William P. Mullen appointed eastern sales manager of Advertisers' Television Program Service, Inc.

COMMODITY INDEX OFF

0.4-Point Decline Registered in Daily Price Yardstick

The daily index of wholesale commodity prices of the Bureau of Labor Statistics decreased to 90.8 on Tuesday, from 91.2 on Monday. The figure for Sept. 21, 1953, was 88.6.

The table below gives the figures for the index and its components for the dates listed, based on 100 for the period 1947 to 1949:

| | Sep 14 | Sep 13 | Sep 7 | Sep 1 | Aug 24 | Aug 17 | Aug 10 | Aug 3 | Jul 27 | Jul 20 | Jul 13 | Jul 6 | Jun 29 | Jun 22 | Jun 15 | Jun 8 | Jun 1 | May 25 | May 18 | May 11 | May 4 | Apr 27 | Apr 20 | Apr 13 | Apr 6 | Mar 30 | Mar 23 | Mar 16 | Mar 9 | Mar 2 | Feb 23 | Feb 16 | Feb 9 | Feb 2 | Jan 26 | Jan 19 | Jan 12 | Jan 5 | Dec 29 | Dec 22 | Dec 15 | Dec 8 | Dec 1 | Nov 24 | Nov 17 | Nov 10 | Nov 3 | Oct 27 | Oct 20 | Oct 13 | Oct 6 | Sep 29 | Sep 22 | Sep 15 | Sep 8 | Sep 1 | Aug 25 | Aug 18 | Aug 11 | Aug 4 | Jul 28 | Jul 21 | Jul 14 | Jul 7 | Jun 30 | Jun 23 | Jun 16 | Jun 9 | Jun 2 | May 26 | May 19 | May 12 | May 5 | Apr 28 | Apr 21 | Apr 14 | Apr 7 | Mar 31 | Mar 24 | Mar 17 | Mar 10 | Mar 3 | Feb 24 | Feb 17 | Feb 10 | Feb 3 | Jan 27 | Jan 20 | Jan 13 | Jan 6 | Dec 30 | Dec 23 | Dec 16 | Dec 9 | Dec 2 | Nov 25 | Nov 18 | Nov 11 | Nov 4 | Oct 28 | Oct 21 | Oct 14 | Oct 7 | Sep 30 | Sep 23 | Sep 16 | Sep 9 | Sep 2 | Aug 26 | Aug 19 | Aug 12 | Aug 5 | Jul 29 | Jul 22 | Jul 15 | Jul 8 | Jul 1 | Jun 24 | Jun 17 | Jun 10 | Jun 3 | May 27 | May 20 | May 13 | May 6 | Apr 29 | Apr 22 | Apr 15 | Apr 8 | Apr 1 | Mar 25 | Mar 18 | Mar 11 | Mar 4 | Feb 25 | Feb 18 | Feb 11 | Feb 4 | Jan 28 | Jan 21 | Jan 14 | Jan 7 | Dec 31 | Dec 24 | Dec 17 | Dec 10 | Dec 3 | Nov 26 | Nov 19 | Nov 12 | Nov 5 | Oct 29 | Oct 22 | Oct 15 | Oct 8 | Oct 1 | Sep 24 | Sep 17 | Sep 10 | Sep 3 | Aug 27 | Aug 20 | Aug 13 | Aug 6 | Jul 30 | Jul 23 | Jul 16 | Jul 9 | Jul 2 | Jun 25 | Jun 18 | Jun 11 | Jun 4 | May 28 | May 21 | May 14 | May 7 | Apr 30 | Apr 23 | Apr 16 | Apr 9 | Apr 2 | Mar 26 | Mar 19 | Mar 12 | Mar 5 | Feb 26 | Feb 19 | Feb 12 | Feb 5 | Jan 29 | Jan 22 | Jan 15 | Jan 8 | Jan 1 | Dec 25 | Dec 18 | Dec 11 | Dec 4 | Nov 27 | Nov 20 | Nov 13 | Nov 6 | Oct 30 | Oct 23 | Oct 16 | Oct 9 | Oct 2 | Sep 25 | Sep 18 | Sep 11 | Sep 4 | Aug 28 | Aug 21 | Aug 14 | Aug 7 | Jul 31 | Jul 24 | Jul 17 | Jul 10 | Jul 3 | Jun 26 | Jun 19 | Jun 12 | Jun 5 | May 29 | May 22 | May 15 | May 8 | May 1 | Apr 24 | Apr 17 | Apr 10 | Apr 3 | Mar 27 | Mar 20 | Mar 13 | Mar 6 | Feb 27 | Feb 20 | Feb 13 | Feb 6 | Jan 30 | Jan 23 | Jan 16 | Jan 9 | Jan 2 | Dec 26 | Dec 19 | Dec 12 | Dec 5 | Nov 28 | Nov 21 | Nov 14 | Nov 7 | Oct 31 | Oct 24 | Oct 17 | Oct 10 | Oct 3 | Sep 26 | Sep 19 | Sep 12 | Sep 5 | Aug 29 | Aug 22 | Aug 15 | Aug 8 | Aug 1 | Jul 25 | Jul 18 | Jul 11 | Jul 4 | Jun 27 | Jun 20 | Jun 13 | Jun 6 | May 30 | May 23 | May 16 | May 9 | May 2 | Apr 25 | Apr 18 | Apr 11 | Apr 4 | Mar 28 | Mar 21 | Mar 14 | Mar 7 | Feb 28 | Feb 21 | Feb 14 | Feb 7 | Jan 31 | Jan 24 | Jan 17 | Jan 10 | Jan 3 | Dec 27 | Dec 20 | Dec 13 | Dec 6 | Nov 29 | Nov 22 | Nov 15 | Nov 8 | Nov 1 | Oct 25 | Oct 18 | Oct 11 | Oct 4 | Sep 27 | Sep 20 | Sep 13 | Sep 6 | Aug 30 | Aug 23 | Aug 16 | Aug 9 | Aug 2 | Jul 26 | Jul 19 | Jul 12 | Jul 5 | Jun 28 | Jun 21 | Jun 14 | Jun 7 | May 31 | May 24 | May 17 | May 10 | May 3 | Apr 26 | Apr 19 | Apr 12 | Apr 5 | Mar 29 | Mar 22 | Mar 15 | Mar 8 | Mar 1 | Feb 22 | Feb 15 | Feb 8 | Feb 1 | Jan 25 | Jan 18 | Jan 11 | Jan 4 | Dec 28 | Dec 21 | Dec 14 | Dec 7 | Nov 30 | Nov 23 | Nov 16 | Nov 9 | Nov 2 | Oct 26 | Oct 19 | Oct 12 | Oct 5 | Sep 28 | Sep 21 | Sep 14 | Sep 7 | Aug 31