area. But automakers thought there was another reason. They gossiped that G.M. had made a shrewd deal with Pittsburgh steelmen, who are worried that the decision on basing points (TIME, July 19) will make it hard for Pittsburgh to sell steel when the shortage is over. The steelmen reportedly had promised G.M. plenty of steel next year in return for the new G.M. plants, which would furnish a local market when demand falls off.

MANAGEMENT

Salesman's Salesman

U.S. industry, which does a crack job of selling its products, often flops in trying to sell itself to the public. To see if there were a surer way to make friends as well as customers, 70 companies of the Mahoning and Shenango valleys, in northeastern Ohio and northwestern Pennsylvania, formed a local organization called Industrial Information Institute, Inc. After rounding out its first year, I.I.I. last week had a pattern of local salesmanship that businessmen of other industrial regions could apply with profit.

Principal organizer and president of I.I.I. is William J. Sampson Jr., 51, head of the American Welding & Manufacturing Co. of Warren, Ohio. Big (282 lbs.), bluff Bill Sampson had his own idea of how a free-enterprise system should be presented. He thought the job should be done locally, that national ad campaigns by big trade and lobbying groups were too general to be effective. "Besides," says he, "there's a feeling that anything that the National Association of Manufacturers or the American Iron & Steel Institute do has the kiss of death on it."

To correct any misconceptions about industrial profits, 42 members of I.I.I., including some privately owned companies which were under no obligation to show

WILLIAM SAMPSON
Open houses, open books.