

Strong Finish In Retail Trade Boosts New Upswing In Industry For Past Week

By G. A. PHILLIPS

NEW YORK.—(AP)—A strong finish in retail trade powered a new upswing in commerce and industry last week.

Many indicators of activity were at the highest point since early this year; others compared most favorably with the best performance chalked up since the current boomlet started; still others broke records standing 20 years or longer.

At the end of the six biggest retailing days of the year, virtually every observer in the retail trade was confident volume figures would show a new high. If they do, it will be the 12th year in a row that new records have been set for the country's vast store business.

While there was some disappointment at the slow demand for special lines of merchandise, standard Christmas gifts priced within the means of the average shopper hit the jackpot time and again.

Unseasonably warm weather in eastern states hurt the winter sports trade but prospects were excellent that this merchandise would move with the first snow fall.

Television sales, high enough to bring gasps of astonishment from veteran retailers, continued at a high level.

TV Industry Happy
John W. Craig, head man in the big Crosley division of AVCO manufacturing said TV business this year had exceeded the fondest hopes of the industry and the future looked rosy from where he stood.

"The industry generally forecast that 2,000,000 receivers would be made and sold this year," he said. "The number actually has reached 2,700,000. . . . There has been a tremendous surge in demand in the last three months and it is probable that 1,000,000 more receivers could have been sold in these three months had they been available he added."

RECEIVES AWARD—Jesse Debolt, psychiatric aide at the Roseburg Veterans hospital, is shown receiving a special award of merit from Dr. John L. Haskins, hospital manager, for outstanding work in caring for veteran patients during his 16 years of service with the Veterans administration. The selection of Debolt as the most outstanding of more than 125 hospital attendants was made by a committee of nurses and supervisors who have observed his work. With this special award Debolt will receive an advance in salary.

Third, speakers from outside an area must commend the Republican office holders from that

Unity Top Need Of Republicans, Rep. Horan Says

WASHINGTON.—(AP)—Rep. Horan (R-Wash.) says the Republicans need a practical plan to unite all party members toward winning next year's elections rather than a new declaration of principles.

Horan made public a letter to Guy G. Garbrielson, chairman of the Republican national committee, saying he thinks the party's 1948 declaration of principles and the 1948 platform conform to what he believes should be the party's general policy.

"We did a good job of implementing much of the 1945 declaration in the 80th congress," Horan wrote, "and then watched our leadership hand the ball to our detractors by failing to defend that record against the lies and misrepresentations of our opposition in the 1948 campaign."

Horan said victory in next year's election is the first essential step toward being in position to carry out the Republican principles.

He offered five suggestions which he said might return the Republicans to power:

First, Republicans "must read, understand and learn how to sell the principles in the platform and 1945 declaration."

Second, the Republican workers, contributors and legislators must support the next Republican presidential candidate "whoever

he may be."

Except for dwindling coal supplies that kept railroad operating executives sitting on the edge of their chairs and a lot of ordinary consumers worried about becoming cold, the business picture was clear and sharp this week.

Stock Market Firm

The stock market anchored itself at another new high mark since the middle of 1948. The giant American Telephone and Telegraph Company signalled clear sailing for bonds by announcing a new \$200,000,000 debenture issue for early subscription. Railroad bonds hit new highs for 1949 on three separate days and there was a sharp demand for new municipals.

On the industrial front steel production was the highest since the middle of May at 94.5 per cent of capacity. This compared with last week's 94.1 and 88.6 a year ago when Christmas on Friday cut into output. Tonnage last week was 1,742,100 against 1,734,700 the week before and 1,537,000 a year ago.

Everything appeared so rosy in this industry, notwithstanding some grumbling by consumers over the increase in prices, that Carnegie-Illinois steel, the largest single producer, fired up its old 32-inch mill at the homestead works in order to add to overall output. The mill had been out of operation since last June.



Also shown in the picture are Miss Ruth Bloom, chief nurse; Ivan Pearsall and Walter McKinney, hospital attendants; Henry Lebacken, finance officer.

Two other employees of the hospital have recently received meritorious salary increases for exceptional work performance. They are Mrs. Mabel Redenbo, purchase order clerk in the supply division, and Gus Spakowski, meatcutter in the dietetic service.

Utah-Idaho Pipeline Within 40 Miles Of Completion

SALT LAKE CITY, (AP)—A \$12,000,000 pipeline, eventually to be extended to Pasco, Wash., already is carrying oil between Salt Lake City and Twin Falls, Idaho.

Officials of the Salt Lake Pipeline company said first use of the line was made Christmas day. Some 50,000 barrels of oil products have started moving, according to C. E. Finney Jr., company president.

The line, designed to carry gasoline, heating oils and diesel fuels, now lacks only 40 miles of being completed to Boise.

Delivery points along the first leg will be at Ogden, Utah, Burley and Twin Falls, Idaho.

Finney said right of way for most of the route between Boise and Pasco already has been purchased, and Pasco already has been purchased, including a Snake river crossing near Ontario, Ore. Completion of the entire project is expected by next fall, he said.

The pipeline company is a subsidiary of Standard Oil company of California.

Fourth, Republicans should let their colleagues have credit for good ideas. Too many, he said, seem hungry for publicity, so much so they are "positively reluctant to participate in joint sponsorship" of constructive programs.

And last, he said, there are too many Republican publicity bureaus and there is no overall plan for dissemination of party propaganda.

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