



BEFORE THE BIG DAY IS OVER, the new cocktail table that appears under the tree starts its busy life as a home refreshment center. Moisture resistant tops make this gift practical as well as ornamental.

Goldwater Says GOP Chances Now Looking Up

WASHINGTON (AP)—Sen. Goldwater (R-Ariz.) says Republican chances of winning control of the Senate in 1956 are "looking up."

despite Midwest unrest over the administration's farm program.

Goldwater, who heads the Republican Senatorial Campaign Committee, said in an interview he regards the decision by Sen. Bible (D-Nev.) not to seek reelection as indicating a likely GOP gain of one seat.

Senate membership now includes 49 Democrats and 47 Republicans. Goldwater said the GOP campaign committee will concentrate its greatest 1956 efforts against Democratic Sen. Lehman of New York, Storer of Oregon and Magnusen of Washington—as well as in Nevada.

The Republicans will go into the 1956 fight for Senate control at a numerical disadvantage. Of the 32 seats up for contest, 17 now are

Ten Top Business Stories Capture Public's Fancy, Hit Papers' Front Pages

By SAM DAWSON

NEW YORK (AP)—Ten business stories have all others captured the public's fancy in 1955. They moved out of the financial section and onto the front page.

Here—just one man's opinion—are the 10 top business and financial stories of the year:

1. The amazing business boom. Most people thought 1955 would be a good year. But few foresaw how good it would be. Production records fell in many lines—steel, electric power, autos, oil, rubber. Consumer spending, backed by record incomes, went to new heights. But so did consumer debt. More people had jobs than ever before and got better pay. Business optimism grew as the year went along. Expansion plans show business betting billions on the future.

2. The Ford stock sale. The last of the giant family-owned companies announced it would let the public buy voting stock—but will retain practical control within the family.

3. The stock markets wild year. The bull market was severely buffeted several times. Early in the year the senatorial study of what makes Wall Street tick sent prices tumbling. The worst break of all followed the heart attack of President Eisenhower. Lesser ups and downs were set off by mergers and rumors of mergers, stock splits and vainly looked for splits. As the year drew to a close stock price averages were around their record highs.

4. The stock splits that were made. Around 100 companies split their stocks. Among those interesting the public were U. S. Steel, General Motors, Jersey Standard Oil, Sears Roebuck and Montgomery Ward. While ignoring split rumors, American Telephone & Telegraph marketed a record \$50 million dollar issue of convertible debentures.

5. Lay-off pay. The auto makers, among others, granted a modified form of lay-off pay to supplement state unemployment benefits. Wage scales climbed during the year, factory take-home pay rose, and the AFL and CIO got married.

6. Auto production and sales race. Cut-throat rivalry in Detroit filled the highways with splashing new colors. Americans bought new cars in record volume.

7. Credit curbs. To stave off

inflation federal agencies tightened up on mortgage terms, let credit get scarcer and money dearer. But prices of materials and some consumer goods began rising in the second half of the year. The cost of living edged a trifle higher.

8. Bumper profits. Record earnings and dividends were recorded. General Motors was set to report profits in excess of one billion dollars—a "first" for any corporation.

9. Proxy fights. Embattled stockholders fought management of several companies. Public fancy was captured most by the battle between Sewen Avery and Louis E. Wolfson for control of Montgomery Ward. Avery put most men on the board of directors—then stepped down.

10. The jet age. Airlines raced to place orders for American jet-propelled aircraft, ending British

hopes of dominating the field. A few airlines held back, contending there were disadvantages yet to be overcome. But those ordering jets—53 from Boeing, 61 from Douglas, for a total of 645 million dollars—promised that in a few years the flying time across the Atlantic and across the United States will be slashed dramatically.

For business, it's been quite a year.

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Russian Leaders Political Clowns To Many Britons

LONDON (AP)—Nikolai Bulganin and Nikita Khrushchev have established themselves as political clowns in the minds of many Britons.

Whatever successes the two Russians may have achieved in winning friends and influencing people in Asia, their visit to India has cost them a loss of dignity in British eyes and a drop in whatever popularity they may have had here as peace advocates.

Some of this titling may still be going on here if Premier Bulganin and Communist party boss Khrushchev visit London in the spring, as planned. This visit is already the subject of biting newspaper humor.

A cartoon in the Daily Mail showed a pudgy Khrushchev addressing a stuffy formal banquet in London's ancient Guildhall. The Communist boss begins: "Comrade Lord Mayor, reactionary lords, ladies and imperialist Fascist warmongers."

held by Republicans and 15 by Democrats.

Furthermore, nine of the 15 Democratic seats are in southern or border states where the Republicans in past years have had little luck electing Senators. On the other hand, 10 of the 17 Republican seats at stake next year are in battleground areas where Democrats consider they have a chance to oust GOP senators.

Barley is still the principal ingredient but manufacturers have improved the flavor. Ersatz also has been made available in "instant" form. Many users believe it is healthier than coffee.



AIR FERRY SERVICE—This is the new 100-foot-square concrete landing pad for helicopters beside the Defense Department's huge Pentagon headquarters at Washington, D. C.

Thigh Fractures Dealt 2 Girls In Ski Mishap

TIMBERLINE LODGE (AP)—Two Vancouver, Wash., girls suffered leg fractures in a tobogganing accident Sunday.

The girls, Judy Kister, 13, and Irma Richards, 12, caught their legs on a snow hump while sledging on the slopes of Mt. Hood.

That snapped a thigh bone on a leg of each girl and threw them off the sled.

MATCHES FOR HOSTESS

Monogrammed pads of matches for the hostess to use at her parties, would be a welcome gift. Order them early from your favorite smoke shop or department store.

CHRISTMAS AUCTION

\$50,000.00 IN NEW HIGH QUALITY MERCHANDISE, DIRECT FROM MANUFACTURER TO YOU. ELIMINATE THE JOBBER, WHOLESALER AND RETAILER, BUY FROM A FACTORY REPRESENTATIVE AT—

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Radios—Jewelry

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— FREE — FREE — FREE —

Prizes Given FREE Before, During

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NOTHING TO BUY TO WIN—BE EARLY

Sporting Goods

Casting & Spinning Rods & Reels

Sleeping Bags (Dacron, Tarps (All sizes)

Nylons, Wool)

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Binoculars (Deluxe Models 6x30, 7x35, 8x30, 7x50).

Umbrella Tents

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Attention Mechanics, Carpenters

Electric Drills (1 1/2" & 3/4")

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Heavy Duty—Full Horsepower Motor—7" Blade—Bevel and Depth Adjustment.

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This holiday season, millions more will serve and enjoy the finest Kentucky bourbon ever put into glass—Old Crow, now in a milder, lower-priced 86 Proof bottling, companion to the world-famous 100 Proof Bond.



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Kentucky Straight

Bourbon Whiskey

The most famous

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\$3.85 PT.

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Lighter, milder and

lower in price than the

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