

### TRADE OUTLOOK IN STEEL GOOD

#### Expert Sees Continuation of Huge Buying Power During 1927

By JOHN W. HILL  
Financial Editor,  
Iron Trade Review  
Written for The Observer and  
NEA Service

Nineteen Twenty-six was a period notable for the widespread diffusion of prosperity. Industrial production climbed to unexampled peaks. Wages and employment were high and the distribution and consumption of goods were without parallel.

Business profits exceeded all other peace-time years. Earnings of a large group of representative industrial and mercantile enterprises during the year ran nearly 20 per cent ahead of those for 1925.

The iron and steel industry has shared liberally in these good times. Recognized as a yard-stick by which general industry may be gauged, steel production in 1926 surpassed all former records in the history of the country.

The output of steel ingots, according to preliminary estimation by Iron Trade Review, approximated 47,150,000 tons in 1926. This exceeded the previous high mark for all time of 44,100,000 tons in 1925 by nearly 7 per cent. The iron production in 1926 was about 35,275,000 tons a gain of 8 per cent over the 1925 total and second only to the record output of 40,025,000 tons in 1923.

New Adjustments Reached

One of the most important developments in the steel industry during the past year has been the nice adjustment of production to consumption. Hand-to-mouth buying has been adopted for the time at least as a dominant policy by users of steel. The new year is beginning with a wholesome absence of excessive stocks of steel anywhere.

Considering the outlook for the

iron and steel industry it is necessary to examine the prospects for the great industries which consume this universal metal. Of every 100 pounds of finished steel, 60 to 65 pounds normally are used by four great industries: buildings, automobiles, oil, gas and water, and the railroads.

Present indications are that building construction will be active in 1927. The gradually declining trend of recent months may continue. Yet, contract awards on hand throughout the country exist in huge volume. This gives assurance that there will be no sudden recession.

The automobile industry now moves each year about 15 pounds of each 100 pounds of finished steel. In 1926 the total output of cars and trucks is estimated at approximately 4,500,000, a new record for all time.

During the closing months of the year there was a rapid decrease in the rate of motor car production, due partly to the seasonal falling off of sales and partly to the knowledge of producers that stocks of finished cars in the hands of dealers were getting too high.

As sales are stimulated by the 1927 motor spring and by the approach of spring, production will increase. In the main 1927 promises to be a fairly satisfactory year for the automobile industry. Output should not fall more than 5 per cent below that of 1926. Competition, however, will be extremely keen and more price reductions are possible.

**Oil, Gas and Water**  
The third great consuming industry of iron and steel is oil, gas and water. Because of the probability of continued increases in the production of petroleum, the use of steel by these industries should increase in 1927 over that of 1926.

This leaves the railroads as the great uncertain factor in the outlook.

Present evidence is that the railroads will buy more steel in 1927 than in 1926. They have been through a year of unprecedented traffic, with consequent great wear and tear on rolling stock. Their earnings for the year, passing \$1,200,000,000, are without

### Evangelists to the Deaf



'Evangelists to the deaf' is the title the North Carolina Presbyterian Synod has conferred on Mr. and Mrs. Andrew C. Miller, Jr., of Shelby N. C. The two spend all their time preaching on their fingers—unfortunates who, like themselves, are deaf and dumb

parallel. Their purchase of equipment in recent years has been far below all estimates of their needs. Assuming, therefore, that the railroads will make greater outlays in 1927, this source of demand will tend to offset any declines in the use of steel in other quarters.

**A Favorable Outlook**  
For the steel trade, then, the outlook for 1927 is favorable. For business in general there are no symptoms of a serious business anywhere. Purchasing power has suffered somewhat in the south from the fall of cotton, but that has been partly offset by the acceleration of the textile trade and the advantages to consumers of low-priced cotton textiles. In general the cash income of all farmers in 1926 of nearly \$10,000,000,000, was only about 4 or 5 per cent short of 1925.

Although installment selling has been greatly extended, there is no convincing proof that it is bringing on a crisis. On the other hand, it has made far-reaching and important contributions to the advance in living standards and in the maintenance of minimum industrial production.

During recent years business policies have been governed by an underlying conservatism. This, broadly speaking, has prevented over-production. It has prevented an excessive accumulation of unsold inventories and it has averted a dangerous inflation in commodity prices. Without these symptoms and with the positive overshadowing factor of an abundant supply of cheap credit, no serious depression is conceivable. Rather, there is every reason to expect that business conditions will remain generally favorable in the coming year.

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

### PERRY PERSONALS

PERRY (Special)—Mrs. W. W. Gray, of Hilgard, was a Perry visitor Thursday.

Mrs. Leonard Northcott and daughter are spending some time with Mrs. Northcott's mother, Mrs. Kingsland, who is ill.

Miss Bernice Graham, who has been attending school in Portland, is spending the holidays with her parents, Mr. and Mrs. Dan Graham, of Perry.

Mrs. George Stoddard and Lois Stoddard and several others from La Grande attended the program given by the officers of the primary auxiliary of the L. D. S. church here last Wednesday at the community hall.

Mrs. J. H. Diehl, of La Grande, and Mrs. A. H. Braughton, of Roseburg, spent Thursday at the home of Mr. and Mrs. Burt Kall. Mrs. Diehl returned home that evening, but Miss Braughton remained there until Friday afternoon.

Mr. and Mrs. Emmett Smith were La Grande visitors recently.

J. H. Dean was a Saturday visitor in La Grande.

Mrs. Wilson, of La Grande, is spending the holidays with her daughter, Mrs. Esther Hansen.

The two small children of Mr. and Mrs. Guy Tripp are ill.

Mrs. Clara Johanson, who has been in Portland for more than a month returned home Wednesday.

J. A. Matott was a recent La Grande visitor.

Virgil Lee made a trip to La Grande last week.

Mr. and Mrs. A. Johanson were shopping in La Grande recently.

Vernon and Leonard Lark were recent La Grande visitors.

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

Bert Tucker is the owner of a new sedan.

William Wiggins spent Christmas at home with his family. Mr. and Mrs. Roy Morris and daughter and Marlon Johnson were Christmas dinner guests at the Wiggins home.

John Lloyd and Ed Denton are working in La Grande this week.

Mrs. Elmer Weis and young son

to Wallowa Sunday to visit her parents. They returned Tuesday night.

Ella M. Walker received a painting from her son, Billy Keown, who is working in the Hollywood scenic studio in Los Angeles, Cal., this week. It came as a Christmas gift.

### OUTLOOK GOOD FOR WEBFOOTS

#### Five's Success on Barnstorming Tour Increases Prestige

UNIVERSITY OF OREGON Eugene, Jan. 1 (Special)—Continued success of the Oregon basketball team against its southern competitors during its present barnstorming tour has increased the belief of the Oregon students that Coach Billy Reinhart and his Webfoots are in for a banner year.

The Oregon quintet won the first contest from the strong Olympic club outfit by an easy 44 to 28 score; the second from the Ellery Arms Combination of San Francisco by a 23 to 24 count; and the third from the Athens club of Oakland, 44 to 18. In all games, the veteran trio of Okerberg, Westergren, and Gunther have accounted for most of the scores and rated the press notices. Other men on the tour are Dave Epps, center; Bernard Hummel, forward; Fred Joy, forward; Scott Milligan, guard; Gordon Ridings, forward; and Joe Italy, guard.

Most of these reserves are new men, Joy being the lone member with previous varsity experience. The others are from the 1926 Oregon freshmen team which enjoyed a very successful season, and will make up future Webfoot quintets. Clare Scallon, Keith Emmons, and Mervyn Chastain, another trio of first rate sophomore prospects were left behind on the tour because of scholastic deficiencies which they are trying to raise during the Christmas holidays. Scallon is also handicapped by a swollen ankle. Ray Edwards, a 195-pound center and forward, is another Webfoot to be left home. He has had trouble with a trick knee developed in high school. Arnie Kiminki a near regular from the 1926 squad, was not taken because he is not yet registered in school. He plans to enter the first of next week.

Altogether eight games are slated for the present barnstorming tour, which will bring the wanderers home Jan. 6. Practice games with Gonzaga and Willamette will enliven the pre-season work, and put the Webfoots in form for the conference opening against Idaho here January 22.

In Scotland, where the Sabbath is rigidly observed, the municipality of Glasgow, in spite of protests, will allow children's swings in public parks to be used on Sundays.

A Charles II silver beer tankard has been sold in London for 545 pounds, a record price.

### PARK PERSONALS

THE PARK (Special)—Mrs. Joe Lay and son, Laurel, who have been ill at their home here, are much better.

Francis Miller was visiting Ida Hunter at Catherine Creek Forks Monday. Francis made the trip from The Park on skis.

Pearl Bradshaw passed through here on the stage this week on her way to Perry for a two or three weeks visit with relatives.

Clarence and Kenneth Vanorder are hauling hay from Medical Springs. They purchased it from Pat Bowers and William Kamberg.

Mr. and Mrs. Urdell Lay were guests at the home of Mr. and Mrs. Joe Lay Friday night.

Jack Hunter, of Catherine Creek Forks, was at the home of Mr. and

Mrs. Bob Miller Sunday night. Mr. and Mrs. Bert Vandevanter and children, Mr. and Mrs. Bob Miller and children and Mr. and Mrs. Frank Wigglesworth and children were dinner guests of Mr. and Mrs. Clarence Vanorder on Christmas day.

Edna Bradshaw was a dinner guest at the Joe Lay home on Christmas day.

Gold, Othello and Clara Lay and Mrs. Fred Bradshaw and daughters, Pearl and Edna, and Kenneth and Mary Vanorder attended the Christmas program at Medical Springs last Thursday night.

George Bennis, a Scotch engineer, has invented a system of "railplane" transported, by which cars on an elevated track are propelled by electrically driven airplane propellers.

### FEW WOMEN TEACH GERMANS

BERLIN (AP)—The woman teacher in the German high school is a comparative rarity. A recent count showed but 25 women in all on the faculties of these institutions. But even that number is far larger than before the war, the majority of them having qualified and been accepted as teachers since 1918.

Miss Mary Main of Peckham won the cake icing competition of the annual Cookery Exhibition at Olympia Hall, London, and although eight men competed, the first five prizes went to women.

In Autumn bees feeding on over-ripe plums sometimes become intoxicated.

HAPPY NEW YEAR

KARTHER'S  
*Lavender*  
Cafeteria and Confectionery  
SOMMER HOTEL BLDG.

## THE HOT LAKE SANATORIUM

Where physicians are always in the house constantly observing each patient and ready to attend his needs as soon as they arise.

Dr. W. T. PHY  
Owner and Director.  
Hot Lake, Oregon

## Wishing You A Very Happy and Prosperous New Year

H. & S. ELECTRIC CO.  
Hotel Sommer Bldg. Phone 393-W.  
"If it's on the air, Radiola will get it"

MUSCLE DEVELOPER? NO. These are the new arm floats designed to keep inexperienced swimmers away from the bottom of the ocean. Myra Loy is shown in the picture.

### A DECLARATION

- To render the most dependable and courteous service \*
- To the greatest possible number of people \*
- At the lowest cost consistent with fair wages to the labor and capital employed \*
- Giving and deserving fair treatment \*

thus

- To be a factor in upbuilding this community \*
- Is the objective of this company.

Peace! Joy! Gladness! For 1927!

This Is Our Wish For All Our Patrons and Friends

## Eastern Oregon Light & Power Co.

Always at your Service