

### Industrialist Disputes Housing Decline Predictions For 1960

NEW YORK (UPI)—Just about every prognosticator who has given his blueprint of 1960 has said housing starts will decline in the new year, mostly because of high money rates.

And now comes an industrialist who says just the opposite. He looks for a small rise numerically in the housing starts and a bigger rise in dollar value of housing.

David O. Kennedy, president of Kentile, Inc., says that in 1959 housing starts will set an all-time high in dollar volume.

"Next year," he says, "larger and better houses will be a contributing factor to the continuing high level of dollar volume."

Kennedy bases his optimistic forecasts for healthy housing in 1960 on three factors:

—Demand for new housing will be increased by continued general prosperity.

—Quality housing will gain a greater share of the market.

—The spectacular rise in population will create new housing needs.

"The level of building in this country since World War II, while high, has by no means satisfied the market," he says.

180 million against 170 million currently.

"Americans are marrying younger than ever, men at 22 and women at 20. And the Census Bureau gives obvious reasons—increased economic prosperity and greater job security."

"Marriages in the country are up 3.6 per cent for the first nine months this year over the corresponding period a year ago. During the first nine months of 1959 an estimated 3,158,000 live births were registered—higher than the past record for the period of 1937."

He believes that young couples will play increasingly prominent roles as consumers as the population expands.

"They are going to take over

the limelight. These couples, under 30 years of age, are the backbone of the market for consumer goods.

"There has been—and will continue to be—a rapid increase in the proportion of young people who establish separate households.

"When speaking of the average family, you think in terms of father, mother and two children. And when the children grow to a marriageable age and leave the parents, the market is doubled.

"Furthermore, the decentralization of industry, pushed by the tremendous federal highway program from coast to coast, and industry's broadening plant expansion, will shift many thousands of workers into areas new to them.

**GNP To Set Record**

"Meanwhile, the top economists of the country, both in government and industry, agree that the Gross National Product will go over the \$500 billion mark within the next few months.

"More than a million more households will have 1960 incomes of more than \$5,000, incomes which should qualify them for new home purchases."

He believes the credit pinch is approaching its peak.

He notes that higher interest rates did not place a severe drag on the market this year, and he doubts if they will in 1960.

Kennedy believes that in the near future it will be easier for families to trade in their older houses for larger, better, and more expensive ones.

He holds the mass market no longer means a tasteless market in this country. The family segment with \$5,000 yearly earnings, which will buy a home with a maximum \$13,000 mortgage, is demanding new housing, he says.



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Answer to Previous Puzzle



- 10 Organ stop
- 12 Low sand hill
- 13 Democrat (ab.)
- 18 Working
- 20 Hate
- 22 Immature seeds
- 23 Fish sauce
- 24 Fly aloft
- 25 Stockings
- 27 Mouth part
- 28 Buffalo of Celebes
- 29 Cultivate
- 30 Oriental outcasts
- 32 City in The Netherlands
- 38 Holy
- 39 Remained
- 42 Weeps
- 43 Malt drink
- 44 "The Elder"
- 45 Small branch
- 47 Alleged forces
- 48 Handle
- 49 Mexican laboree
- 50 Hireling
- 52 English festival
- 54 Land measure of Thailand



NEA SERVICE, INC.

Video Star

- ACROSS
- 1 Video star, Zimballist, Jr., Smith is his co-star
- 11 Kreted
- 13 Solve
- 14 Auster
- 15 Dinner course
- 16 Dinner (Fr.)
- 17 Diminutive being
- 18 Terminus
- 19 Profound
- 21 Depart
- 22 Fire residue
- 23 Lift
- 24 Booty
- 25 Much (comb. form)
- 26 Single thing
- 28 Comfort
- 29 Rebound
- 30 Feminine appellation
- 37 Torch
- 38 Aquatic mammala
- 40 Child's "thank"
- 41 Devotees
- 43 Wager
- 44 City in Florida
- 46 Primate
- 51,53 "Kookie"
- 55 Roman officials
- 56 Salt
- 57 Stormed
- 58 Girl's name
- DOWN
- 1 Gaelic extremities
- 2 Pedal
- 3 Rant
- 4 Before
- 5 Absorbs
- 6 Renounce
- 7 Month (ab.)
- 8 Shield bearing
- 9 Paradise



NEA SERVICE, INC.

REMEMBER WHEN

25 years ago, Dan Cupid had been a busy fellow over the Christmas holiday period, with three couples appearing the day after for marriage licenses. County Clerk C. K. McCormick issued licenses to William Tarter and Lucia Bassett, both of Union; James McBeth, La Grande, and Kathryn Wenning, Walla Walla; G. Epling and Melba Hanks, both of La Grande.

Sportswise, Paul Warner, outfielder slugger for the Pittsburgh Pirates, was announced as National League batting king for 1959. He was a lefthander and barely led another pitcher in the race. Bill Terry of the New York Giants.

15 years ago, canned vegetables and meats were back on the U.S. ration list again as OPA's Chester Bowle warned housewives that food supplies and the sudden turn of the war in Europe were closely related.

FIGURES ANNOUNCED

BERLIN (UPI)—Five hundred and 75 East Germans sought political asylum in West Berlin during the Christmas holiday, refugee camp officials announced Sunday.

A total of 113,221 Japanese troops were listed as war's casualties in the long and drawn-out battle for Leyte. It was one of the greatest battles ever fought in the Pacific by Army, Marines, Navy and Air Force personnel of the U.S. Leyte fell Christmas day but this was no holiday for the Pacific veterans.

Tribute was paid to Sgt. Harold Cochran, 37, son of Mr. and Mrs. Walter Cochran, 2709 Birch St. He was serving with an infantry unit on New Guinea.

"Let's talk dry cleaning"

By Leonard Craig



We hope that you and yours had the merriest Christmas ever... and that you found just what you wanted under the Christmas tree.

If you're like most of us during these happy days, you've had quite a steady round of visiting and partying the past few weeks, and you may have another get-together coming up for New Year's Eve. Have you checked that suit or cocktail dress or evening gown that you're planning to wear? If it's spotted or soiled in any way, or if some wrinkles show, call us in a hurry for an emergency cleaning and pressing to have it looking bright and new to start the New Year right!

At the end of another year, we want to pause a moment to thank all of our friends and customers for the chance you've given us to serve you during this year. We've tried to do a consistently good job, to give that little something extra in service, and we hope we've succeeded.

We hope, too, that this has been a good year for you and your loved ones to look back on... and that the New Year ahead will be even better. From all of us to all of you, A HAPPY NEW YEAR!

REMEMBER

Inspect the garment after wearing—if it is too soiled for the next wearing, it is too soiled to hang back in the closet!

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