

# Dimmick Bros. BROOKINGS MARKET

THESE PRICES EFFECTIVE  
THURSDAY, JAN 5th thru SATURDAY, JAN 7th

KRAFT PARKAY — Pound  
**Oleo 18¢**

VAN CAMPS — 2½ Can  
**Pork & Beans 21¢**

KRAFT — Quart  
**Miracle Whip 53¢**

DEL MONTE — 303 Can  
**Cream Corn 2 for 29¢**

INSTANT — 6 ounce Jar  
**MAXWELL HOUSE \$1.39**

ZEE — 4 Roll Pack  
**Toilet Tissue 35¢**

PIXIE — 10 Ounces  
**MARSHMALLOWS 15¢**

**TANGERINES 2 lbs. 25¢**

**Cabbage 5¢**

**Juice Oranges 5 lbs. 39¢**

lbs.  
**BANANA SQUASH 5¢**

## HURST'S MARKET

U. S. D. A. CHOICE — All Waste Fat Removed lbs.

**Rib Steaks 69¢**

U. S. D. A. CHOICE — Standing — Fit For A King lbs.

**Rib Roasts 65¢**

U. S. D. A. CHOICE — Delicious Braized Pound

**Boiling Meat 19¢**

U. S. D. A. CHOICE BRISKET — Pound

**Short Ribs 29¢**



### Report On Population Trends

Kipling's Washington Agency comes up with some very interesting figures concerning ourselves and our neighbor through out the country.

First off, they tell us the baby boom continues and lays this onto people doing so well they can afford babies. While there were 26.9 births per 1,000 population in '47, it is now slightly off but still around 25 per 1,000 and not like the tough times of the 30's when it slipped to 18. Not only that, but the sizes of families is increasing. There were 4 million new babies last

### CURRY COUNTY BUSINESS FIRMS INCREASE 98%

There are 98% more business concerns in Brookings now than there were six years ago," says J. Harry White, District Manager of the Portland office of Dun and Bradstreet. Basing his facts upon the figures in the current January, 1956 Reference Book, White points out that in 1949, 46 businesses were listed by Dun and Bradstreet; today there are 91 enterprises.

Each January, business concerns in all parts of the United States receive from Dun and Bradstreet requests for their annual financial statements. This year the number of requests going out nation-wide will approximate three million, with nearly 250 going to Curry County businessmen.

The Reference Book, incidently, lists only manufacturers, wholesalers, retailers, and some service companies such as laundries and gasoline service stations. Thus the total number of businesses in Brookings and Curry County is actually higher than the figures quoted.

White stated that during the past year 60 changes were made in the Reference Book listings of Brookings businesses. These changes resulted from adding the names of new businesses, and deleting the names of those who discontinued, as well as accounting for changes in ownership, trade names and credit ratings.

The following are number of businesses in major cities of Curry County: Brookings, 91; Gold Beach 64; Port Orford 30; and Langlois 18.

In discussing these figures, White pointed out that more than 95 percent of all commercial transactions in the United States are made on credit terms. The purpose of credit ratings and the huge Reference Book is to assist businessmen in arriving at credit decisions on customers' orders.

A supplier anywhere in the United States can look up a rating of the Curry County businessman in the Reference Book. In this way, the local concern is known far afield and orders can be approved and shipped out promptly.

The Credit rating is one of the key factors in approving orders to ship or sell. The rating consists of two symbols. The first, a letter of the alphabet, indicates financial strength or tangible net worth of the business. The second symbol, a numeral, reflects a composite appraisal of the background, operations, financial stability and payment record.

Each Reference Book listing (which includes the rating) is a condensed summary of the information contained in the Dun and Bradstreet credit report. The report includes a history of the business (who owns it who runs it, and how long it has been operating) a description of what the business does and how it operates, a financial section, (which usually includes the latest financial statement) and a record of how the concern pays its bills.

Credit reports are also used to review risks, rates, and coverage for fire and other types of insurance.

year.

Marriages, the report continues, run at about the same rate because there are now less young folks becoming of marriageable age due to the short crop of babies in the 30's. In the past year there were 1.5 million marriages as against the 1946 peak of 2.3 million, but, look out for the 60's when the babies of the 40's get into production, followed by another boom in births.

The report says there are 109 men per 100 women of marriageable age and that women seeking a stock of males should not overlook the farms where there are 152 single men to every 100 single women.

One divorce was reported for every four marriages but 3 out of four divorcees remarry.

Women live 6 years longer than men and average 3 years younger than their husbands. Because men usually leave their wealth to their widows that is why widows have so much of the nation's assets.

Some 21 million women are in paying jobs with a 33 percent increase during the past year, and at present 30 percent of the married women are working. Jobs are plentiful and better living conditions require more money coming into the households.

There are more birthdays in August and September than any other months of the year, a fact that has the scientists stumped.

During and immediately after the past war, there was a heavy population shift from one state to another, but that has since been slowing down. Only 5 million moved last year and 126 million stayed put—even to the same house as the year before. In 1910 farmers made up one-third of the population, now they're only one-seventh and the dirt away from farms continues—more production and more farm machinery are charged with some of the shift.

The report points out that, because of the higher birth rate there are more young people and because people are living longer, there will also be more old people.

All of these facts add up to

more customers and higher requirements for everything that is brought. There is also a shifting of markets with more shifting in sight—better homes and also bigger homes, better home appliances, better cars, etc, and the outlook to the future is equally or more dramatic, not due to crystal ball gazing but tangible facts.

Going back to the birth statistics, Kiplinger's predict that ten years from now there will be a 23 percent increase in the elementary school enrollments, 53 percent more in the high schools and 40 percent more in the colleges, and that 600,000 more classrooms will then be needed or 60 percent more than we have today, with a proportionate increase in teachers, or possibly more to take care of those who quit or retire.

To take care of these absolutely foreseeable increases it is

possible the money will be needed in the next ten years but the report offers no solution as to a source of funds.

It is the colleges which will have the greatest problem, Kiplinger says. Tuition does not pay the bills, neither do endowments and plants and professors are becoming more and more expensive.

In concluding its figures on education it presents the following table of returns:

The average elementary school graduate will earn, during his lifetime	\$116,000
The average high school graduate will earn in his lifetime	\$165,000
The average college graduate will earn in his lifetime	\$238,000
The college education on the average costs \$9,000—compare it with the returns.	



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## THE OUTLET

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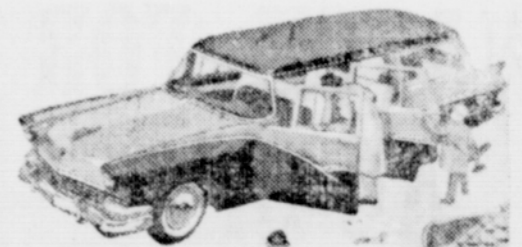
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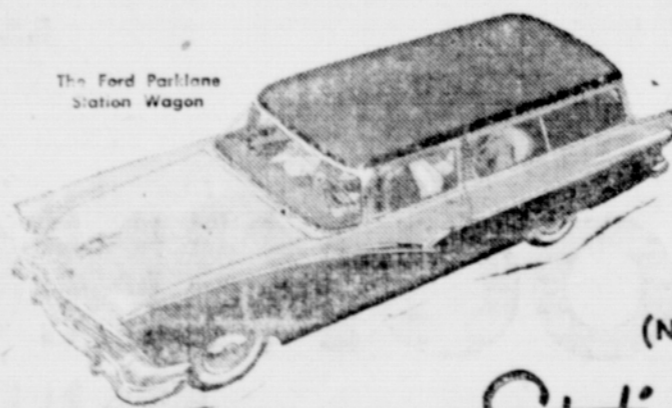
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