



First Family Hairdos—Mrs. Franklin D. Roosevelt and Miss Margaret Truman, daughter of President and Mrs. Truman, show their new short hairdos as they chat during Newspaper Women's club dinner-dance at Waldorf-Astoria, N. Y.

Christmas Rush on—Seems About Same as in the Past

By JAMES C. AUSTIN
(United Press Staff Correspondent)
Washington, Dec. 6 (AP)—The usual Christmas rush is on—and it seems pretty much the same as other years.
Stores are hiring more salespeople and the post office department is putting on extra employees to carry the Christmas mail.
About 400,000 extra persons have been hired to sell gifts in the department stores and shops. Possibly 275,000 persons are going to work for the post office for four weeks.

That's just about how many were hired during the Christmas rushes of 1947 and 1948.

Since Thanksgiving, sales have picked up and the retail trade is beginning to hum.

Even Uncle Sam is offering what it thinks are tinsel-bright gifts to prospective buyers. Big buyers, that is.

The war assets administration must fold Dec. 31. But it still has a lot of its surplus property to dispose of.

So, if you're in the Christmas market for a power line, the WAA has one in New York state, war-built for \$3,670,000. Then there's an oil refinery at Corpus Christi, Tex. In fact, the government has 50 surplus plants, valued at \$545,000,000, it will gladly sell.

At any rate, economists at the bureau of labor statistics believe that retail trade employment may hold up for some time after this Christmas.

They point out that in the present buyer's market, there must be more effort made to sell products. This means larger sales staffs.

Another incentive to keeping sales staffs more or less intact is the forthcoming \$2,800,000,000 insurance dividends to be paid by the veterans administration to about 16,000,000 veterans who are policy holders of World War II. This money will be paid to veterans all over the country. First payments, VA says, will start about Jan. 15, and will be carried out over subsequent months.

This money is expected to be a shot-in-the-arm for merchants who generally expect the post-Christmas doldrums.

Some of this year's optimistic predictions for Christmas rush sales are based on federal reserve board figures for department store sales.

For the Thanksgiving week ending Nov. 26, department store sales were five per cent below the comparable week a year ago, the board said. It did not issue comparative sales totals.

But other economists hasten to point out that this percentage decline represents dollar amounts. It does not reflect price declines, which on many commodities are five to seven per cent under last year.

South Americans make "mate" a tea-like drink out of the leaves of one species of holly.

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TIME WILL TELL Business Right in the Middle—Both Inflation and Deflation

By SAM DAWSON
New York, Dec. 6 (AP)—Business is in the middle again. Businessmen all over the country feel the pull of both inflation and deflation, forces that appear to most observers to be closely matched just now.

Winter resort owners in Tucson, Ariz., are asking if inflation is in the cards—meaning easy and plentiful money back east, and more customers for winter resorts.

A secretary in San Francisco asks if inflation is on the way back—meaning rising prices for the things she buys, while her own pay raises much more slowly, if at all.

It may be spring before we know: whether we're headed for another boom; whether we're in for a sharper bust than last spring; or whether we somehow or other have achieved the unexpected—an almost painless retreat from postwar inflation to a lower but still prosperous plateau of business activity.

Perhaps more persons think that inflation is the stronger force just now. They cite the pickup in orders which revived backlogs in such industries as paperboard, shoes and textiles. They list the rise in prices, here and there—such as, tires up seven per cent in a month, DuPont's four per cent hike in rayon viscose yarn over the weekend, and coffee prices bumping the sky.

Supporting the view that inflation is coming is the quick rebound of steel production after the strike, and the word today that Jones & Laughlin, the nation's fourth largest steel producer, expects a hike in price on this basic product. Other items are the easing of the threat of a coal shortage and the prospects of labor peace; the building boom; the slowly mounting cost of production in many industries; and the steady climb of installment buying to record highs.

Chief argument that inflation is on the way lies in the swelling tide of government spending, the treasury's deficit financing, and insistence on low interest rates. These offer the essence of inflation which is the increasing of the supply of money and the cheapening of its buying value.

On the other hand, many observers cite their own list to show that deflation may still have quite a way to go yet, and that the recent upturn in business may be temporary.

Businessmen themselves have slowed down their own spending for new plant and equipment. The building boom in home building, spurred by the high marriage rate. But the expansion of production facilities is slowing down.

Also, farm income is falling and the government predicts it will fall farther. Food prices are weakened, at the farm level at least, by surpluses. Some even question the ability of the government to support prices if another bumper crop next year piles up additional surpluses in government bins.

Exports of our goods also may continue to slide, in spite of the helping hand of the Marshall plan dollar, devaluation of foreign currencies, and the talk about point four encouragement of prospective markets abroad—all supposed to make foreigners more prosperous and hence better customers.

However, many industries find it increasingly hard to maintain their profitable markets abroad. Either there are no dollars overseas to buy American goods, or the foreign government won't let American goods in. Hollywood was among the first to find its once golden outlet cut off, and the oil industry is worried now.

The balance between inflation and deflation is too close just now for most cautious observers to hazard a guess as to which way it will tip.

"Sometimes we get 'All the King's Men,' Mardoni apologized. "And sometimes we get 'Battleground.' Very confusing." The bells have been ringing a little out of key on that one.

Needle Club Meets Pleasantdale—Members of the Aloha Needle club held an all day quilting at the Pleasantdale community hall. Mrs. Harold Jackson was hostess. The next meeting will be the annual Christmas party for all day and a covered dish dinner will be served at noon at the home of Mr. and Mrs. Floyd McFarland, December 15.

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HOW'D YOU LIKE PORKY TO GET IN YOUR HAIR?



AP Newsfeatures

A sharp pet is the porcine, but Mr. and Mrs. Bennett Nielson of Ephraim, Utah, have fun with theirs. Here Bennett shows how affectionate it is. "Porky is intelligent, too," says Mrs. Nielson. "He opens our screen door, even though it swings outward. He is better than a watch dog because no one dares to intrude while he is on guard."

The little animal eats all kinds of fruits and vegetables. "We found him when he was very small, and raised him on a nursing bottle," says Mrs. Nielson. "Now he weighs 10 pounds. He eats from the same dish as our Irish Setter pup. The pup got a few sharp quills in him at first, but soon learned to stop biting at Porky. Now they play together."

Ensz Awarded Degree Doctor of Education

Monmouth — Elmer Ensz, principal of the local elementary school and assistant professor of education at Oregon College of Education, received his degree of doctor of education from the University of Southern California. Dr. Ensz has been taking graduate study at Los Angeles the past three years.

Dr. Ensz is a graduate of Visalia, Calif., high school, and of Stanford university, where he got his bachelor of arts degree in 1936 and his master of arts degree in 1938. He taught in the Walnut Creek, Calif., elementary school in the years between his Stanford degrees.

From 1938 to 1942, Dr. Ensz taught in the Fillmore, Calif., junior-senior high school, and

Baldies Make Bald Statements About Selves; Pick Ten Best

New York, Dec. 6 (AP)—The Benevolent and Protective Order of Bald Eagles met today. The baldies:

1. Re-elected comedian Abe Burrows president for another year.
 2. Named the 10 outstanding bald men of 1949.
 3. Adjourned to sneer at comb and brush manufacturers.
- The 1950 slogan, according to spokesman, Abe Burrows, is, "Better to be bald than to have too many women in your hair."
- The 10 outstanding men, all "bald and proud of it," are:
1. Winston Churchill.
 2. James Farley, former postmaster general.
 3. Cecil B. DeMille, movie producer.
 4. Gen. Dwight D. Eisenhower, president of Columbia university.
 5. Field Marshall Viscount Montgomery, commander in chief of the Western Union of European Nations.
 6. Edgar Bergen.
 7. Crown Prince Charley of England.
 8. Dimitri Mitropoulos, conductor of the New York Philharmonic orchestra.
 9. A movie star, who didn't want his name used.
 10. A famous general, who didn't want his name used, either.



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- No more restless nights—millions of tiny air bubbles gently cradle your head... give you new deep sleeping comfort... 100% dust-free!
- No more hot soggy pillows—Playtex stays fresh and cool all night long because it actually breathes. Will not hold the heat like feather pillows.
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