

## Babson Predicts

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31. In my opinion, the cost of mortgage money will tend somewhat higher during 1953.

32. Construction of municipal and public works should rise moderately in 1953 as compared with 1952. This may be stepped up sharply late in the year if business falters. There may be a surplus of tax-free bonds.

33. A moderate slide-off in the sale of commercial farm properties can be expected. No bad break, however, seems likely in 1953. Fear of World War III, moreover, should help farm prices.

34. Population trend is away from the big cities. Fear of possible bombing and automobile overcrowding will continue as a drag on city realty values. Continued migration from the urban centers will help suburban properties.

35. For those who plan buying new homes in 1953, I strongly urge the purchase of acreage in suitable suburban areas. Surely, the H-bomb experiments should quicken the trend toward sub-sistence farms.

36. As public housing programs are far behind schedule, the new Congress will not promote such in 1953 unless the need for pump-priming becomes much greater.

### Tax Easing Will Be Slight

37. Tax relief will come mostly from expiration of present laws rather than from a new enlightened tax program. Barring further international problems, the present corporate excess-profits tax will be permitted to expire at the end of June, 1953.

38. If the need for new taxes continues high, after expiration of the excess-profits tax, the new Congress may consider additional excise or manufacturers' sales taxes. They may also serve to discourage consumer spending, if the war danger becomes acute.

39. State and local taxes may

be increased moderately here and there during the year 1953. However, I do not look for total advances in such to be so great in 1953 as they were in 1952.

40. There will be no increase in capital-gains taxes during 1953; but read paragraph 46 below. Income taxes may be reduced.

### Foreign Trade Outlook

41. Exports will fall again in 1953. The drop in imports will be much less than in exports. The new Administration will be urged to promote foreign trade instead of foreign aid. Only by buying our neighbors' goods can we get them off the relief rills. To save ourselves, I predict, we will buy more abroad, although this will be hard on some United States manufacturers.

42. I look for no change in the official United States buying price for gold. We won't "monkey with" the mint price of gold until the nation gets really "hard up."

### Conclusion: Profits Prospects, Stocks and Bonds

43. For the year as a whole I look for business profits to be slightly lower than in 1952. Earnings will be better during the early months, with a decline occurring later in the year. Profit margins will be cut by stiffer competition from both domestic and foreign sources.

44. Recently upped wages plus some additional 1953 boosts, will also put heavier cost pressure on profits.

45. Some companies that have been hard hit by excess-profits taxes may show improved earnings when the excess profits tax expires June 30.

46. There will be a cushion under falling profits provided by the current very high tax rates. If profits slide, Uncle Sam will share the heavier loss. This very fact, however, will make it difficult for Congress to reduce the rate of taxation.

47. Stocks are high historically. We are approaching the end of a long period of prosperity, much of which is based upon artificial measures. Therefore, sometime during 1953 I forecast lower stock prices than exist today.

48. Yet, do not forget that the stock market was at about the same price point when President Hoover won by a landslide in 1928. With business prospects good for early 1953, confidence might again cause a temporary boom. If an "Eisenhower bull market" develops, I strongly urge readers to take profits and build up reserves. Within 12 months after Hoover entered the White House the Industrial Averages fell 100 points.

49. New Administration will not favor "soft money" policy. Therefore, some further rise in interest rates seems probable. For this reason, I favor high-grade, short-term bonds, rather than long-term.

50. Finally, Wise investors are taking no action unless prepared to follow a carefully planned and supervised investment program. The keystone of this program will be in 1953 as in 1952, prove to be a policy of diversification and selectivity. Among those groups which offer safety and good yield are certain fire insurance stocks, bank stocks, variety chain store stocks, food processing companies, and telephone companies. EVEN THESE MAY FAIL US UNLESS OUR NATION HAS A REAL SPIRITUAL AWAKENING. THIS MUST INCLUDE BOTH YOU AND ME.

### ANNUAL MEETING SET

The Heppner Christian church will hold its annual meeting this Wednesday, December 31 at 8:15 p. m. Following the business meeting two pictures, "In the Footsteps of the Witchdoctor," and "African Pigmy Thrills" will be shown.

Mr. and Mrs. Bud Springer and children spent the weekend in Hood River visiting with their parents and other relatives.

## A Clean Stove Saves Fuel



The easy way to clean an oven. Leave a bowl of soapy water and ammonia in the oven overnight with the door shut tight. Next morning, suds the interior with a stiff brush. Dirt and grease wash off easily, thanks to pre-softening.

These are days of hearty meals and much home entertainment—and time to check the efficiency of your kitchen to save you time and money. A good start is the kitchen range.

Sputtering burners and smoky ovens are signs of trouble and wasted fuel. A good rule to follow is "a clean stove cooks better, saves fuel and lasts longer." But don't make a chore of it. Keep your stove in working order. Like the proverbial "stitch-in-time," constant care saves hours of hard labor.

Wipe the top and burners with a soapy cloth after each use, but let the stove cool first. Enamel may crack if water is applied while hot. However, wipe up spillovers at once with a DRY cloth or paper towel, lest they leave permanent stains. Follow with soap and water when the stove has cooled.

To keep carbon from jamming the pilot light, first turn it off;

then scrub the housing with a soft wire brush and wash with a soapy cloth. Make sure surrounding surfaces are completely dry before you relight it, and that connections are "seated" correctly. Pour grease off the broiler while it is still warm, but let it cool before you soak and scrub it in hot soapsuds. Rub mineral oil on the racks occasionally and they'll resist rust better and longer.

Treat the deep well cooker as you would any aluminum kettle. Lift it out and scrub with hot soapsuds, particularly along the outer edges. Non-insulated covers can be tub-washed, but insulated covers should just be wiped clean with a damp cloth.

## Services of New Soil Testing Lab Available to Farmers

A new soil testing laboratory at Oregon State College opened for operation this week, N. C. Anderson, Morrow county agent, announced today. Mr. Anderson said the soil testing service for Oregon farmers and home gardeners will assist county agents in making recommendations for proper use of commercial fertilizer. The new laboratory will be under the direction of Dr. L. A. Alban, OSC soils scientist. Similar programs are in wide use throughout the Midwest and Southern states, Anderson said. In stressing the value of good soil management in crop production, the county agent stated that proper use of fertilizer is of major importance in such a program.

Soil samples will be mailed from the farm to the OSC laboratory in special cartons available from the county agent. Information sheets which must accompany each sample will include the past fertilizer and cropping history and future cropping plans. Results of the soil tests will be returned to the agent for use in making fertilizer recommendations.

Instructions for taking soil samples from the field are also available from the county agent. He said it is important that the soil sample is representative of the entire field to be fertilized.

Although cartons, instructions, and information sheets may be obtained by writing the county agent's office, the OSC laboratory recommends that farmers talk

with the agent before taking soil samples.

The charge for analyzing soil will vary from \$1.50 to \$2.50 a sample, depending upon the tests requested. Soils of western Oregon are primarily acid and require a different set of tests than those needed for non-acid soils of eastern Oregon.

Soil reaction or degree of acidity, lime requirements, and available phosphorus will be run on acid soils for \$1.50 a sample. The charge will be increased to \$2.50 when available calcium and potassium are also determined.

Tests generally required for soils of eastern Oregon will determine degree of acidity, available phosphorus, available potassium, total salts, and sodium. Charge for these tests will be \$2.50 a sample.

Organic matter will be determined on any soil sample for an additional charge of \$1.00. Anderson said boron will be the only minor element determined and requires an added charge of \$1.00 a sample. Boron tests will be made only upon recommendation by the county agent.

### POMONA GRANGE TO MEET

Pomona Grange will meet Saturday January 3 at Willows grange in Ione. The meeting will open at 10:00 a. m., the program starts at 2:30 p. m. and a film on banking will be shown. Initiation will be held at 4:00 p. m. with the first and second degrees.

### RHEA CREEK GRANGE

The Rhea Creek Grange will have their regular meeting and a clam feed for all members Friday January 2 at 6:30 p. m. Members are to bring either salads or desserts.

### FORMER HEPPNERITES HAVE SON

Mr. and Mrs. Robert Taylor of Coeur d'Alene Idaho are the parents of a son born December 15, named Donald Ted. This is their fourth son and his grandparents are Mr. and Mrs. Ray Taylor of Heppner.

### WATCH PARTY TONIGHT

There will be a watch party at the Methodist church Wednesday night starting at 10 o'clock under the sponsorship of the Bible class. Everyone is welcome and refreshments will be served.

The Beaver is the largest North American rodent.

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## Plans Made For New Chevrolet Showing

A new Chevrolet that will create "entirely new conceptions of automotive beauty and performance" was promised today by Roice Fulleton of Fulleton Chevrolet Co.

Mr. Fulleton made his statement following a meeting with company representatives in Portland, where 1953 plans were revealed to an enthusiastic audience of dealers from this area.

"When we were invited to attend, we were told that this would be one of Chevrolet's most important business conferences," he continued. "This was conclusively borne out by developments. Not only were we shown the most exciting product in my experience as a dealer, but the speakers made clear that the company, through its newspaper advertising and promotion, would give the model unprecedented backing."

Mr. Fulleton said the program should answer any doubts about the future of business.

"A company with the marketing knowledge of Chevrolet does not reinvest the tremendous capital required for a program of this nature unless it is firmly convinced of sound sales possibilities," he pointed out. "It is quite apparent from the product that the largest automobile company in the world is anticipating one of its biggest years in 1953."

The date for showing the new Chevrolets on January 9th has been announced. Mr. Fulleton is already making plans for a display of the car here. He is confident that interest in the new model will draw record-breaking crowds to his showroom.

## Local News In Brief

Rev. and Mrs. Earl Soward visited last week at the home of Mr. and Mrs. Alva Farabee in Prineville. Mrs. Farabee is Mrs. Soward's sister. Saturday, her brother, Andrew Ingalls of Kent, Washington visited at the Soward home here.

Mrs. J. Osmen Hager returned Sunday evening from Corvallis, where she spent the Christmas holidays at the home of her son-in-law and daughter, Lt. Col. and Mrs. Clayton Shaw and sons.

Mr. and Mrs. Harold Hill and family of Coos Bay were in Heppner to spend the holidays with her parents, Mr. and Mrs. Tom Harris at their country home in the Rhea creek area.

Mrs. Bertha Johnson returned the first of the week from Portland where she spent Christmas with her daughter-in-law, Mrs. Victor Johnson and daughter, Carolyn.

Mr. and Mrs. Ray Drake had as their guests over Christmas: Mr. and Mrs. Paul Warren and children of Corvallis, Mr. and Mrs. Claude Drake and family of Richland, Wash., and Mr. and Mrs. Douglas Drake and family.

Ronald Reid has returned from Portland where he was employed for a time.

Mrs. Venice Stiles was here from Portland to visit her mother, Mrs. Josie Jones over the holidays. Mrs. Stiles came up from the city with Mr. and Mrs. Luke Bibby and her mother, Mrs. Robert Thompson.

Miss Martha Tapanainen spent Christmas in Vancouver, Wash., with her father and other relatives.

Judge and Mrs. Garnet Barratt drove to Salem Wednesday to spend Christmas with his mother, Mrs. W. B. Barratt.

Mr. and Mrs. Tom Wilson spent Christmas in Walla Walla with her brother, Edward Fisher.

Mr. and Mrs. Frank Ayers were in Hermiston Thursday to visit his father, James T. Ayers.

Recent guests of Mr. and Mrs. Bill Hinton at their farm on Willow Creek were her parents, Mr. and Mrs. Harry Sherman, Nancy Sherman and Mr. and Mrs. Marvin Anthony and Don Anthony of Oregon City.

Glen Walker was in Townsend, Montana to spend the Christmas vacation with his father, Eslie Walker, who has been there since late fall with his mother, Mrs. Bert Ward. Mr. and Mrs. Roy Thomas and Mrs. Max Gentry drove Walker to the train at Pasco.

Miss Barbara Stout returned to Spokane the last of the week after spending Christmas here with her parents, Mr. and Mrs. Charles Stout. Miss Stout is the manager of a beauty salon in Spokane.

Mr. and Mrs. Robert Penland and Neal spent Christmas in Portland with members of both families that had gathered there for the holidays.

Mrs. W. B. Barkla motored to Walla Walla Wednesday to spend the weekend with her son and daughter-in-law, Mr. and Mrs. Bob Deeter.

Mr. and Mrs. Howard Gilliam and children of Baker were in Heppner to spend Christmas with their parents, Mr. and Mrs. Earl Blake and Mr. and Mrs. Earle E. Gilliam.

Miss Nellie Doney, Mrs. M. L. Case, David and Will Hynd were Christmas dinner guests of Mr. and Mrs. Herbert Hynd at the Butterby Flats ranch near Cecil.

Mr. and Mrs. Eugene Peterson and children spent the Christmas weekend in Ontario with relatives.

Mrs. Bud Springer, Mrs. Lincoln Nash and Lyle and Maryann Jensen made a business trip to Pendleton Monday.

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**AND OLDER!**

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A sincere wish for a happy, happy new year to our loyal patrons and friends . . . and we shall do our utmost to make this wish come true.

A glance at our January program will assure you that we have renewed our resolution to bring to you the finest possible entertainment at the lowest possible price.

Thursday-Friday-Saturday, January 1-2-3

**HIGH NOON**

Gary Cooper, Thomas Mitchell, Lloyd Bridges, Katy Jurado, Grace Kelly, Otto Kruger, Lon Chaney, Henry Morgan.

When the hands point up—the excitement starts. A top-bracket western that has won the praise of the high-hat critics. The haunting, wistful tune "High Noon" is heard throughout the film.

Plus

**RAINBOW ROUND MY SHOULDER**

Frankie Laine, Billy Daniels, Charlotte Austin. Tried-and-true song favorites, Technicolor photography, and a pleasant story have been added to the cast of Top-drawer musical stars. Shows at 6 p. m. and 9 p. m. on Thursday; one show starting at 7.30 on Friday and Saturday. Do try to see "High Noon" from the beginning, but see it! A terrific double-bill.

Sunday-Monday, January 4-5

**THE QUIET MAN**

Directed by JOHN FORD. Color by TECHNICOLOR. JOHN WAYNE is a riot man! BARRY FITZGERALD is an impish marriage broker! MAUREEN O'HARA is red-haired and willing! Photographed in Ireland. Once in a generation, entertainment like this. It's that warm, happy, wonderful picture everyone has been waiting to see. No increase in admission prices.

Sunday shows at 2 p. m.—4:30—7. Boxoffice open until 9.

Tuesday-Wednesday, January 6-7

**THE OUTCASTS OF POKER FLAT**

Anne Baxter, Dale Robertson, Miriam Hopkins, Cameroh Mitchell. Based on Bret Harte's most famous of all frontier adventures—classic, gripping drama of the goldrush days.

*Holiday Greetings*

May the New Year  
hold only happiness  
for you.

1953

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**HEPPNER GAZETTE TIMES**