

Fortune Predicts Business In 1955 Will Be Best Ever

New York — The year 1955 will be the best in U.S. business history, according to a New Year's forecast by Fortune magazine.

Fortune's business Roundup predicts that business will continue to improve at least to mid-1955. A \$24,000,000,000 rise in the nation's output of goods and services is seen for the next 18 months from an annual rate of \$360,000,000,000 to \$384,000,000,000 in the last quarter of 1954.

Last January the Roundup predicted accurately that gross national product would drop 3 per cent in 1954. In April it stated correctly that the recession had reached bottom. In July it predicted a \$10,000,000,000 upturn in gross national product by mid-1955 (actual upturn, it now appears, will be closer to \$14,000,000,000).

Two years ago Fortune predicted that when defense spending leveled off at around \$40,000,000,000, gross national product would be \$355,000,000,000. With defense spending leveling off at about that rate in the fourth quarter, the G.N.P. of \$360,000,000,000 is close to the prediction.

Defense Spending
Other forecasts by the Roundup for the next twelve to eighteen months: Defense spending will decline only about \$2,000,000,000, to a \$38,000,000,000 rate by mid-1955.

Consumer spending will increase 3 per cent a year from the present rate of \$235,000,000,000 to \$243,000,000,000 in 1955, and another \$5,000,000,000 in the first half of 1956. Cost of living will remain "remarkably stable."

Credit will tighten just a little, as business demand for bank loans expands, but money will remain "fairly plentiful and cheap."

Home-building, though it soared to a seasonally-adjusted rate of 1,400,000 in November, "cannot be expected to rise much above 1,300,000 in 1955." The spending rate for public works construction (\$8,500,000,000 in 1954) will probably rise by another \$1,000,000,000 in 1955, and by an additional \$2,000,000,000 each in 1956 and 1957.

1956 Tax Cut
Income and savings: "During the recession, personal incomes nearly held their own while the G.N.P. in the 1955-56 upswing—\$15,000,000,000 vs. \$25,000,000,000. The savings rate, now slightly below the recent 'norm' of 8 per cent of consumer income, should rise a trifle, but probably not until personal taxes are cut again sometime in 1956. That cut may add as much to consumer disposable income as the \$3,000,000,000 contributed by the tax reduction on Jan. 1, 1954, part of which went into saving and part into spending."

Exports: "U. S. sales of civilian goods abroad rose from \$12,300,000,000 in 1953 to \$12,500,000,000 in 1954. They may rise another \$2,000,000,000 over the next two years."
"The U.S. will be swelling the outflow of dollars," Fortune

State Turkey Flocks On Level With 1953

Salem — (U.P.) — Oregon turkey flocks entered the new year on almost an even basis with a year ago, based on official pullorum tests, the State Department of Agriculture said Saturday.

The year-end report of poultry supervisor Earl Reitsma, who is in charge of the testing for the Oregon turkey improvement program, shows 232,945 turkeys were tested to Dec. 30. This is just 68 birds less than a year ago. Tests were made in 232 flocks in 1954 compared with 241 in 1953.

The year-end report shows a slight gain in the number of birds of light breeds tested. This means mostly Beltsville whites. In 1954 25,709 birds of the lighter breeds were tested compared with 22,303 in 1953.

December testings included 49,797 of which 42,891 in 36 flocks were of heavy breeds and 6,906 birds in 10 flocks of the light breeds.

4-H Club News

Club Meets
The Sew and Sew 4-H club met at the home of Ann Fowler for a Christmas party. The lesson given by one of the leaders, Mrs. Van Dyck, was on grooming. Refreshments were served and gifts were opened.

The next meeting will be held Jan. 15 at the home of Susan Gifford.

The next project will be scarf making.

Judith Van Gordon
Reporter

Mummers Greet Entry of New Year

Philadelphia — (U.P.) — Some 12,000 gaily bedecked marchers, prancing and strutting to the tune of "Oh, Dem Golden Slippers," greeted the new year Saturday in Philadelphia's traditional Mummers Parade.

Clear weather with temperatures in the comfortable upper 40s swelled the crowds lining Broad st. to an expected record of more than 1,000,000.

A total of four fancy clubs, five comic divisions and 21 string bands vied for the \$52,000 in prizes donated this year by the city, a record amount. But the prizes amounted to only a small fraction of the money spent by the new year "shooters" on the costumes they wore above their gilded shoes.

Pink was the predominating color among the varied pastels chosen by the fancy clubs for the embroidered, spangled and sequined satins of their costumes.

Variety of Customs Mark New Year's Day

Washington — Rose Bowl, Hogmanay, 12 grapes, "first-foot"—all say the same thing, Happy New Year.

Since calendars were devised men have celebrated the New Year according to differing customs, says the National Geographic Society. Yet few other holidays reflect so universally mankind's hope for future happiness.

This spirit has most often found outlet in special feasts, parties, and visiting with friends and relatives. In the United States, where New Year's day arrives late on its journey across the world from the Pacific International Dateline, sports lovers from Florida to California have added something typically American—football competition.

Civic Products
Pasadena's Rose Bowl game, now a part of the annual pageant of the older Tournament of Roses, was born Jan. 1, 1902. After a lapse it was firmly re-established in 1916 and set the pattern for more bowl games: Miami's Orange Bowl, New Orleans' Sugar Bowl, Dallas' Cotton Bowl and others that read like a list of civic products.

Another gala event that gets each infant year off to a breezy start is the gay and elaborate Mummers' parade of Philadelphia. With a history that goes back to a city-wide festival of Jan. 1, 1876, today's all-male string bands, fancy-dress and comic-club performers put on a pageant of color and capers that delights hundreds of thousands

AFL Leader Wants Big Program During 1955 Federal Construction

Washington — (U.P.) — AFL President George Meany wants the government to give the economy a shot in the arm by undertaking a huge school, hospital and highway construction program.

He asserted in a year-end message to AFL members Friday night that the American economy can "forge ahead" in 1955 if the government leads the way, or "it can be retarded if the government sits back and does nothing to encourage the return of prosperity."

Would Create Jobs
Meany said a big government construction program would create jobs.

In reporting a new increase in state insured unemployment, the Labor Department last night blamed seasonal slow-downs in construction, lumbering and food processing as well as some curtailments in fabricated metal, machinery and electrical equipment industries.

It said insured unemployment increased by 22,800 persons to a total of 1,605,300 during the week ending Dec. 18. In the following week, it said, 303,500 persons filed new claims for jobless pay, an increase of 1800 over the previous week.

Sharp Upturn Indicated
Meany acknowledged that a sharp business upturn this spring is indicated, but warned there is "one dangerous factor."

"Unemployment remains unnecessarily high and will probably continue to climb until March or April," he said, adding that this loss of purchasing power

President Has Quiet New Year's Eve; Set To Resume Busy Slate

By MERRIMAN SMITH
UP White House Writer

Augusta, Ga. — (U.P.) — President Eisenhower celebrated New Year's Eve quietly in the plush surroundings of the Augusta National Golf Club and made plans Saturday to return to a busy Washington schedule Jan. 2.

The president escorted his wife and her mother, Mrs. Elvira Doud, to the trophy room of the club during the last evening of 1954 for dinner. He then joined members of the club in festive but quiet New Year's Eve celebration.

Aides said the President left the clubhouse shortly after mid-

night and went to his cottage by the golf course.

The White House announced Friday night that Mr. Eisenhower and his wife will return to Washington today. They will leave Augusta in the presidential plane, Columbine III.

Busy Schedule
The President faces a busy schedule at his White House desk preparing his State of the Union message for delivery next week and getting ready for the opening of the new Congress.

Before Mr. Eisenhower began his New Year's observance he announced the appointment of a three-man emergency board which had the effect of preventing AFL machinists from striking against six major airlines, at least until Feb. 20.

The President appointed Judge Adolph E. Wenke of the Nebraska Supreme Court as the special board chairman and James P. Carey Jr., of Chicago and Francis J. Robertson, of Washington, D. C., as the other members. Carey and Robertson are attorneys.

Mr. Eisenhower created the emergency board on Nov. 16, but withheld actual appointment of its members until Friday night.

The airlines involved in the threatened strike, according to White House Press Secretary James C. Hagerly were Capital, National, Northwest, Trans World, United and Eastern.

Denies Report
The White House Friday night denied a report that Gen. Matthew B. Ridgway, Army Chief of Staff, had written Mr. Eisenhower expressing concern over a planned cutback in Army manpower during the next 18 months.

White House Press Secretary James C. Hagerly said Ridgway, along with other military staff chiefs, was requested some months ago, by Secretary of Defense Charles E. Wilson to submit a memorandum on service manpower needs.

Hagerly said the request was made by Wilson long before the Administration announced its final decision on manpower cutback. Hagerly would not say whether Ridgway expressed concern to Wilson but he added that the Army staff chief's opinion was stated to Wilson and not to the President.

Friends Church Opens Convention in Salem

Salem — (U.P.) — Some 150 young persons from 50 Friends churches in the Northwest opened a three-day midwinter convention here Friday night.

Rev. Gerald Dillon, First Friends Church, Portland, addressed the group.

Highlight of Saturday's program was a banquet at the Marjorie hotel, with Phil Harmon, student at George Fox College, in charge.

Milo Ross, president of George Fox will address the group Sunday morning. Rev. Hal May, Marion Friends Church, will speak tonight at the concluding session.

\$1,194,000 Budget Set Up For Oregon's Park System

Salem — (U.P.) — The Oregon state parks division of the State Highway Department will have a budget of \$1,194,000 for maintaining, developing and operating the state parks system during 1955.

State Parks Superintendent C. H. Armstrong said more than a third of the budget will be used for operating of the parks, including upkeep of the many facilities provided for the public.

Operation of the Oregon state parks system is administered by representatives with headquarters in State Highway Department buildings in Salem,

Portland, La Grande, Bend and Coquille.

Armstrong predicted that within 10 years Oregon state parks will be accommodating

10,000,000 visitors. The parks division now administers 156 separate park areas containing 53,052 acres.

There has been a trend toward boating facilities, Armstrong said, and such facilities will be available at three new parks this year—at Fort Stevens, Ochoco reservoir and at Detroit dam.

Only One Highway Death in Oregon On New Year's Eve

Portland — (U.P.) — Oregonians, heeding the pleas of police and city officials, welcomed the New Year Friday night in a safe and sane manner, although there was enough noise-making to satisfy the most enthusiastic celebrant.

One Fatality
There were only a few scattered accident reports from around the state and by mid-morning Saturday only one highway fatality had been reported.

State police said Mrs. Inez Wilson, 38, Eugene, had apparently drowned in the Willamette river when the car in which she was riding plunged into the stream about 15 miles east of Eugene.

In Portland, police had threatened to put up roadblocks if necessary to stop drunken and reckless driving. But only five motorists were arrested for drunken driving and there were only a few minor accidents reported during the night. The pattern was much the same elsewhere around the state.

Plenty of Noise
Light rain fell over most of western Oregon but it failed to dampen the spirits of those who stayed up to greet the New Year. Nightclub operators reported capacity crowds with plenty of noise-making, although most reports said the patrons were orderly.

Four Killed in Crash On Arizona Highway

Kingman, Ariz. — (U.P.) — Four persons were killed late Friday night and four others seriously hurt when a car carrying nine persons crashed into the left corner of a flat bed truck being towed by another car 16 miles west of here on U.S. Highway 66.

The Arizona Highway Patrol identified the dead in the Kingman crash as Carl Burke, 23, his wife, Lillian, 21, Arsenio Garcia, 19, who had a New Mexico address, and Rachel Gerin, 18, of Kingman. Driver of the car was identified as Joe Esquibel, 16, Kingman.

The driver of the car which was towing the flat bed truck was identified as Walter R. Coretti, 29, West Covina, Calif.

WAIT!
DON'T BUY ANY FURNITURE UNTIL YOU SEE OUR AD IN TUESDAY'S MAIL TRIBUNE MEDFORD FURNITURE STORE
CLOSED MONDAY & TUESDAY Watch For Sale
Starting **Wednesday, Jan. 5**
Remember! Don't Buy Any Furniture Till You See Our Ad!

We Will Be Closed MONDAY & TUESDAY JANUARY 3rd & 4th For Inventory
SIMS
CYCLE & HOBBY SHOP
23 North Fir Phone 2-2472

Happy New Year
CITY APPLIANCE, Inc.
Medford's Newest Appliance Store extends an invitation to **BETTER LIVING in 1955!**
Resolve NCW to increase comfort and lighten labors with **HOTPOINT** appliances . . . you can't buy finer quality—smarter styling—more dependable service. Extended payments that fit any family budget!

127 NO. CENTRAL Across From Penney's PHONE 3-5743

Returned to Medford
Dr. ROBT. E. LEE, Optometrist
OFFICES NOW OPEN AT THE **BIG Y MARKET BUILDING**
1912 N. Pacific Hwy. Phone 3-5923
EASY PARKING