

Business for 1955 Could Exceed Record Chalked Up in 1953

New York—(U.P.)—Business throughout the nation is expected to give a good account of itself in 1955 and it may equal or conceivably exceed the record year of 1953.

At the year-end there were many contributing factors for this optimistic feeling throughout the business world. The nation finished the year of 1954 on a rising tempo, winding up the second best business year in history.

According to some business quarters, the nation's economy in 1954 was bolstered considerably because for the first since 1939 the nation went through a period without a war or participation in some form of supporting action.

Industry Gains Cited
The economists gave many reasons for their optimistic views for 1955. A guaranteed growth was expected in new construction; stepped up output in steel and automobiles; basic strength in the stock market; increase in retail trade; and the availability of easy money and credit.

However, some weak spots will develop in 1955, according to the forecasters. The textile industry appeared highly cautious at the end of 1954. The ailing railroad and coal industries will have some tough sledding, but they are expected to show moderate gains in 1955.

Gross national product, a very important yardstick in the nation's economy, is expected to increase around three per cent in the new year. This would bring output of goods and services in 1955 up to, or slightly above, the record level of 1953.

Consumers will spend more in 1955. With personal incomes moving upward, coupled with a growing population, the consumer will spend more for non-durable goods, according to business quarters. The market for durable goods will be boosted by active residential building, new automobiles, and aggressive sales effort.

More Labor Demands Seen
Labor, the experts say, is going to take advantage of the business revival in 1955. The prognosticators feel that labor unions will make a strong bid for a guaranteed annual wage, higher wages, and fringe benefits. The year, 1955, the experts assert isn't likely to match 1954 as probably the most peaceful postwar year on the labor front.

Inflationary pressures may play a part in commodities and prices in general. But most experts feel that they will hold steady throughout 1955.

Total corporation earnings in 1955 are estimated to show a six to eight per cent gain over 1954, traced in most cases to anticipated increased volume and relatively steady prices. Dividend payments by corporations established a new all-time high in 1954 and predictions are that they may top this figures by as much as 10 per cent in 1955.

Overall, the nation's economic picture appears bright. However, most economists make their

South Windsor, Conn.—(U.P.)—Robert Boothroyd escaped injury but not astonishment when a horse ran into his automobile and jumped against his windshield.

predictions on the assumption that Washington will maintain its friendly attitude toward business and that nothing drastic will develop in the foreign situation.

Retail Credit Class Scheduled Here Later in Month

Merchants and personnel of credit offices of Medford and Grants Pass trade area will be given an opportunity to participate in a 10-hour course in retail credit fundamentals to be given here Jan. 20, 21, 24, and 25, according to Vern Bacon, manager of the Credit Bureau of Medford, Inc.

Conducting the school will be Sterling S. Speake, instructor in retail credit for the National Retail Credit association.

Medford has been selected as one of several cities to be included in this year's credit education program offered by the association in cooperation with the Associated Credit Bureaus of America. Credit schools have been conducted throughout the country for the past several years, and have been described as a practical and interesting study of successful methods in the handling of retail credit.

Topics to be discussed in the course include problems affecting credit, credit applications, credit interviews, investigating and evaluating the customers, accepting or rejecting the applicant, store credit policies, credit sales promotion, credit letters, collection and other procedures.

Topics Listed
Classes will be held from 7:30 to 10 p.m. each evening at the Roosevelt school gymnasium. A National Retail Credit association certificate will be awarded those passing the examination, which is optional. A small enrollment fee will be charged. Further information may be obtained by calling Bacon.

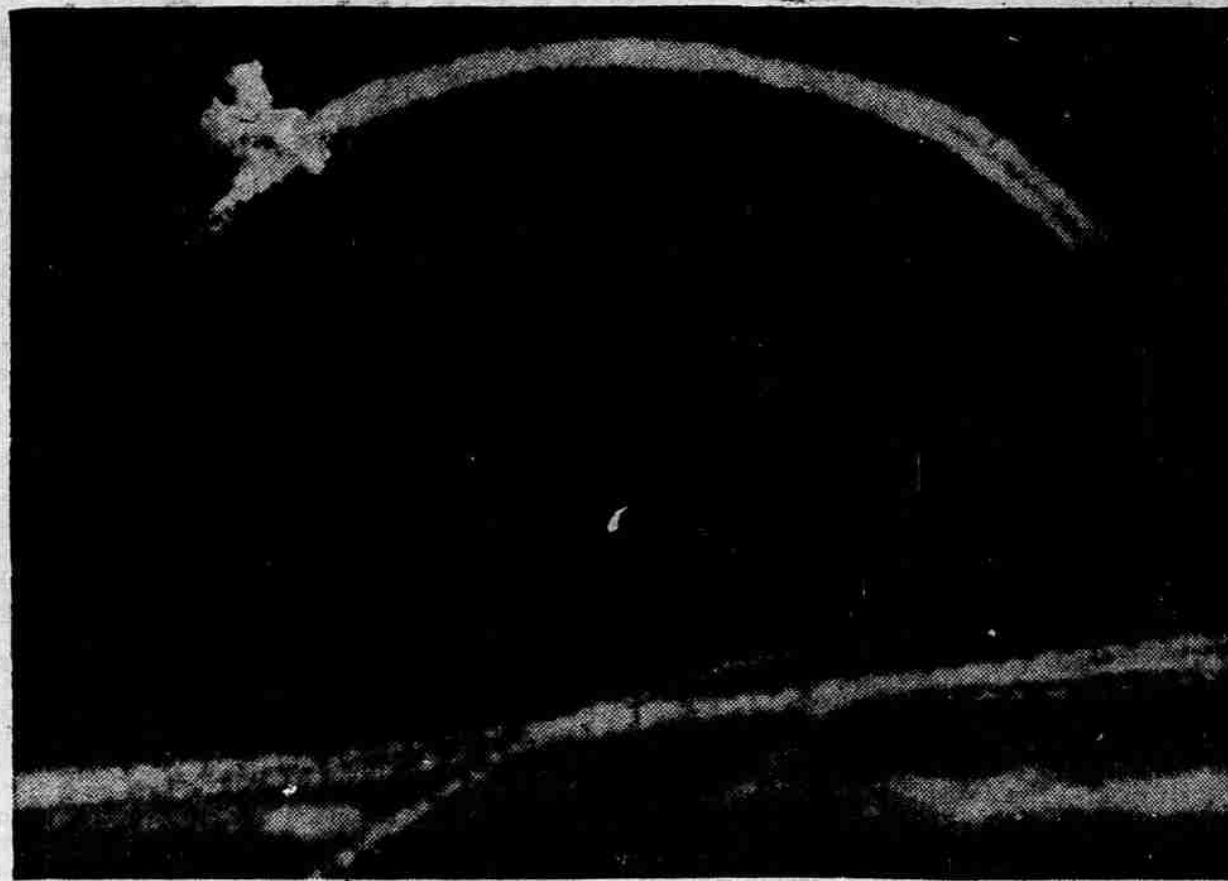
'Athletic Heart' Term Disfavored

Chicago—(U.P.)—The American Medical Association says the term "athletic heart" should be dropped because it is used with too many different meanings to describe a condition which "probably does not exist."

An editorial in the Journal of the AMA said reports on the effect of exercise on the heart lead to the conclusion that "infections are more important as a cause of cardiac disease than exercise."

The editorial also said that "exercise, even when strenuous, will not damage a normal heart," and that "persons with a heavy body build have a lower life expectancy than those with a lighter build regardless of the type or extent of their participation in sports."

But the Journal added that there can be "no doubt" that a strenuous exercise may injure a heart already weakened, and young athletes should have close medical supervision.



JETS COLLIDE IN MIDAIR—A cloud of smoke at the end of vapor trails shows where two Navy jet fighters collided nearly six miles in the air over San Jose, Calif. The crash, witnessed by literally thousands of persons who were watching the vapor trails, took the lives of Chief Air Controllman Willard D. Reese and Chief Avn. Mech. Robert E. Messer. Wreckage was scattered over a 12-mile area and part of one body was found.

Old Wooden Tie To Continue on Railroads

Washington—(U.P.)—Great technical advances have appeared in most aspects of railroad transportation, but the old wooden tie will continue to support the modern streamliner for years to come.

Richard G. May, vice president of the Association of American Railroads, said that various substitutes such as concrete, steel and plastics have been tried but cannot match the advantages of the wood tie in low cost, light

weight and relatively long life. May said about 3,000 ties are used for every mile of track. There are about one billion ties in all maintained railroad track in the United States, he said. Through improvements in treating and in protecting ties against mechanical wear, the annual number of replacements of these ties has been reduced nearly threefold since 1927—from 87,000,000 to less than 30,000,000 last year.

CLEANED AT TRACK

Louisville, Ky.—(U.P.)—A boy stopped Mrs. James Gilbert as she was leaving Churchill Downs on the closing day of the track's fall meet and asked, "Did You Have a Good Day?" Mrs. Gilbert told him she didn't have a winner. The boy grabbed her purse, containing \$90 and her car keys, and ran. She was really broke then she told police.

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