

Kennedy Faces Fiscal Decision

By EDWARD COWAN
United Press International
Washington — President Kennedy must come to grips shortly with the task of resolving as complicated a tangle of fiscal choices as has confronted a chief executive in many years.

His decisions and the response of the new 88th Congress may be of major significance to the national economy. His proposals may touch off a roaring congressional fight which could bear heavily on the 1964 presidential election.

The spade work which must precede the President's decisions is under way in the massive stone buildings which flank the White House — the treasury and the executive office building, which housed the budget bureau.

Drafting Reduction
Treasury tax experts are drafting a tax reduction and reform package for submission to the new Congress in January. Kennedy has promised tax relief in 1963 to corporations and individuals in all income brackets.

Budget bureau officials are drawing up plans for government spending in fiscal 1964, the federal business year which begins next July 1. Kennedy is expected to submit his 1964 budget — with both spending and tax proposals — to Congress in January. It could easily climb to \$97 billion.

The President must decide how much tax relief to propose. Most administration officials feel it should be at least \$5 billion to \$7 billion to give the economy a potent, lasting shot in the arm.

But even before taking tax reduction into account, it appears that the 1964 federal budget will be several billions in the red. Lowering taxes will widen the deficit — although administration officials claim that in the long run the stimulus to the economy will produce higher tax revenues and budget surpluses.

Risk of Inflation
How big a deficit can the President plan without courting the risk of inflation? Do political considerations dictate keeping the deficit smaller than the record peacetime red — ink margin of \$12.4 billion posted under former President Dwight D. Eisenhower? Kennedy has cited the 1959 deficit in replying to Eisenhower's criticism of New Frontier policies.

There is the question of tax reform. The administration would like to close some of what it regards as loopholes in the present tax code. That is, it would like to make more income subject to income tax, as distinguished from no tax or the relatively low capital gains tax. It would achieve this by modifying or repealing provisions of the tax code which directly benefit relatively few taxpayers. One such provision is capital gains taxation of stock option profits.

Means Different Things
But one man's loophole is another's just desserts. Labor unions would favor the stock option change but firmly oppose making sick pay taxable. Tax reform has won little praise from some of the most vociferous advocates of tax reduction.

In short, "tax reform" means different things to

different people, not the least of them members of Congress. It has been likened to a bitter pill which the administration must sugar-coat with tax rate reduction. Officials fear that without the sweetener Congress will not swallow the pill.

Which leads to still another ticklish problem. President Kennedy's economic advisers favor reducing taxes as soon as possible to infuse new vigor into the economy. (It has shown little vigor lately.) Walter W. Heller, chairman of the council of economic advisers, has warned publicly that the economy may dip in the first half of 1963.

But tying tax reduction to tax reform may bog both down. Untying them may doom tax reform.

Although most everyone is for tax reduction, some members of Congress attach an important condition to their support. Conservatives such as Sen. Harry F. Byrd (D-Va.), chairman of the tax-writing Senate finance committee, have said that spending should be reduced simultaneously with a tax cut. Former President Eisenhower has also called for less spending.

Out of Question
Heller and Treasury Secretary Douglas Dillon have said that less spending is out of the question. Budget experts estimate there will be a "built-in" rise of \$3 billion or more in 1964 spending.

There is a good prospect that the budget will be in the red not only in fiscal 1964 — which ends June 30, 1964, four months before a presidential election — but also in fiscal 1965. That would send Kennedy up for reelection in November, 1964, with a record of four deficits and no surpluses — certain ammunition for his opponent.

Kennedy may decide that for the sake of appearances the spending increase he proposes in the January budget should be held down as much as possible. Any rise at all is bound to be greeted by the claim that the President is charting a reckless course.

Express Their Case
When appealing to the public, the conservatives express their case in terms of familiar homilies about balancing the family budget. Administration liberals and the President believe the homilies are irrelevant — that federal finance is not bound by the rules which govern family finance.

There is a considerable body of opinion among professional politicians that the economic sophistication Kennedy propounded as a substitute for homilies will not go over with the public. This view holds that many citizens will find it easier to accept the charge that the administration is indulging in verbal sleight-of-hand to mask fiscal recklessness.

Still other political pros have advised the President not to worry about fiscal irresponsibility as an issue. They assert most voters do not take much interest in it one way or the other. They believe that more concrete issues — peace or war, jobs or unemployment, identification of the administration with the common folks — are more decisive.

Credit Salesmanship Course Scheduled Here

A course in credit salesmanship, specially designed to meet the needs of the small businessman in Oregon, will be offered in Medford Monday and Tuesday, Nov. 26 and 27.

Sessions are scheduled from 7 to 9:30 p.m. in room 224, Hedrick Junior High school. The course is sponsored by the extension division of the Oregon state system of higher education.

Anyone engaged in sales or customer contact will benefit from attendance at the two sessions, according to Don Low, director of business and public administration programs for general extension division. Enrollment is open to all interested persons. The fee is \$10, and includes text material. Registrations may be completed at the first class meeting.

Instructor Garland H. Read, director of public relations for Credit Bureaus, Inc., Salem, has had experience in retail, industrial and door to door selling, as well as credit and office management. He teaches credit management courses in Oregon, Washington, and Idaho.

Topics Listed
Topics to be discussed on

Monday night during the first session include: (1) why creative selling; (2) look at the market, statistics about customers and anticipated sales in the local county; (3) credit selling, how to make credit work to bring more customers into the store; (4) selling "word-wise," don't be content with meaningless and ineffective words when verbal dynamite can be effective.

On Tuesday, the second session will cover: (1) telephone selling, using the telephone to obtain better appointments, to create the sale and to sell more merchandise; proven sales approaches; suggestive selling; (2) the salesman, how to become better, mental qualifications for a good salesman, nine sales tips; (3) the customer, today's buying motives, understanding the mental processes that take place in the mind of the customer on every sales approach; (4) the presentation, know the merchandise and effectively persuade the customer to buy, upgrading the sale; suggestive selling; (5) the close, seven techniques to be used in successfully closing the sale, turning a dissatisfied customer into a loyal booster, building future sales.

Gray's 1963 Spectacular Floor Sample SALE

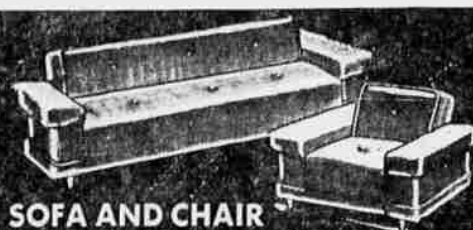


DINETTE SETS

Many styles and finishes, all with heat-resistant table tops and handsomely upholstered chairs. Just 2 sets listed below:

5-Pc. DINETTE SET including table and 4 chairs, reg. \$70 value. Only **\$49.88**

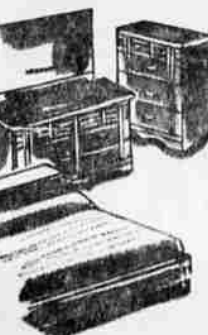
7-Pc. DINETTE SET including table and 6 chairs, reg. \$140 value. Only **\$99.88**



SOFA AND CHAIR

Luxurious sofa in long-wearing fabrics makes up easily into a comfortable double bed. Has long-wearing double spring construction, plus 5-year guarantee. Complete with spacious matching club chair.

Reg. \$180 Value—Only **\$98.88** Pay Only \$1.50 a Week



3-PC. BEDROOM SET

Includes cabinet headboard and footboard, Mr. and Mrs. dresser with beveled tilting mirror. In Sea Mist, Walnut and Charcoal, 4-drawer chest.

reg. \$170 value only

\$128.88

Pay Just \$2.00 a Week!



Eastern Hardwood Crib and Mattress

Reg. \$50

Only **\$29.88** Complete



RECLINING CHAIR

In Long-Wearing Frieze and Plastic Fabrics

Reg. \$100 Only **\$49.88**



MATTRESS SPECIALS

Boxspring or Innerspring Mattress, Twin or Full size.

Reg. \$40 **\$19.88**

Posturized Boxspring and Innerspring Mattresses, 5-Yr. Guar. Twin or Full Size, Reg. \$100 per set **\$29.88**



CONVERTIBLE PLASTIC SOFA BED

Foam rubber sofa that converts into a full size bed with innerspring mattress.

Choice of covers & colors, reg. \$248 value. Only **\$148.88**

Buck Graves Says:

Our new 1963 line of furniture will be arriving soon and we have to clear out some of our floor samples. This is all good merchandise and at a terrific savings to you. We want you to come out—look it over—and let me show you how easy it is to buy on Gray's Easy Credit Terms!



Remember—we are open MONDAY NIGHTS TILL 8:00.

AMAZING LAMP SPECIALS!

BOUDOIR LAMPS & SHADES



Values to \$5

only **\$1.49**

TABLE LAMPS & SHADES



Values from \$5 to \$10

only **\$3.88**

FLOOR LAMPS & SHADES



\$12 Values

only **\$5.98**

3-SPOT TREE LAMPS



reg. \$15 Values

only **\$7.98**

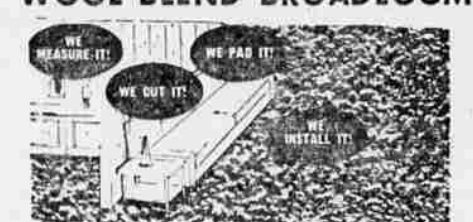
3-SPOT POLE LAMPS



reg. \$20 Values

only **\$8.88**

3 ROOMS CARPETED WALL-TO-WALL (if desired) OF WOOL BLEND BROADLOOM



Pay \$2 a Week! Complete including

Padding and INSTALLATION

\$199

Deep heavy blended yarns, color-locked for permanent beauty. No upkeep . . . always luxurious. Prices based on 30 square yards. If you can't come in, call for free home measurement and estimates!



4-PC. CURVED FOAM RUBBER SECTIONAL

Magnificent 90 degree curved sectional, with cloud-soft 100% foam rubber in seats and back for luxurious, long-wearing comfort. Zippered reversible cushions. High piled frieze fabric.

Pay Just \$3.00 a Week

Reg. \$460 Value—Only **\$249.88**



4-PC. PLASTIC-TOPPED BEDROOM SUITE with SPACIOUS DRESSER, MIRROR, ROOMY CHEST and CABINET BED

Real beauty and comfort at a low, low price . . . this gracious bedroom suite in your choice of Charcoal, Sea Mist Blonde or Copperstone. Walnut will give a luxurious addition to your home for years to come.

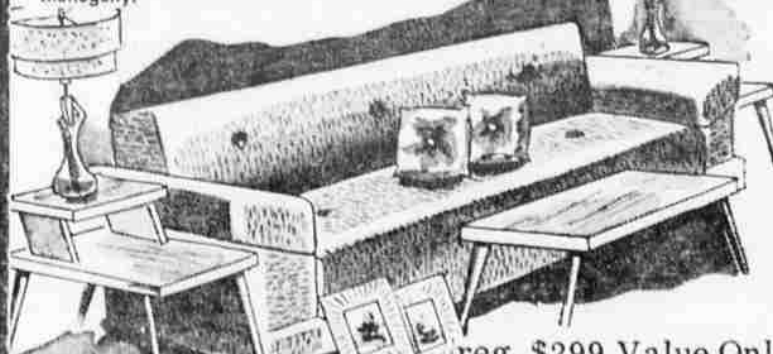
Reg. \$200 Value—Only **\$168.88**

Pay Just \$1.00 a Week! Night stands available at \$9.88 each

14 Pc. CUSTOM LIVING ROOM GROUP

Here's What You Get:

- Handsome, luxurious sofa with double spring construction, 5-year guarantee . . . seats 4 comfortably . . . opens to make a double bed!
- Large, roomy matching club chair!
- Matching or contrasting platform rocker!
- 1 cocktail table in lined oak or mahogany!
- 2 matching step end tables!
- 2 gorgeous table lamps and shades!
- 2 decorator pillows!
- 2 lovely pictures!
- Magazine rack!
- Smoking stand!



reg. \$299 Value Only

\$199

Pay Just \$2 a Week!

IF YOUR CREDIT'S GOOD IT'S GOOD AT GRAY'S!

FREE DELIVERY

\$5.00 Will Hold Any Item for Future Delivery

NOTHING DOWN ON APPROVED CREDIT

HASSOCKS

\$5.88

Large Selection of Colors

Admiral

CLOCK

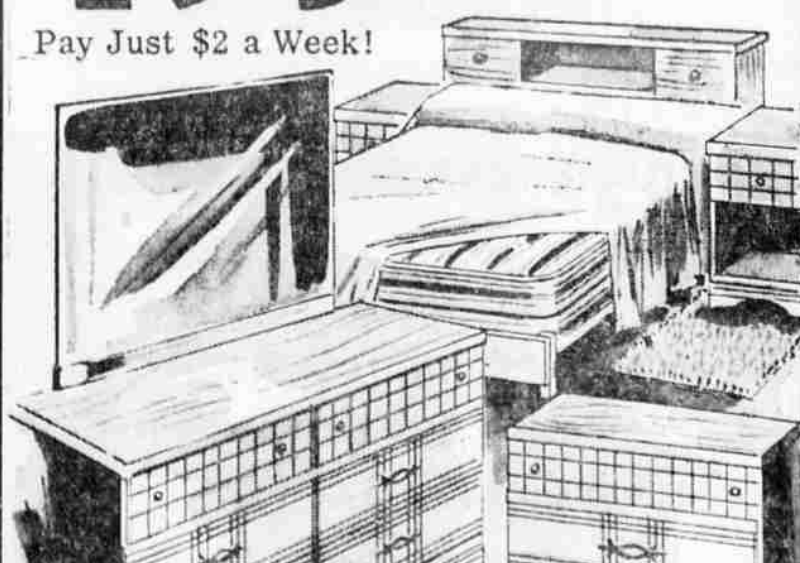
RADIO

\$19.88

10 Pc. PLASTIC TOP BEDROOM GROUP

Here's What You Get:

- Mr. and Mrs. Dresser with beveled tilting mirror!
- Spacious chest of drawers!
- Magnificently styled headboard and matching footboard.
- Famous King-Fisher innerspring mattress and matching box spring!
- 2 decorator pictures!
- 2 bed pillows!
- 1 bedroom throw rug!



reg \$299 Value Only

\$199

Pay Just \$2 a Week!

GRAYS

Furniture Barn, Inc.

HWY. 99
Central Point, Ore.

"OPEN MONDAY NIGHTS TILL 8" "OPEN MONDAY NIGHTS TILL 8" "OPEN MONDAY NIGHTS TILL 8"