

TODAY'S BUSINESS MIRROR

Businessmen In General Agree That We Are Due To Hit The Bottom Of Slump In US Sometime Around February Or March

Editor's Note: Business men hold varying views of the business recession, ranging from optimism to pessimism. Between the extremes are a large number believing an upswing will begin next spring. The views, and those of economists and others studying the scene, are described in the following article by Sam Dawson, Associated Press business news columnist.

By SAM DAWSON
NEW YORK, June 30 (AP)—How do businessmen themselves assess the present slump? How do their guesses on its probable length and depth stack up with those of economists and others publicly charged with telling us where we're heading?

Guesses range all the way from saying we'll hit bottom before the end of this year to forecasts that we won't until the end of 1950, but average off somewhere about the time of the first robin—next February or March. But let's not forget those who still hold that inflation can become a threat again soon.

Here are the current opinions of a number of leaders in industrial and public life. You'll note that what they do has much to do with what they foresee.

One of the most pessimistic is the head of a construction materials company. He says we have about 18 months more of recession in store. He reflects perhaps, the belief that the building industry will be one of the last to be hit by the piecemeal slump, and the last to recover.

On the other hand, president of the National Machine Tool Builders association thinks the worst is over, saying that the first half year orders in his industry already are averaging higher than in the last quarter of 1939.

reflect their belief that prices haven't come down far enough yet.

The slump is only half over and more "realistic price adjustments" are due, says the chairman of the business survey committee of the National Association of Purchasing Agents. That would give the slump about nine more months to run.

But the general credit manager of the Commercial Credit company of Baltimore says prices won't reach bottom within the next year. And an economist for Macy's, New York department store, says it "may be six to 12 months before we attain a right degree of price balance along the broad economic front."

The dean of the University of Chicago's School of Business says industrial production will hit its low by the end of this year and prices early in 1950. The slump, he cautions, is international in scope.

A Harvard business school professor of marketing estimates we are from one-third to one-half way down the business slope. The international statistical bureau says the low point will come late this year or early in 1950, and thinks it will take each industry an average of nine months to recover half the ground it lost.

Guesses as to unemployment range to 5 1/2 million by September. It's over three million now.

How about wages and salaries? The chairman of Consolidated Groceries says they'll probably stay where they are, and that other ways to cut costs must be found. The president of General Electric agrees that every effort should be made to keep them where they are, but he also says they mustn't go any higher right now.

Truman is wrong. But wasn't it just a year ago that everyone was saying the same thing about another one of his stubborn notions—that one about his being reelected?

NEW PLANT
PRINEVILLE, June 30 (AP)—The Furtex Insulating company will start operating a new perlite processing plant at Frieda on the Deschutes river July 11.

The plant will convert perlite, a volcanic substance which is mined in that region, into insulating materials. Up to now the perlite has been shipped to St. Helens for processing.

LARGEST FLYER
The condor of the Andes, with wingspans ranging from eight feet eight inches to nine feet nine inches, is the largest bird that flies.

Bad Time For Change Of Mind

LONG BEACH, Calif., June 30 (AP)—Emma, five-ton circus elephant picks the dog-goddess times to change her mind.

Tuesday night her trainer, George King, tried to get her up a ramp into an auditorium for a children's benefit performance.

But Emma, who stands nine feet seven inches high, proved to be too big to get through the tunnel-like device, so King decided he'd make her get down on her knees and crawl through.

All went well until Emma, apparently disgusted with the idea, decided to stand up. The ramp burst open and the 55-year-old pachyderm remained lodged there in the splintered wreckage until workers backed her out.

For the remainder of the performances, Emma will do her act outside the auditorium.

Wealthiest Dog Dies At Ten

VICTORIA, B. C., June 30 (CP)—"Rip," probably one of the world's wealthiest and most publicized dogs is dead.

The 10-year-old male wire-haired terrier, which had been bequeathed \$75 a month for its upkeep and care, died of a heart attack.

Its mistress, Mrs. Marguerite E. Spratt, who died two years ago, laid down in her will disposing of \$250,000 a program for "Rip."

The will provided that the dog must sleep on her bed, be bathed in adjoining bathroom and receive other privileges. A trusted friend, Miss Agnes Cartwright, was left in charge of the dog, but was obliged to give up these duties owing to ill-health. Rip had since lived in a kennel.

ADVISOR
CORVALLIS, June 30 (AP)—An Oregon State college professor will leave Friday for Paris to become agricultural economist for the economic co-operation administration.

He is Dr. Harold F. Hollands, OSG professor of agricultural economics. He has a year's leave of absence.

LEVY OKAY
UNION, June 30 (AP)—A \$20,502 tax levy has been approved by Union voters, 54 to 21. The budget—far above last year's \$7,200—was necessary to repair ice and flood damage.

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Male Game Bird

Answer to Previous Puzzle

HORIZONTAL

- 1,8 Dejected male duck
- 13 Intestines
- 14 Overtures
- 15 Not by exposure
- 16 The female is in color
- 18 Number
- 19 Italian city
- 21 Finish
- 22 Girl's name
- 23 Symbol for erbium
- 24 Either
- 25 Rail bird
- 27 Former
- 30 Bitter vetch
- 31 International language
- 32 Cloth measure
- 33 Cooking utensil
- 34 Renounce
- 37 Tiding
- 38 Whirlwind
- 39 Preposition
- 40 Baseball sticks
- 42 Suitable
- 43 One conscious of his superiority
- 48 Blackbird of cuckoo family
- 49 Fold
- 51 Turkish officer
- 52 Parts of plants
- 54 Conditioner
- 56 Tedium
- 57 Sanctified

VERTICAL

- 1 Female horse
- 2 Greek war god
- 3 Epistles
- 4 Behold!
- 5 High mountain
- 6 Respiratory sound
- 7 College official
- 8 Payment demand
- 9 Regius professor (ab.)
- 10 Flowers
- 11 Sharp
- 12 Sicilian volcano
- 17 Hypothetical structural unit
- 20 Age
- 22 Land parcel
- 25 Sow
- 26 Shield bearing
- 28 In a line
- 29 Decays
- 32 Banner
- 35 Idea
- 36 Affirmative
- 37 Numbers (ab.)
- 41 Soon
- 42 Morindin dye (ab.)
- 43 Fondles
- 44 Ancient Irish capital
- 46 Type of molding
- 47 Poet
- 49 Greek letter
- 50 Oriental porgy
- 53 Tungsten (ab.)
- 55 Within

AS USEFUL TO A FARMER AS HIS TRACTOR

Herald & News want ads make the contacts for buying, selling or trading of farm produce and equipment.

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HERALD AND NEWS COMICS

BLONDIE

DAGWOOD (I'M HUNGRY—GIVE ME A BITE OF YOUR SANDWICH?)

HOW DO YOU GO ABOUT IT?

YOU'VE GOT TO OPEN YOUR MOUTH LIKE THIS

MY GOODNESS, WHO CAN OPEN THEIR MOUTH THAT FAR?

CAN'T EVERYBODY?

Bugs Bunny

HOW MUCH DOES THIS JUNK COST YA SYLVESTER?

TWENTY-FIVE CENTS A BOTTLE, GUVNOR!

HOW MUCH YA SELLIN' IT FER?

TWENTY-FIVE CENTS A BOTTLE, GUVNOR!

YA DOPE? YA CAN'T MAKE NOTHIN' BUYIN' AN' SELLIN' AT TH' SAME PRICE!

I KNOW, GUVNOR—

BUT IT GIVES ME A CHANCE TO MEET LOTS OF SWEET PEOPLE!

Dr. PITTLES MARVELOUS

Alley Oop

PRETTY FANCY BOAT, JOE! WHAT DO YOU DO WITH TH' SWAN, SWAP IT?

YEH, SORTA—WE GOT JUMPED BY PIRATES! THEY SWANK THE SWAN AWAY! I TRIED TO KIDNAP 'EM, BUT THEY DIDN'T PULL IT OFF!

THIS LAD HERE WHOPPED 'EM INTO KINGDOM COME WITH A DEAD SHARK! BOY YOU SHOULD'A SEEN IT!

NOW WILL YOU DO ANY THING ABOUT THOSE PIRATE GUYS?

NOPE, BUT THE COAST GUARDERS WILL DO PLENTY!

Wash Tubbs

GOTTA GET THEM KALLIKAKS AWAY FROM THIS JOINT OR THEY'LL ATTRACT TH' COPS AN' QUEER TH' WHOLE DEAL!

YEAH, A CHAP NAMED FERDY!

HEH-HEH! LOOKS TO ME AS IF BOOTS MIGHT'VE YEGGED THE WRONG BOY!

THERE ARE MORE IMPORTANT THINGS THAN MONEY!

MOLLY! WE BIN WONDERIN' WHERE YOU WUZ! AN' I YOU ASHAMED, TRYIN' TO SKIN UNCLE JAKE OUTER HIS NEST EGG!

I COULD WRING TH' OLE BUZZARD'S NECK FER HIDIN' IT WHERE HE DID! I'VE LOST DAYS LEARNIN' FOR SURE WOT BULDIN' HAD IT'S CORNERSTONS LAID ON TH' DAY OF TH' ROBBERY... AN' NOW I DASN'T TOUCH IT!

Boots and Her Buddies

M-A-N, OH, MAN! Y' SAY IT BELONGS TO AN OLD FLAME OF BOOTS!

FOR INSTANCE?

FOR INSTANCE, A GOOD, LEVEL HEAD, TUBBY!

IS A DREAM JOB LIKE THIS, WHO'S GOING TO NOTICE THE SHAPE OF YOUR HEAD?

OH, FOR—

Freckles and His Friends

GOSH, LIVERMORE! TO THINK THIS IS THE LAST TIME YOU'LL BRING ME MY BREAKFAST!

IT IS INDEED SOBERING TO CONTEMPLATE, SIR!

I WIN YOU AS A RADIO PRIZE, AND JUST WHEN I'M FINDING OUT LIFE CAN BE BEAUTIFUL—ZINGO! THEY PULL THE RUG OUT FROM UNDER ME!

DISCONCERTING TO A DEGREE, SIR! BUT I SHALL NOT BE AS REMOTE FROM YOUR VENTURE AS YOU PRESENTLY IMAGINE!

TO PUT IT SIMPLY, SIR, I HAVE ARRIVED AT A DECISION, DETAILS OF WHICH SHOULD HAVE FOR YOU MUCH INTEREST!

Little Orphan Annie

GRASP—GEE—SO MANY OF THEM—WIDE LIKE US, LISSA—NO FOLKS—HOBSON WHO LOVES 'EM OR CARES MUCH 'BOUT 'EM—BUT SMART AS ANYBODY!

SMARTER, AS A RULE, 'CAUSE THEY'VE GOT TO BE TO SURVIVE—THEY KNOW TH' FACTS OF LIFE—ALL 'BOUT HONESTY, CLEANLINESS, THIFT, DECENCY—

WELL, NOW THEY'LL GET A CHANCE—A REAL HOME OF THEIR OWN—THEY'LL BUILD IT, TOO—IT'LL BE THEIRS—AND I'M BETTY! IT'LL BE TH' BEST TOWN CITY IN TH' COUNTRY—

HAROLD GRAY

I WANT MEDO-RICH STRAWBERRY ICE CREAM—IT TASTES BETTER!

OF COURSE IT TASTES BETTER—IT'S MADE WITH FRESH BERRIES!

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