

Here's What Top Brass In American Industry Think The Fall Business Will Be

By SAM DAWSON
NEW YORK, Aug. 2 (AP)—Business men differ among themselves in their guesses as to what's ahead this fall for their factories and stores. But either way they face, they express strong opinions—doubtless because they are farther out on the firing line than the rest of us.

Here are the views of top men in their various industries across the country:
An optimist in Ohio predicts "A 20 per cent increase in our fall sales." He is echoed by others in many lines across the country.

A pessimist in Pennsylvania writes: "My industry is sick and the outlook for the next few months is not at all encouraging." He, too, has his brethren here and there.
In-between views ranged from a Minnesota underwear maker's guess, that "sales will be slightly off this fall, but not alarmingly so," to the lurch of a Cleveland manufacturer of everything from food to metal products that:

"Our business will be very good if the steel companies stand pat against a fourth round of wage increases."
They wrote their views to J. H. Scarborough, publisher of the American magazine, who had asked them: "What is the outlook for this fall in your business?" Here are some of the replies. From chairmen of the board, presidents, executive vice-presidents, or top men in sales, of a cross-section of American business life. They give you a glimpse of business you may not get from the news reports.

For example, some see business much better already than it was. A St. Louis manufacturer says "1949 will prove to be considerably ahead of 1948 as a whole."

A Midwest automobile insurance company official says "The outlook for business this fall is excellent." An airline executive reports "the largest month in our history."

The sales manager of a top electrical products company writes: "We cannot help but look forward to an increased volume in the ap-

pliance business this fall and through the holiday season."
But going the big concern one better, a cooperative society in Iowa reports sales of its refrigeration division "are currently running well ahead of the corresponding period of last year—contrary to the trend of the industry as a whole, which is scarcely holding its own."

Others planning for bigger sales this fall include: an Ohio nursery, a New England office equipment factory, a Maryland brush maker, a Chicago movie equipment manufacturer, a District of Columbia home study school.

However, the immediate future looks far less bright to others. An Indiana blanket maker says "there has been little disposition on the part of buyers to place orders for fall." A chilling prospect.

A Detroit chemical firm reports: "Practically all of the salesmen who come in here, whether they are selling bottles, drugs or space, admit they are having difficult times."

An Ohio stove maker fears that even this fall "consumers will not yet be convinced that prices have reached bottom." Sales will be better next spring, he adds.

A western railroad executive says "the volume of our business is considerably off."

Skunks Invade Little City

KEYSER, W. Va. (AP)—This little city would like to know just what it has that attracts skunks—and then get rid of it.

Coming on the heels of a similar invasion, a squadron of five sight-seeking skunks pushed into the downtown area the other night. There was consternation, and a call went out to Police Chief Claude Martin.

Armed with a .22 caliber rifle and a flashlight, the Chief nimbly bagged three of the critters, routed the others. Unfortunately, long after the smoke of the battle cleared, the odor lingered.



COSMETIC SPECIALIST — Grace Churchill, head of the cosmetic department at Payless Drug, Miss Churchill, who recently came here from Portland, has been trained and schooled in the following cosmetic lines: DuBarry, Tussy, Elmo, Revlon and others, studying all phases of beauty and makeup work, and takes a refresher course at least once a year. She headed the cosmetic department at the big Payless store in Portland before coming here on a temporary assignment, but liked Klamath Falls so well she intends to make her home here. —Jones-Miller.

One-Time Employee Buys Huge Manor

LOUTH, England (AP)—"I used to think how I'd like to own it," said 64-year-old John Holmes. So he plunked down close to \$400,000 for 30-bedroom Grishby Manor and part of the nearby village of Burgh on Bain (population 161).
Now a wealthy timber merchant, Holmes used to work at the manor for nothing but his keep when he was a carpenter's apprentice in his teens 50 years ago.

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