

Economist Sees Bright Future For West Coast

SAN FRANCISCO, Aug. 29 (AP)—A New York economist forecasts continued development and expansion of West Coast industry and agriculture.

"The future outlook appears considerably better than for any other geographical region," Dr. Vergil D. Reed told the Commonwealth club of California.

"The rate of growth will be relatively rapid."

Dr. Reed is associate director of research for the J. Walter Thompson company, advertising agency.

"The West Coast is just on the threshold of a mature and diversified industrialization after recession," Reed said in a prepared version from his unbalanced war address. "Long basic trends and natural resources favor continuing industrial development."

The speaker said the West Coast's economy probably would not catch up with its population growth even by 1960. Just providing adequate facilities such as homes, factories, stores, schools, sewers and highways, he said, "adds up to a rich market for a wide variety of goods over the next decade—and a very considerable employment."

As to the future market for the Far West's products, Reed said: "Your strength and progress lie in the direction of increased interchange of goods and services within the national market, particularly in increasing the outgoing share of that interchange."

He warned against a concept of self-sufficiency—"for self-sufficient areas seldom rise above a subsistence level."

Pointing out that about 70 per cent of the West Coast's population is concentrated in 11 metropolitan county areas, Reed said tomorrow's retail opportunities will be in the suburbs. He added:

"Supermarkets, department store

and mail order branches, variety stores, service establishments and freezer lockers are heading for the suburbs."

Reed was bullish on the country's economic outlook. He denounced "jittery migraine pessimists whose volubility greatly exceeded their sagacity." Some of them, he continued, had taken off their dark glasses and to their surprise found the sun still shining and only a few small clouds on the economic horizon.

"The remaining ones," he said, "are hopeless hypochondriacs casting their cold dull shadows over the most productive, strongest and most promising economy in history."

Reed characterized the current readjustment as a growing pain common to youth that "calls for understanding, not hysteria."

SADIE WRIGHT CLARKSON
The funeral service for the late Sadie Wright Clarkson, who passed away at her late residence on Wednesday August 24 will take place from the Williamson River Methodist church on Tuesday August 30 1949 at 2:30 p.m. Rev. H. James Zeller officiating. Commitment service and interment in the Wilson cemetery. Friends are respectfully invited to attend. Ward's Klamath Funeral home in charge of the arrangements.

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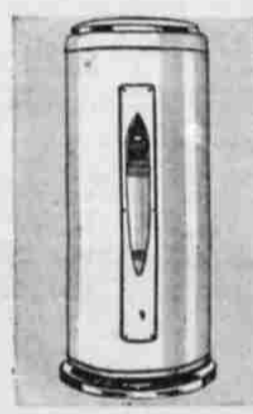
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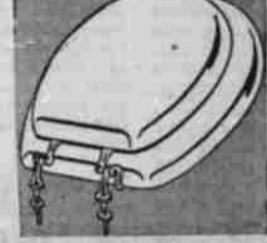
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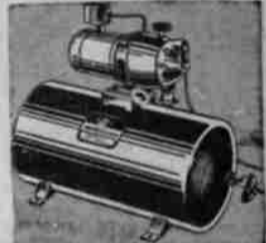
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