

BUSINESS OUTLOOK

Babson Says 1953 Starts In High

Business will start the year 1953 in high gear. The pace will slacken, however, as the year unfolds, with total business volume for 1953 smaller than for 1952.

Barring World War III, 1953 will find business operating under less government control than any year since outbreak of the Korean War.

Me. However, the stimulus of defense spending is already fading. Barring further international troubles, defense activity in 1953 will be a floor under, and not a new stimulus to, business activity.

Capital expansion will move into a readjustment phase sometime in 1953. This has been an outstanding economic force behind our long period of good times.

INTENSE COMPETITION Sallient economic feature is the fact that our productive capacity has now been expanded to the point where, barring World War III, output can take care of both arms and civilian needs.

The handwriting is on the wall against inefficient operators. Their days are numbered. The successful businessman next year will be the one who can control his costs and stay out front in his market.

I strongly urge my business friends to get out and sell, and sell hard next year; but hire the best cost accountants you can for this back office.

WAR AND PEACE My forecasts for 1953 are made on the assumption that World War III will not strike during the year. However, I want to make it clear that "all bets are off" the day Stalin dies or retires.

The H-bomb gives us another lease on time. Our first lease, from Hiroshima in 1945 to the Russian A-bomb explosion in 1949, was frittered away in idle bickering.

1953 will be most important in the struggle for World Peace. We will need more than an H-bomb to win the peace.

NO NEW BUSINESS BOOM The long business boom following World War II was beginning to run out of steam when the Korean War gave it a new lease on

HOLIDAYS WITH TAYLORS

Mr. and Mrs. William H. Taylor of Raleigh, Mrs. Mary Nelson of Topton, Mr. and Mrs. Elbert Nelson and daughter, Rose Mary of Chamberlee, Ga., and Mr. and Mrs. R. M. Ruffner of Dandridge, Tenn., spent the holidays with Mrs. Mattie A. Taylor and son, Frank.

Ray Simms has returned to Mars Hill College to resume his studies.

Mrs. Paul Simms motored to Mars Hill to take her son to school and on the return trip stopped in Asheville on business.

labor promise to hold in good balance. Later, however, unemployment will increase, reaching its highest point toward the end of the year.

While employment runs high during the first part of the year, strikes will continue to plague management. Unions, however, will be cautious so that they will not bring down on their heads the legislative wrath of a conservative Congress.

During the early months of 1953 amendments to the Taft-Hartley Act will be moderate. Great labor turmoil would surely result in severe restrictions on labor being read into the Act.

Looking to the year 1953, I am urging my friends and their children to work more faithfully at their jobs. They should not be fooled by present high demand for labor.

PRICE FORECASTS Barring World War III and severe droughts, the supply of most raw materials, farm products, and manufactured goods promises to be adequate during 1953.

Do not forget that there is always a big IF in the supply situation with regard to farm products. Severe drought could cause havoc.

The demand for goods will be stronger in the first half of the year than it will during the last half. Disposable income will hold close to current high levels during the first half of 1953.

Total pay rolls will hold well, with prospects favoring a slight drop during the late months of 1953.

(Continued on page 12)

FOLKS ARE YOUNG WHERE WE COME FROM

Taken as a whole, residents of Cherokee County are younger than their compatriots in other parts of the United States. This age differential is brought to light by the Census Bureau after an analysis of data gathered in the recent tabulation.

The median age of people in Cherokee County is given as 23.4 years, signifying that there are as many above that age as there are below.

In other parts of the country the median is 30.1 years. This places Cherokee County residents .67 years younger than their counterparts. They are younger also by 1.6 years than people generally in North Carolina.

Other revealing data on the population trends in Cherokee County and elsewhere has to do with the increase in the number of persons of age 65 and over. Advances in medical science and better living standards have had a marked effect in lengthening the life span and causing this increase.

In Cherokee County, the Census Bureau reports, 7.0 percent of the population is in the 65 or over bracket. This above the proportion found in the rest of North Carolina, 5.5 percent.

Of great interest also is the progressive change occurring in the labor force, with an increased number of married women holding down jobs. In 1940 only one out of every nine married women in the United States was in the labor force.

In Cherokee County, the Census Bureau found, 16.1 percent of the female population over the age of 14 was in the labor force. The corresponding male percentage was 73.2.

The civilian unemployed locally, meaning those who wanted jobs and did not have any, was only 5.3 percent.

WILDLIFE CLUB

The regular meeting of the Andrews Wildlife Club will be held at the American Legion Hut, Monday, January 12, at 7:30 p. m.

Recent studies show that a cow grazing on five-inch pasture eats about 125 pounds of herbage per day, enough to produce 40 to 50 pounds of milk with 4 per cent butterfat.

Cross Dies In Nantahala

William Franklin Cross, 68, a retired farmer, died at 11:45 p. m. Sunday, Dec. 28, 1952, at his home at Nantahala after seven months' illness.

Funeral services were held at 2 p. m. Tuesday, Dec. 30, in Briar-Baptist Church. The Rev. T. D. Denney, the Rev. Moses Woodard, and the Rev. John Freeman officiated and burial was in the church cemetery.

He was a native and lifelong resident of Macon County, the son of the late W. F. and Alice Bady Cross who were originally from Haywood County. He was a member of Briartown Baptist Church and had served as deacon of that church for a number of years.

He is survived by the widow, Mrs. Allie Dairymple Cross; three sons, Arthur H. and Carl of Nantahala, and Oscar of Asheville, and three grandchildren.

Also three brothers, Clifton and Ed of Nantahala, Jess of Hayesville, and one sister, Mrs. Albert Ammons of Bryson City.

Ivie Funeral Home was in charge of arrangements.

Color Pamphlet On Insects Available

The North Carolina State College Extension Service has just issued a new publication giving a detailed account of insects that attack vegetables in North Carolina and telling gardeners what they can do about it.

Entitled "Vegetable Insect Control (In North Carolina)," the 24-page circular, prepared by Paul O. Ritcher, professor of entomology, and George D. Jones, in charge of entomology extension, at State College, tells the story of insects with the help of 21 color photographs and nine black and white photographs and drawings showing 30 bugs at their destructive work on vegetables.

Nearly 48 per-cent of the funds used for carrying out conservation practices under the 1951 Agricultural Conservation Program went for the establishment of protective cover and green manure crops.

The addition of organic matter to garden soils is of prime importance.

Supplies of fresh vegetables are expected to be larger this year than last.



Don't get caught short some cold A.M. Be Sure... with a DRY-PROOF Double Eagle Battery by GOODYEAR

- Requires water only three times a year under normal driving conditions. Extra plates - outlasts ordinary batteries up to 100%. Shock-absorbing, felted Fiberglas insulation.

Allison & Duncan Tire Co, Inc. TIRE SERVICE HEADQUARTERS Peachtree St., Murphy, N.C.

A Sensational New Tire by U.S. ROYAL



Features and Performance never before available at such a Price! Only 12.95 PLUS TAX 6.00 x 16. EASY CREDIT TERMS TO SUIT YOUR CONVENIENCE. FOR THE FIRST TIME AT THESE PRICES! Stopping Power - Skid Resistance - Tire Mileage and Economy Beyond all previous standards! NOW AVAILABLE AT YOUR U. S. ROYAL DEALER

Graves Tire Co. Phone 300 Murphy, N. C.

WARNING Notice To All Dog Owners All Dogs that have not been inoculated are required By Law To Be Put Up For Thirty Days After January 1.

If A Dog Has Been Bitten By a Mad Dog Or Owner Has Reasons To Believe The Dog Has Been Bitten, The Owner Must Kill The Dog Immediately, According To State Law Or The Owner Will Be Guilty Of A Misdemeanor.

Town Of Murphy