

# 1954 Seen As Best Year

(Continued From Page One)

and that 1954 will see the downturn running its course. And while one big city paper, in reporting the President's talk to the nation of Monday evening, January 4, was saying "Eisenhower Vows All Federal Help for Prosperity"; the opposite paper — in even bigger headlines — was blaring "Eisenhower Pledges All Steps to Avert Recession."

These are just a few of the negative forecasts and the predictions that have colored the thinking of the nation in the recent past. The word "recession" has undoubtedly been spoken and has appeared in print millions of times in the last few weeks. And the number of "whispering" campaigns that are taking place — and the "gloom and the doom" that are being spilled in many quarters, defy both faith and reason.

## HONEST RESEARCH

Not for one minute is there the slightest implication that these forecasts and predictions represent anything but honest and studied research. The fact remains that the negative factors have received a better press, and have been more highly publicized, than the positive factors.

Is it not time to put forward the other side of the picture, to turn the coin over, so to speak? Is it not time to "accentuate the positives" — especially when these positives are more thrilling and more dynamic than at any period in our whole history?

Is it not time to apply psychology against the possibility of what could well result in a psycho-recession? Without minimizing any economic factors in the least, how we think and plan and act within the next 3 or 4 months can be vitally important to the welfare of this whole nation.

As we look to the future of this country — tomorrow, next week, next year — practically all of America's sociologists, economists, scientists, and statisticians agree that — on the positive side — two great forces, two great pressures, are building up which can have a powerful impact on our economy, and on our people.

Strangely enough, these powerful, positive forces are not, for the most part, new forces. In and of themselves, they are not even news any more. They are taking place so clearly, so unmistakably, and so significantly right before our very eyes that the obvious has become almost invisible and people fail to evaluate what is really going on.

Yet, in the aggregate, these shifts in the American scene when compounded together, represent an impact so great that they have been properly referred to as the American explosion.

What are these shifts in the American scene? They take two forms. First, a great variety of CHANGES are taking place in the United States today. . . and at a faster rate than ever before in our history. Second, this country today faces certain major NEEDS that can greatly expand our economy.

These two forces together, the changes taking place, and the needs before us, can result in a substantial, long-time, up-grading of everybody's standard of living.

## THE CHANGES

First, let's look at the changes—

**CHANGE NO. 1 —** Our Population is increasing and at an astounding pace. Total birth in 1953. . . approximately four million, the highest annual figure ever recorded. By 1960 our population will be close to 180 million. Every day nearly 11,000 babies are born. Each month we add to our population more than an Omaha, Nebraska; a Norfolk, Virginia; or a Toledo, Ohio.

**CHANGE NO. 2 —** We have more new families. Of the estimated 37 million married couples, living together in 1953, over half were married within the last thirteen years. A larger proportion of our adult population is married than ever before, and they marry younger.

**CHANGE NO. 3 —** We're raising bigger families. Not only are more people getting married, they've been having more children. In 1953, births of second children were 91% greater than in 1940; births of third children 86% greater; fourth children, 61% greater, and fifth children more than 15% greater.

**CHANGE NO. 4 —** Our people are living longer. By 1960 our population over 65 years old will number fifteen and a half million people. That's a million more than the entire population of Canada. Today, old people are more active, travel more, and have more money to spend.

**CHANGE NO. 5 —** We have more jobs. Total employment, including agriculture, in September 1953, was 62,306,000. Non-agricultural employment was 332,000 higher than in 1952, and . . . TWENTY MILLION higher than the 1939 average.

**CHANGE NO. 6 —** We're earning more money. Nine times more Americans were in the \$5,000 plus income bracket in 1952 than in 1941. Many more have moved up to the \$3,000 plus bracket. In 1941, the average middle income family earned \$1,460. In 1952 this figure had climbed to \$3,981. Discretionary spending power of the mass of the population is now over FIVE TIMES as great as in 1940, and even after discounting for inflation, this will buy more than twice as much.

**CHANGE NO. 7 —** Our farms have become mechanized. And they have better methods and are far more efficient. Although our population has had a net shift of almost six million away from the farms since 1940, there has been 52% increase of farm output per man-hour, resulting in higher living standards for both farm and urban people.

**CHANGE NO. 8 —** We have more school graduates. 80% more in our adult population than in 1940. Our 1953 school enrollment totalled 32,796,000 including 7,266,000 in high school.

**CHANGE NO. 9 —** We have more students in college. Education has become a much more important factor in the competition for good jobs and advancement. Although the peak college registration was reached under the G. I. Bill of Rights, today's enrollment of 2,377,000 represents an increase of 55% over 1940.

**CHANGE NO. 10 —** People are saving more and borrowing more. Individual savings rose from \$68.5 billion in 1940 to \$234 billion in 1952. Consumer debt in 1940 was \$38.6 billion, nearly one half of savings. In 1952 it was \$84.5 billion, less than a third of savings. The ownership of life insurance rose from \$111 billion to \$276 billion in the same period.

**CHANGE NO. 11 —** America is going suburban. From farm and city both, we're moving to the suburbs at an unprecedented rate. Our cities are decentralizing so rapidly that in the twelve largest metropolitan areas 72% of their growth was in the suburban areas between 1940 and 1950.

**CHANGE NO. 12 —** We're making great technological progress. Only five percent of the work done in the United States today is manual; 95% is done by machinery and power. There is more power under the hood of a car today than was found in the average factory of 1890.

**CHANGE NO. 13 —** We're eating better, and eating better food. And our diets are better balanced. Since the end of the war. . . food has become a sixty billion dollar

market. We're drinking 18% more milk and cream per person, 33% more eggs, 5% more meat, fish and poultry than before the war. In the same period our consumption of frozen fruits and juices has gone up by better than 2,000%.

**CHANGE NO. 14 —** We have more leisure time and more travel time. More than half of our families take at least 10 day annual trips. Last year, a million of us went abroad, not including servicemen. Approximately forty million of us get paid vacations. Some 11 million of us have home workshops. Compared with 19440, we spent 140% more for sports equipment and toys; 129% more for flowers and seeds; 263% more for radios, musical instruments, phonographs and TV sets.

**CHANGE NO. 15 —** Our horizons have broadened. We are becoming a better informed, better integrated people through the use of mass communication techniques. Compared with ten years ago, we're spending 76% for newspapers and magazines. By the end of 1953, 27,000,000 homes will have television sets, almost all homes radios.

**CHANGE NO. 16 —** We have experienced important cultural progress. In 1952 we published 11,000 different books. In 1950 we spent 85% more for legitimate theatre and opera than in 1940. In twenty-five years, the number of our museums has increased from 600 to roughly 2,500. Last year we bought sixty million dollars worth of classical records. Three times as many concerts are given in the United States as in all the rest of the world combined.

**CHANGE NO. 17 —** There is great renewal of spiritual interest. Since 1940, our membership in religious congregations has increased at twice the rate of our population growth. We've added 22 million new church members, 40,000 active clergymen, thousands of new places of worship. We published more Bibles between 1940 and 1950 than in the previous forty years. We also developed vast new audiences for radio and television religious programs.

Our material progress achieves still even greater significance in relation to this great renewal of spiritual interest.

In addition to all of these basic changes in America, we have entered the amazing Atomic Age, a realm of new understanding of the physical substances which compose our universe. The changes which this tremendous fact will bring about defy prediction.

And we have said nothing about the miracles of the Age of Speed . . . symbolized by jet propelled aircraft. . . faster than sound flying. . . the Age of Medicine, with its new techniques of surgery, new advances in biochemistry and internal medicines, and the new drugs, such as the antibiotics. . . the Age of Electronics, with our guided missiles, radar, calculators, and electronic brains. The list of these accomplishments could go on and on. Some of the new developments are so fantastic as to seem almost unreal, even though they're happening right before our very eyes.

Changing? Yes, America is changing, and fast! No-body can dispute it. These are not whims or fancies. These are facts. . . actual events taking place before our very eyes. . . so clearly and so unbelievably that we can scarcely appreciate their implications. But these changes do have implications. They produce needs which grow more compelling, every day. Let's look at some of the most pressing needs which confront our economy.

**NEED NO. 1 —** Our school facilities ought to be almost doubled in the next few years. In America today there are almost 70% more children under five years of age than we had in 1940. And here I might say that The Advertising Council campaign has increased public awareness of the inadequate school facilities and the growth shortage of teachers.

**NEED NO. 2 —** We need more highways and better highways. In fact, we should completely remodel our entire highway system within the next few years. Today's roads are carrying almost 55 million vehicles, 72% more than in 1940. The pressure for action to relieve this congestion has become intense.

**NEED NO. 3 —** We must rebuild or remodel the great majority of our dwellings. 67% of our homes are now over twenty years old; 50% of our homes are over thirty years old. Since 1950, we have built three million new homes, but our population has increased by 9 million. This has forced the widescale rebuilding or remodeling of existing homes. Tied closely to this pressing need is . . .

**NEED NO. 4 —** We must rebuild many of our cities. Entire sections of our cities need modernizing. For example. . . some authorities say that slums are the cities' number one problem. Cities such as Pittsburgh and Los Angeles have already taken positive steps toward large scale renovation. . .

**NEED NO. 5 —** We need to expand our entire voluntary hospital system. The increase in civilian hospital beds has fallen steadily behind our growth in population. There are still more than four million people in 41 states without adequate hospital facilities. We need more doctors and nurses to handle the increased patient load. We used to go to the hospital "to die". Today we use our hospitals primarily to "live", to prolong life.

**NEED NO. 6 —** We must modernize much of industry. Because of new industrial needs and developments, we face a continuous need for plant modernization and for the replacement of industrial equipment which has become obsolete, outmoded, or inadequate. Here are some of industry's own facts and figures on machine replacement needs. . . 28% needs replacing. Production equipment and manufacturing processes. . . 28%. Machining equipment . . . 30%.

**NEED NO. 7 —** We need to increase our output of electrical energy by 250%! With the expected growth of this country, the electricity demand around 1975 would be for 1400 billion kilowatt hours compared with the generation of 389 billion kilowatt hours in 1950. And the country has the natural resources — to support a rise in electric energy of this magnitude.

To meet just these obvious needs briefly outlined here, we have the opportunity to provide over 500 billion dollars worth of goods and services at today's prices. This is how it breaks down. . .

Schools and hospitals. . . \$440 billion dollars. Highway. . . \$60 billion dollars. Housing. . . \$100 billion dollars. Durable equipment and non-residential construction. . . \$300 billion dollars.

Add them up, and we get \$500 billion dollars in these fields alone, which do not include many other major fields such as electric power, farm equipment, etc.

## OUTPUT GROWING

U. S. output of goods and services in 1948 was 346.7 billion dollars. Leading economists estimate that by 1960 this figure will rise to at least 416 billion dollars, in terms of present prices. This is a conservative figure; and many economists prefer the figure of 550 billion dollars.

For further documented evidence of our future needs, let's take a look at the government report "Resources For Freedom", prepared by the President's Materials Policy Commission and issued in June of 1953. This report tells us that by 1975, American consumption of materials is

expected to rise over the 1950 consumption by these amounts. . .

All raw materials except gold. . . 53%. Agricultural materials, 39%. Forest products, 17%. Iron and Ferro-alloys, 75%. Cobalt, 344%. Chromium, 100%. Copper, 443%. Lead, 53%. Magnesium, 1845%. Bauxite, from which aluminum is obtained, 219%. Titanium and Cadmium, 324%. Coal, 54%. Petroleum and natural gasoline, 109%. Natural gas, 142%. And phosphate rock and potash, 150%.

These sweeping changes, these tremendous needs, these vast potentials of the future, add up to greater opportunities for practically every person in America today. The big question. . . Can this opportunity be made believable and real to our people.

It can be if we measure the potential miracles of the future with the proven accomplishments of the past. It can be if we keep our sights raised and realize our strength.

Let's take the automotive industry as just one example. By 1904, some leading financiers in this country were warning that the automotive industry was over-expanding and facing bankruptcy. In that year, we produced 23,000 vehicles. Today, we turn out that many easily in a day. In 1908, an investment house refused to finance a merger of two well-known automotive manufacturers. Why? Because they felt the industry had already saturated their market. What prophets of little faith! As it developed, the automotive industry turned out 65,000 units that year, a 3 1-2 day accomplishment today. In one month of 1952, we turned out over 9 1-2 times as many units as the entire "saturated" market of 1908.

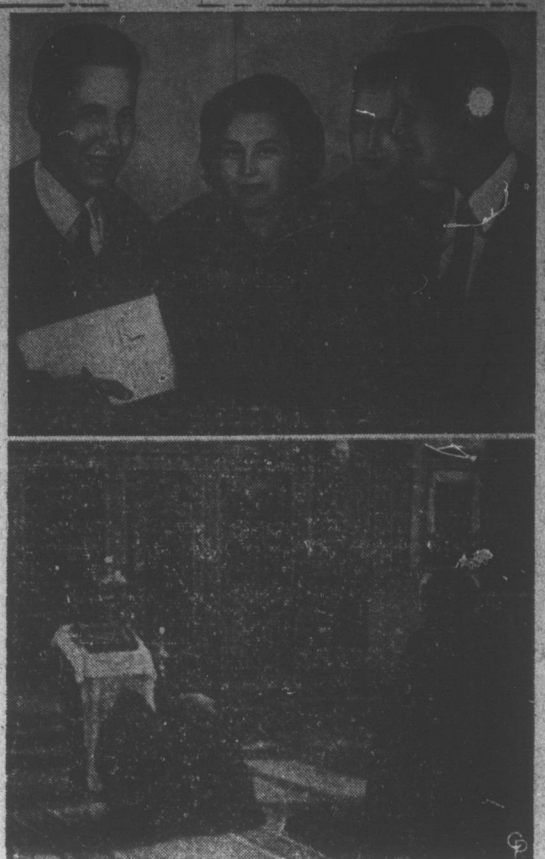
How little, in every stage of our development, we have learned to appreciate our own power — our great potentials.

This is the story of America of 1954 — the positive story. We feel it needs to be shouted from the housetops. For everybody's good, it needs to be heard in every nook and corner in America. It holds challenge, faith and above all, HOPE. It is a real story. It is factual, recognizable, believable. It deals entirely with the positive (at a time when there is too much negative and unimaginative thinking. It talks about the future (few subjects interest or excite people more). It will appeal to everybody — every group, every class.

All of this adds up to just one thing. Another Modern Miracle is taking place in America. Another Big Change, is happening right here and now.

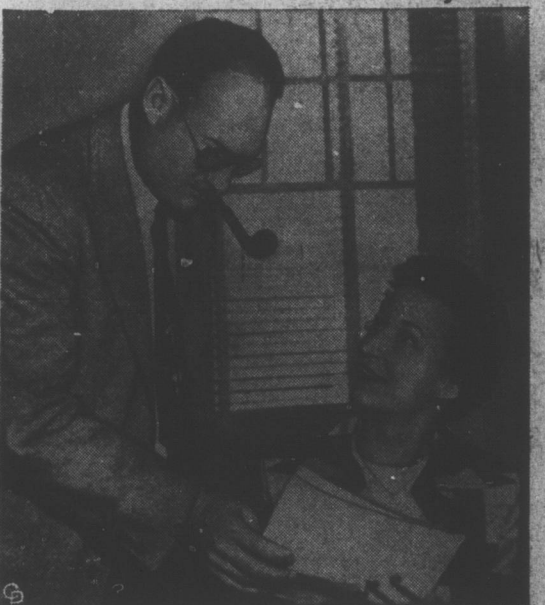
We of the Joint Committee (made up from the Association of National Advertisers and the American Association of Advertising Agencies) feel that it is of the utmost importance to tell this story to every man and woman in America.

We, therefore, request the Advertising Council to consider this as one of its major campaigns of 1954.



THESE PHOTOS were made by Richard Eiden, a junior at Northwestern University during a 5,000-mile tour through Russia with six other college editors. At top, three editors pose with the prettiest girl they saw a student at the University of Kharkov. The men (l. to r.) are George Shaker, Northwestern University; David Harrier, Reed College, and William C. Ives, Knox College. At bottom, pious worshippers kneel and pray in Svetlyshkivels' Church, built in the eleventh century to the Georgian village of Miskhela. (International Evidential)

## CLEARED IN LANDLADY'S DEATH



IMPRISONED FOR THREE YEARS, Emma Jo Johnson, 32, is shown with Art Bernard, warden of the Nevada State Prison, Carson City, after she was cleared of a murder conviction and given a parole. The parole board accepted medical opinion that Mrs. Jane Jones, 72, of Las Vegas, died of a brain tumor and not as a result of a hair-pulling argument with Mrs. Johnson, who was one of her tenants. (International)

## CITED FOR 15-YEAR POLIO FIGHT



WASH. O'CONNOR, president of the National Foundation for Infantile Paralysis, is shown in New York receiving a 15-year service pin from Maurice Bertolini, 18, one of the first patients aided by the March of Dimes. Washing out to feel the award is Martin Kocivar, of Jamaica, aged the most recent patients aided by the Foundation. O'Connor has headed the organization since it was founded in 1939. (International)

## PLANE BOUNCES TO SAFE LANDING



IT WAS A "FLASH LANDING," unique in flying annals, but the converted C-45 non-scheduled airliner (top) made it. The plane was coming in at an Oakland, Calif., airport when it dropped into the bay. As it bounced from the water a dead engine came to life and it landed safely. At bottom, pilot Paul Le Prade (right) and co-pilot Grant Dickenson (left) are shown after their landing gear. "It was a once-in-a-lifetime experience," said Le Prade. "We were afraid of fire." (International)

## IN IMMIGRATION RED-TAPE TANGLE



IMMIGRATION LAW TROUBLES free Jack Crisci and his Japanese wife, May, shown here in their Los Angeles home holding their two children, Kathleen, 2, and Deborah, 1. Mrs. Crisci has been notified to leave the country by March 11 because her first marriage to an American citizen was avowedly for the purpose of establishing American citizenship. If she is forced to leave, the Criscis will go to Panama. (International)