

Roger W. Babson's Forecast For Second Half Of 1954

BABSON PARK, MASS., June 24.—While most of the columnists and business counselors last December forecast a depression in 1954, I constantly insisted that 1954 would be a "fair business year." This you will find in my forecast which then appeared in this paper.

GENERAL BUSINESS

(1) Despite my general optimism with regard to prospects for business during the last half-year, there will be many crosscurrents. The improvement over the first six months will be no one-way street. Some industries will lag, or fall behind. Others are slated for betterment. Building has held up well, and was the backbone of business in the first half of 1954. The momentum generated should carry through the balance of the year.

(2) Also deserving of attention as in line for continued high activity, or for improvement, are the following industries: Electric power output, aircraft production, rubber manufacturing, household equipment, electrical equipment, petroleum, natural gas, shoes and textiles. Even the sick coal industry will enjoy some pickup from the very depressed levels experienced during the first six months of 1954.

(3) Due to slip further down, or slated to show the least improvement, are the following industries: Machinery, machine tools, railroad equipment, metal fabricating, steel and iron, and autos and auto parts. In particular, auto output will not match the first half, with competition keener in the last half than at any time since the 1930's.

SALES AND INVENTORIES

(4) As in the case of general business discussed above, sales prospects will rule selective. With purchasing power holding well, demand for food products and soft goods will remain at a brisk pace. The public, however, have learned something about watching their pennies. They have become more price-conscious. For this reason, I predict that the mass distributors, such as the grocery and variety chains, will run ahead of the others saleswise, during the last half-year.

(5) Retail sales in general, although about 4 per cent lower dollarwise, have held up during the first half in terms of physical volume as discounts and other concessions reduced the actual receipts. This is encouraging since it shows that consumers are still willing to spend if the price is reasonable. In terms of units, retail sales will hold up through 1954. Inventories will constantly be reduced during 1954. **THE RETAILERS WHO DO BEST IN 1954 WILL BE THOSE WITH THE BEST PARKING FACILITIES FOR THEIR CUSTOMERS.**

POLITICAL OUTLOOK

(6) I forecast that the more liberal attitude on the part of the Eisenhower administration will surely continue through November and perhaps until the 1956 elections. During the past six months rumors have been spreading to the effect that President Eisenhower will not run again; but there is no agreement at this writing by either party as to who the next candidates will be.

(7) The president has won his conflict with Senator Bricker: the house approved his tax bill; the Hart-Hartley labor bill has been shelved, to the relief of all; and he has so far kept out of the McCarthy-Army row. I forecast that for the balance of the year he will leave domestic affairs to his associates and devote most of his time to helping Mr. Dulles ward off trouble with Russia and China, and avoid another "Korea."

(8) During the first six months of the year a "New Look" has developed in connection with defense expenditures. Appropriations for foot soldiers and certain classes of airplanes have been cut in favor of items for atomic warfare and guided missiles. Best authorities agree that we will get more protection and fighting strength from this change with less cost. As a promise "to get our boys out of Korea" was a great factor in electing Dwight Eisenhower as president, he naturally will hesitate to send U. S. foot soldiers into Indo-China, at least before the coming November elections.

WAR AND PEACE

(9) There will be no World War in 1954 started by Russia or the U. S. A. In the last half of 1954, however, the United States will move closer and closer to the position occupied by Great Britain during the 19th century. The United States will prepare to engage in small wars anywhere in order to prevent outbreak of a world conflagration.

(10) I predict that the United States in the last six months of 1954

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Summer Residents Return To Oakland

By MRS. I. S. SANDERS

OAKLAND — Mr. and Mrs. Ernest Denslow are spending their summer vacation traveling in the north and mid-west. They attended the graduation of their son in Evanston, Ill., and are now on a boat trip from Buffalo, N. Y., to Duluth, Minn. They are expected to return to their home here early in July.

Misses Myrtle Cash, Pearl Clore and Mr. and Mrs. George Miller visited Mr. and Mrs. Woodfin Miller and family at Travelers Rest recently.

Lensey Sanders, of Brevard, and Doyle McCall, of Kelo, Wash., visited Mr. and Mrs. I. S. Sanders one day last week.

Mr. and Mrs. Tom Condon and daughter, Susan, of Melbourne, Fla., are spending their vacation at their uncle and aunt's house here.

Ralph Petrikin and Mrs. Mary Burgess made a trip to Charlotte Saturday to meet Mrs. Burgess' son, Neil Burgess and family, of Jacksonville, N. C. Their little girls, Mary Jane and Frances, returned with their grandmother and uncle to spend the summer here.

Mr. and Mrs. Frank Bryson, of Glenville, attended a Fathers' day dinner with Mr. and Mrs. Warren Fisher Sunday. En route home they visited Mr. and Mrs. Ralph Petrikin at Toxaway court.

Mr. and Mrs. W. F. McCall, I. S. Sanders and Jack Nicholson were shopping in Brevard Friday.

Little Miss Demeta Nicholson and brother, James, visited their sisters, Mrs. Mack Morgan and Mrs. James White in Pickens, S. C., last week.

Lightning struck Mrs. Ethel Johnson's home one day last week but fortunately she was not there at the time. Damage was estimated at about \$400.

Col. and Mrs. Leonard B. Chapman, of Sarasota, Fla., are spending some time with Mr. and Mrs. Dan Reid.

Tom Tanner, of Toccoa, Ga., was a supper guest Sunday of Mr. and Mrs. W. F. McCall.

Friends here of Ralph Fisher wish for him a speedy recovery.

Mitchell Pleased With Ad Results

C. B. Mitchell, manager of the L. J. Ward Piano Co., in the Walter-mire hotel building, said yesterday he was highly pleased with the response to an ad which appeared in The Times last week.

One man, he said, came in within an hour after the paper reached the news stands and bought a piano listed in the ad and Mr. Mitchell said he made a number of other sales over the week end.

Mr. Mitchell is advertising several other good piano buys in this week's paper and said his sale would continue for about two weeks more.

TO YOU WHO'VE NEVER SHOPPED at A&P

Here's Why It's To Your Advantage



Puffin Biscuits - - - 4 Pkgs. 49c

Welch's Grape Juice - - 12-Oz. Bot. 21c

Peanuts REGALO SALTED SPANISH - - 8-Oz. Pkg. 19c

ORANGE JUICE Packer's Label 46 oz. can 23c

CHERRIES Packer's Label For Pkg No. 2 19-oz. cans 43c

BEANS Iona Cut GREEN - - - 3 No. 308 15 1/2-oz. cans 29c

CHED-O-BIT Pasteurized Processed Cheese Spread 2-Lb. Loaf 73c

TEA BAGS Our Own Hearty and Vigorous - - 64-ct. Pkg. 43c

A&P Can Help You Save With THRIFTY Fruits AND Vegetables



Fresh Heads **CRISP LETTUCE** - Head 15c

Thin Skinned **JUICY LEMONS,** 17c

Ripe-Sweet **WATERMELONS** - - - 95c

Nice Ripe **CALIF. PLUMS** - - - 23c

Sweet Cardinal **GRAPES** - - - 27c

Golden Firm **RIPE BANANAS** - - - 14c

RED HEART DOG FOOD - - - 2 1-Lb. Cans 29c

MAYONNAISE Ann Pt. Jar 29c Qt. 49c

FRENCH DRESSING Ann Page 8-Oz. Bot. 15c

STUFFED OLIVES Sultana Small - - - 10 1/2-Oz. Bot. 49c

PEACH PRESERVES Ann Page - - - 2-Lb. Jar 49c

SALAD MUSTARD Ann Page - - - 2-Lb. Jar 25c

Tuna Chicken of the Sea White Meat - - 7-Oz. Can 43c

Tuna Chicken of the Sea Chunk Style - - 6 1/2-Oz. Can 37c

Camay Soap - - - 2 Bath Bars 21c

Camay Soap - - - 3 Reg. Bars 22c

Oxydol - - Lg. Pkg. 30c Gt. Pkg. 72c

Joy Detergent - - - 7-Oz. Bot. 30c

Spic and Span - - 2 1-Lb. Pkgs. 47c

Ajax Cleanser - - 2 Cans 25c

Lux Toilet Soap - - 2 Bath Bars 21c

Lux Toilet Soap - 3 Reg. Bars 22c

Silver Dust Lg. Pkg. 31c Gt. Pkg. 62c

Shortening **Armix** - - - 1-Lb. Can 33c

Burry's Vanilla **Wafers** - - 8-Oz. Pkg. 19c

Nabisco Cheddar Cheese **Crackers** - 6-Oz. Pkg. 19c

Del Monte—Sliced or Halves **Peaches** No. 2 1/2 Cans 31c

White House Evaporated **MILK** 3 Tall Cans 35c

Sunnyfield—In Quarters **Butter** - - - 1-Lb. Ctn. 67c

Mild and Mellow Coffee **8 O'Clock** 1-Lb. Pkg. \$1.19

Octagon **Soap Powder** Lg. Pkg. 24c

Swan Soap 3 Med. Bars 25c

Swan Soap 2 Lg. Bars 27c

Surf Lg. Pkg. 30c Gt. Pkg. 51c

Breeze Lg. Pkg. 31c Gt. Pkg. 52c

Spry 1/2-Lb. Tin 34c 1-Lb. Tin 93c

Dial Soap 2 Comp. Bars 25c

Dial Soap 2 Bath Bars 35c

Lux Liquid 12-Oz. Can 39c

Tetley's Tea 4-Oz. Pkg. 35c

Dependable A&P "Super-Right" Meats

Heavy Western Beef—Chuck Blade **POT ROAST** - - - 35c

Heavy Western—Lean Boneless **STEW BEEF** - - - 55c

"Super-Right" Freshly **GROUND BEEF** - - - 39c

"Super-Right" Fresh Loin End **PORK ROAST** - - - 45c

Wilson's Corn King **SLICED BACON** - - - 59c

Swift's All Meat **PREMIUM FRANKS** - 45c

A&P Fried **FISH STICKS** - - - 45c

• MORE THRIFTY GROCERY BUYS •

Jane Parker **ANGEL FOOD CAKE** SPECIAL 49c LARGE SIZE REGULARLY 59c



Jane Parker - Date Filled **Coffee Cake** - - - 29c

Jane Parker - Double Crust **Lemon Pie** - - - 39c

Sunnyfield Golden Toasted **Corn Flakes** - - - 23c

White Cake and Fudge Frosting - Special! **Dromedary Deal** - - 39c

O&C Fordlook **Lima Beans** - - - 19c

These Prices Effective Thru Saturday June 26th

A&P Super Markets

THE GREAT ATLANTIC & PACIFIC TEA COMPANY

We Will Be

CLOSED

All Day Wednesday, June 30th And Thursday July 1st, For Our Annual Inventory

We are continuing our end of year special cash discount on all non-fair-traded items.

Again we urgently and respectfully request all who have past due balances on our books to make settlement before July 1st and avoid the expense and unpleasantness of collection agent.

Brevard Hardware Co.

Opposite Court House