

Business Review and Forecast

(From Front Page, Second Sec.)

years will be good only for pasture. Do not buy land—anywhere—until you see it; don't depend on blueprints, catalogs, and super sales organizations.

26. Florida Home—I believe a small home in a small Florida city, and ownership of the vacant lot on each side thereof, will prove a safe and attractive investment in 1964 for anyone who has a check coming in regularly from the North.

27. Advertising—While TV advertising will continue strong for potent medicines and some other products, I forecast that honest newspaper advertising will hold its own. Newspaper ads can be cut out and kept for reference which is impossible with radio or TV ads.

28. Newspapers—I forecast that competing newspapers will continue to consolidate; and there may possibly be a return to the days when newspapers represented the opinions of some one man with courage, influence, and personality rather than the decisions of a "board" of directors. Note that this is something television is already trying to develop in its news reports, and newspapers must match it.

ADMINISTRATORS NOTICE

State of North Carolina
County of Transylvania
Having qualified as the administrator of the estate of the late of John Charles Brewer, deceased, late of the county of Transylvania, North Carolina, this is to give notice that all persons having claims against the estate of the deceased to present them to the undersigned administrator at Brevard, N. C. on or before the 19th day of June 1964 or this notice will be pleaded in bar of their recovery. All persons indebted to the said estate will please make immediate settlement.

This the 10th day of December, 1963.

J. BRUCE MORTON,
Administrator, Estate of
John Charles Brewer, deceased.

12-19-64c

29. Strikes—I believe that 1964 will be free from large strikes. The "big show", of course, will be the negotiations between the auto workers and manufacturers. However, I predict that both sides will arrive at a peaceful settlement before the deadline.

30. Wages—While labor will not get all the pay increases it wants in 1964, it will get the equivalent in "fringe benefits".

31. Employment—I forecast employment will rise further in 1964, due to a prosperous economy with new and expanding operations. Unemployment will rise, too, because of the influx of young job seekers and displacement of unskilled workers by automation.

32. Work Week—There will be continuing agitation to cut the 40-hour week in 1964 to a 35-hour week with the same pay. I forecast this will not be accomplished. There may be a compromise to 37½ hours, though this will depend largely upon President Johnson.

33. Foreign Trade—Rising automation in the U.S. in 1964 will enable us to compete more effectively with lower per-man-hour labor costs in Europe. Labor costs in Italy are already rising, and inflation is threatening Europe . . . particularly Italy and France.

34. Inflation—Like the rest of the world, we will be tempted to resort more and more to inflation; but I forecast this will not be a vital factor in 1964.

35. Living Costs—There will be continued upward pressure on living costs during 1964, even though the Administration may soft-pedal any abnormal rise in the Labor Department's index to prove that costs are being held down.

36. Retail Sales—I forecast that 1964 will show an increase in retail sales and in installment purchases.

37. Recreational Equipment—I forecast that the great increase in leisure time and the consistent gains in personal income

will give manufacturers of recreational equipment a prosperous year in 1964.

38. Synthetic Foods—I forecast that many new synthetic foods—cheaper than the natural, and just as healthful—will appear in supermarkets in 1964.

39. Synthetic Clothing—I forecast that this new industry will develop notably in the United States during 1964, particularly as regards specialty work clothes.

40. Auto Parking—The auto companies are devoting much study to the parking problem. I forecast real progress toward mechanical parking in 1964.

41. Seat Belts—I predict that insurance companies will put added pressure during 1964 on all state governments to enact legislation requiring "roll-up" seat belts on all cars.

42. New Inventions—I forecast that rapid strides will be made in 1964 in the direction of transferring mass through matter.

43. Electronic Production—I forecast a great increase in electronic manufacturing in 1964 . . . with emphasis on adaptation of space efforts to military applications.

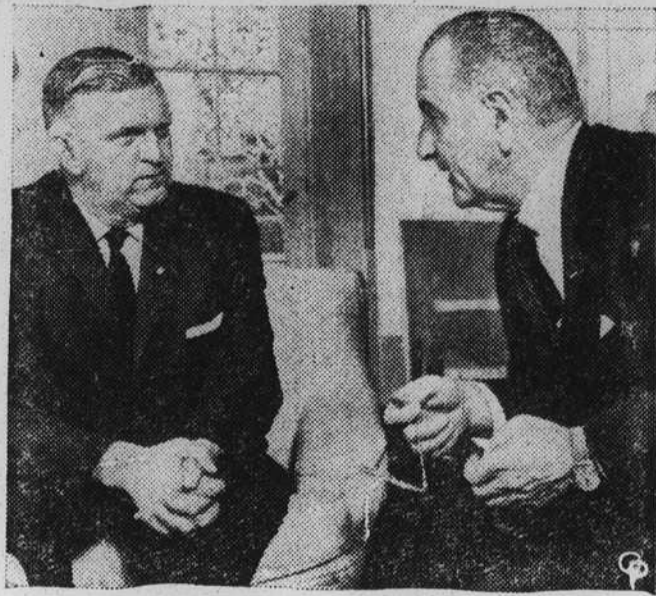
44. Air Conditioning—I predict radical changes in air conditioning in 1964 via the reduction, and later elimination, of moving parts in the heat-withdrawal machinery.

45. Electric Heating—I forecast experiments in electric heating in 1964 whereby radio waves will heat only the individuals in the room, but not the air.

46. Oceanography—I forecast great developments in 1964 in mineral recovery, food supplements, new chemical derivatives, etc., obtained through oceanographic research.

47. Cuba—People in Florida have no reason to worry about their nearness to Cuba in 1964. Russia will undoubtedly keep a controlling finger on Cuba until he decides to withdraw in a flap of some kind with the U.S. in connection with Berlin or Germany.

48. War—There will be no World War in 1964, and even the "cold war" pressures should gradually soften and prove less costly. I, however, am watching carefully how President Johnson and Pre-



AN INVITATION IS EXTENDED—President Lyndon B. Johnson (right) receives American Legion National Commander Daniel F. Foley at the White House. Mr. Foley pledged his organization's support and invited the Chief Executive to be the keynote speaker at its Dallas convention on September 18-24.

mier Khrushchev get on together.

49. Russia—I predict that the Russian government will vastly increase the manufacture of electrical appliances, and will have a 100% owned installment company which it will operate without competition. When I was in Russia it was evident from my talk with the young people that they would have to be given more of the advantages enjoyed by the free nations.

50. In this connection I should say that, like the U.S., Russia is very rich in natural resources . . . and in research. This latter is especially important these days. I was much impressed, during my visit, with the Russian educational system which is developing a very able generation of young people. I forecast, however, that Khrushchev's real problem will be how long he will be able to hold these young people in line!

A new case of tuberculosis is reported in the United States every seven minutes.

NOTICE

State of North Carolina
County of Transylvania

Under and by virtue of the power of sale contained in a certain deed of trust executed by CHANDON K. ASHWORTH and wife, DOROTHY A. ASHWORTH, dated the 24 day of August, 1962, and recorded in Book 64 page 245 in Deed of Trust Book in the office of the Register of Deeds of Transylvania County, North Carolina, default having been made in the payment of the indebtedness thereby secured and said deed of trust being by the terms thereof subject to foreclosure, the undersigned trustee will offer for sale at public auction to the highest bidder for cash at the courthouse door in Brevard, North Carolina at noon on the 18th day of January, 1964, the property conveyed in said deed of trust the same lying and being in the County of Transylvania and State of North Carolina, in Brevard Township, and in the City of Brevard, and more particularly described as follows:

BEGINNING at a stake at the Northeast margin of Wilson Drive at its intersection with the Southwest margin of a 16 foot alley and runs thence along said margin of Wilson Drive, S 36 deg. E 95 feet to a stake, Fred Henson's corner; thence along the line of Fred Henson, N. 49 deg. 30' E 150 feet to a stake; hence N 30 deg. W 95 ft. to a stake in the margin of the aforementioned alley; thence along the margin of the alley S 49 deg. 30' West 150 feet to the BEGINNING.

But this sale will be made subject to a certain other deed of trust executed by Chandon K. Ashworth and wife, Dorothy A. Ashworth to Cecil J. Hill, Trustee of Brevard Federal Savings and Loan Association in the amount of \$9,500.00 dated July 11, 1961 and recorded in Deed of Trust Book 61 at page 375, in the office of the Register of Deeds of Transylvania County, North Carolina, and subject to all outstanding taxes.

This, 17th day of December, 1963.

John R. Hudson, Jr.
Trustee

12-26-64c

Nationwide Announces New Program

Nationwide Life Insurance Company, of Columbus, Ohio, has revamped its entire life insurance portfolio, effective January 1st, 1964.

In making the most comprehensive portfolio revision in company history, Nationwide has developed a new series of 19 basic life insurance policies and 16 insurance riders which are based on the latest mortality table known formally as the 1958 CSO Table or Mortality. Carl W. Stephens, local agent states:

Dean W. Jeffers, vice president in charge of sales, said:

"In addition to the new policies and riders, Nationwide has relaxed policy writing rules to provide greater flexibility in protection planning with the new rules, a policyholder's protection program can easily be tailored to meet his changing needs."

As part of its new life insurance program, Nationwide is boosting interest rates on dividend accumulations from 3½% to 4%, introducing a new endowment policy exclusively for women, and is adopting a shorter policy form which includes a simplified table of values.

A key innovation is the College Savings Rider which begins to pay off when a child reaches age 18, or about the time he starts college.

Nationwide operates in 31 states, the District of Columbia and in Puerto Rico. With more than \$2½-billion in force, the company ranks 53rd among 1,500 life insurance firms in the U.S. and Canada.

When you think of prescriptions, think of VARNER'S. adv

Best Wishes for the New Year

We take this opportunity to thank all our good friends for their valued patronage.

SLEDGE RADIO & TV
BREVARD, N. C.

Avoid Costly SLIPPING ACCIDENTS
with **Oil-Dri** ALL-PURPOSE ABSORBENT

Absorbs oils, greases and fats, plus water and soluble oil solutions, from floors. Keeps floors dry and skidproof.

EFFECTIVE ECONOMICAL EASY TO USE

HAYES & HOPSON
OF BREVARD, INC.
DIRECTLY BEHIND LYDA-MCCRARY FORD COMPANY
DIAL 883-4101

Sprott Is Sales Leader

Brevard life and health insurance man, Gordon Sprott, of Deerwoode, ranked first in Mutual Of New York's 11-state southern region and second nationally — among 3,500 MONY field underwriters — in number of policies sold during November.

He is associated with MONY's Charlotte agency.

If all the foreign steel imported during 1962 had been made in American plants, 38,000 additional jobs would have been provided for American steelworkers.

RESOLVED FOR 1964

Key word in our resolutions for the New Year is "MORE"! It is our aim to be MORE helpful to MORE people MORE often.

MORE of all the good things of life is what we wish for you, our good friends, in 1964. We are MORE than grateful for your patronage and will try every day, in every way to be MORE and MORE worthy of your confidence.

Haywood Electric Membership Corporation

HAPPY NEW YEAR

Here's hoping that the New Year will be full of good health, good cheer and prosperity for you . . . and many thanks for your good will.

CARL W. STEPHENS
Your Agent For
Nationwide Mutual Insurance Company

Wishing You a Happy New Year

To our friends, old and new, we extend our sincere thanks and wish you all every success and happiness in the coming year.

WESTERN AUTO ASSOCIATE STORE
105 East Main St. Brevard