Roger W. Bebson

## Financier Gives Forecast For Second Half of 1954

will be many crosscurrents. The improvement over the first six (12) Friction between the Jews months will be no one-way street. and the Arabs in the Middle East

Even the sick coal industry will enjoy some pickup from the very depressed levels experi-enced during the first six months

(3) Due to slip further down, or slated to show the least improve-ment, are the following industries: Machinery, machine tools, railroad equipment, metal fabricating, steel and iron, and autos and auto parts. In particular, auto output will no tion 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, de-mand for food products and soft goods will remain at a brisk pace. The public, however, have learned something about watching their 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, al-though about 4% lower dollarwise, encouraging since it shows that consumers are still willing to spend of units, retail sales will hold up through 1954. Inventories will continue to be hard to sell and easier to buy through 1954. Inventories will continue to be hard to sell and easier to buy through 1954. Inventories will continue to be hard to sell and easier to buy through 1954. Both the automobile stocks and the cars will be those with the heat will be in less demand. The

ing 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 perhaps until the 1956 elec 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 arty as to who the next candidates

ill be, (7) The President has won his conflict with Senator Bricker; the House approved his Tax Bill; the has so far kept out of the McCarthy-Army row. I forecast that for the balance of the year he will

helvick, the relief of all; and be over charger if and this has been the poor be very compared and the has been the poor be well compared to the poor be will be a been the poor be well and the poor been the poor be will be a been the poor b

Some industries will lag, or fall behind. Others are slated for betterment. Building has held up well, there could break into flame at

ment. 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 to this time the high yields of equipment, electrical equipment, petroleum, natural gas, shoes, and to five year the could break into flame at any time, requiring a hurry-up call time, requiring a hurry-up call time, requiring a hurry-up call to the cycles any time, requiring a hurry-up call to true department.

Stock Market Outlook

(13) Of course, some day the market (especially the Dow-Jones Industrials) will get a bad wallop with very much lower prices. On the other hand, this may not come during the next few months. Up to this time the high yields of tooks have not appealed so much petroleum, natural gas, shoes, and to fine the first department. petroleum, natural gas, shoes, and to investors, owing to the personal tax on both dividends and on in-come in general. Although stock vields compared with those of sonal taxes are not considered, yet when these personal taxes are de-ducted, today's yields have not been attractive. (14) The new tax bill and the

increased buying for pension funds and investment trusts have, howincreased the demand for common stocks and could hold the market up for some months to come. I forecast that it will be very important to make careful se lections of stocks. Don't buy stocks just because they have gone off heavily in price and appear cheap.

(15) Unfortunately, many small concerns will find it more and more difficult to compete with their big competitors. Not only can something about watching their these big corporations make goods pennies. They have become more cheaper and have better means of distribution, but they can spend huge sums on advertising, which a smaller concern cannot do. This will be especially evident during the next six months. The com-panies which will prosper most are though about 4% lower dollarwise, those which have inaugurated ef-have held up during the first half fective labor-saving programs. Manin terms of physical volume as dis-counts and other concessions re-duced the actual receipts. This is search and on well-directed adver-

> be more bargains in used cars, discounts on new cars, especially cars of the "independent" manufac-

(17) Canada will continue to boom during the second half of 1954, but this may be a good time to take profits on Canadian investments. Money, Inflation, Interest Rates

(18) When Mr. Eisenhower as-sumed the Presidency with his cabinet of "9 millionaires," they pro the dollar and raise interest rates. Either fortunately or unfortunate-ly, the economic situation caused a reversal of this policy. The value of the dollar shows no increase over January lat and this has been hailed by Wall Street as a sign of further inflation. Wall Street has

Babson Park, Mass.—While most of the columnists and business counselors last December forecast a depression for 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

(12) Friction between the Jews phowever, be sufficient to make union leaders careless. Jobs will still be very much in demand. This should mean that the last half will see no prolonged strikes.

(24) Most union - management will be made with a moderate amount of give and take. Any wage advances will be limited to the neighborhood of a reasonable hourly figure, plus some additional fringe benefits. The administration and the labor leaders will mot try to revamp the Taft-Hartley. to the neighborhood of a reasonable hourly figure, plus some additional fringe benefits. The administration and the labor leaders will not try to revamp the Taft-Hartley Bill during the last six months of

(25) My forecast as to the vari-ous classes of real estate is as fol-

(a) Large commercial farms will experience a further sag in their land values during the last half-year as farmers' gross income dips

(b) Small farms on the fringes of big city suburbs should hold or rise in price as people get further away from city centers. This move could become an avalanche in the event of really serious war scares. (c) I look for vacant land in the suburbs to hold its value well. In the big cities it may be another

the big cities it may be another story, unless the land is suitable for parking purposes.

(d) Business properties in big cities may ease somewhat in price during the last six months of this year. Suburban business properties can be expected to hold up. Demand for more shopping centers will be noticeable during the months to come.

(e) Home property (especially the older houses, particularly in the cities) will continue sagging in price. In the suburbs, the big ger houses, even of recent vintage will be harder to sell. Most salable home properties will be the newer houses in the middle and lowerprice brackets with emphasis on he "ranch-houses" so-called.

(f) In the last half-year, con truction will still be a powerful support to our economy as it has been for so long. Seasonally, build-ing will hold well, strengthened by continued liberal credit terms. Some boost to building could comin the second half if civilian de fense moves create a "dispersal scare." If this happens, look for a rush by many factories to move operations into areas far from h-vulnerable cities

Conclusion: I cannot end this Forecast without reminding readers that we are living in a truly New Era, comparable only with the I A.D., 1954 years ago, or the invention of printing 500 years ago. The H-Bomb, in the hands of any ambitious dictator, could bring a b o u t unparalleled conditions. These changes could make the things, about which I have written above, of little value or consequence. Only a great spiritual awakening can save us.

### Court

(Continued from Page 1) Manley Smith, Herbert Riggs, Don-ald Gilgo, W. A. Murdoch, Willis Jones, Conrada Merrill, V. M. Rhue, J. H. Wallace, Julian A. Nel-son, Stanley Lockhart, Robert Pittman, and L. F. Russell.

Lloyd W. Davis was awarded

## Two Men Receive Severe Injuries In Friday Wreck

Chevrolet pick up truck overturned on highway 70 at Wildwood. They were Andrew Green Jr., Moreheat City Negro, and Edward F. Renft, Cherry Point Marine.

Patrolman R. G. Willis, Jacksonsaid that Green, who was driving, was headed toward Morehead City at a high rate of speed. The

at a high rate of speed. The truck ran off the right shoulder and rolled over.

Both Renft and Green were taken to the Morehead City Hospital in the George Dill ambulance of Morehead City. Renft had a head injury and a broken right leg. Green, who is suffering from fractures in both legs, has been charged with careless and reckless driving.

Renft, a private in the Marine Corps, was later moved to the Navai Hospital at Camp Lejeune. Green, who lives at 1204 Fisher St., Hospital.

The pick-up, which was demolished, was owned by the Southern Oil Transportation Co. High Point, which maintains a terminal west

# **Together Sunday**

at noon Sunday at the intersection of the Roberts Road, a half mile east of Newport, and highway 70. The accident occurred on the highway, according to Patrolman R. H. Brown, when a 1950 Ford truck driven by Billy Ray Connor, route 1 Newport, attempted to turn left into the Roberts Road.

As he was making the turn a 1950 Plymouth driven by Ted Ste-phenson, Cherry Point, attempted to pass. The car struck the rear of the truck. Damage to the car was estimated at \$150 and to the

No one was hurt, but Connor has been charged with failing to give a proper hand signal and Stephenson has been charged with attempting to pass at an intersection.

They will be given a hearing

County Recorder's Court today

#### Korean Vets May **Enroll for Training**

Interested P.L. 550 Veterans (Korean) whose delimiting date occurs prior to Oct. 1, 1954 may enroll for institutional on-farm training Aug. 1, 1954, providing they have at that time a satisfactory training situation and can meet all raining requirements.
This training is given in Newport

School under the supervision of C.
S. Long, teacher of Agriculture.
Contact may be made with Mr.
Long or Floyd M. Garner, veteran's instructor and field supervisor.

Work on the necessary papers should start very soon in order tha they may be approved and mailed to the state office in Raleigh not later than July 25.

## **Power Fails When**

Thursday through Saturday.

Mr. Ivey said any student who has not made arrangements to attend the current session, and desires to do so, may still register for one subject, and receive credit for it through extensive concentration on that subject alone. Students registering this week can receive up to four board's Witnesses.

"The local Bible eucational work of our ministers will expand considerably as a result of the instructions and training we are going devaluated as a result of the instructions and training we are going to receive at Richmond," Mr. Gabaldon said.

To thousand people are expected at the assembly, he announced. Featured on the program will be officials from the New York World headqunarters of Jehovah's Witnesses.

Mr. F. V. Gabaldon, congregation and desires to do so, may still register for one subject, and receive credit for it the current session, and desires to do so, may still register for one subject, and receive credit for it the sequence of the letter stated that he would abide by the tax if the board on the request, since the tax covered the situation and there was no need for a vote, they said.

The board took no action on the request, since the tax covered the situation and there was no need for a vote, they said.

The current session began June 14, and will end July 15. Prior to the Atlantic Beach Businessmen's Association, put a request before the board for the town of Atlantic Beach to accept part or all of the selectively bill for lights the association installed slong the board walk and over the center square of the business district.

Mayor Cooper read a letter from Mr. Troy in which a check for the done of the letter stated that he would abide by the tax if the board on the request, since the tax covered the situation and there was no need for a vote, they said.

The board took no action on the request, since the axis covered the situation and there was no need for a vote, they said.

The current session and event event of the Atlantic Beach Businessmen's Association, put a r



Eleven-year-old Lois Peterson, daughter of Mrs. Elizabeth Peterson, Manteo, danced Saturday night at the dinner climaxing the twoday meeting of the North Carolina Association for Wine Control.

companist was Jerry Ball, Charhomas W. Allen, head of the State lotte, who later presented a musi ABC Board, Mr. and Mrs. Ed Sumnersill (Mr. Summersill is a forner general assemblyman).

Mr. and Mrs. C. G. Holland. head City; and Mr. and Mrs. Marfisheries commissioner. Mr. Bell is the Democratic candidate for general assembly from Carteret, and lina pianist, presented several pi-Mr. Ayscue is the Carteret ABC ano novelty numbers and then con-

Following dinner, 11-year-old Elizabeth Peterson, Manteo, did two tap dance numbers. Her ac-

#### S. A. Chalk Jr. **Heads Association**

Blowing Rock - S. A. Chalk Jr. Morehead City stepped up into the presidency of the North Carolina Association of Mutual Insurance Agents at the Annual election at the Mayview Manor last week

Mr. Chalk former vice president of the group and an agent in Morehead City has also served during the past year as chairman of the liaison committee and has been a prominent association worker and agent in the state for many

Elected to the vice-presidency was Earl F. Penny of Henderson ville, previously secretary-treasure and member of the board. The new secretary-treasurer is L. M. Buchanan, Greenville

Charming Miss Peterson, dresse

in a red and blue satin outfit for Mr. and Mrs. C. G. Holland, Beaufort; Mayor George W. Dill of Morehead City; D. G. Bell, More-appearance in The Lost Colony this summer. Lois is one of the Indian shall Ayscue, Morehead City. Mr. dancers in the famous historical Holland is assistant commercial play given each summer on Roanoke Island. Mr. Ball well-known North Caro

ducted a musical quiz which was ois Peterson, daughter of Mrs. Two men and two women participated. The men received cartons of cigarettes and the sterling silver pitcher and sterling silver casserole. Dinner consisted of celery

of beef, Hawaiian yams, beets, tossed green salad, rolls, butter, coffee, cherry wine ice cream and wine

Dinner music was provided by Ken Jolls and His Vibraharp. Special guests at the two-day ses sion were Henry T. Gage and Walter H. Lubsen, both of Washington, D. C. Mr. Gage is eastern rep resentative for the Wine Institute and Mr. Lubsen is regional super visor, Wine Advisory Board.

To Get Charter

The Carteret County Toastmas ters Club will receive its charter tomorrow at 7 a.m. at a break fast meeting in Holden's Restau rant, Beaufort, announces Earl Mason, president.

## **Beach Board Convenes**

(Continued from Page 1) the present franchise would have to to have city lights where the busi be canceled and another drawn up ness association's lights are. cover a 17-year period. Mayor Cooper told Mr. Horton he should lights probably wouldn't light up have an attorney draw up a new the area as well as the associa-franchise and then submit it to the tion's lights. He went on to say

Mayor Cooper said that the town

### Sheriff, Two Solicitors Named as Defendants

## **Tourists View** Salvage Work

tinues daily on the beach north of this Outer Banks village where she wrecked several weeks ago, no def inite decision has been made about whether attempts to refloat the

Since she hit the surf during a ortheaster early in May, thousands of tourists have yisited the area to see the ship and to view the un usual salvage operatio

The Canipe Salvage Co., of Havelock, bought the vessel and cargo and has removed many heavy pieces of material that had been consigned to a steel mill in Cuba. The beach at the scene of the wreck is littered with that part of the cargo which has been salvage to date.

If efforts to refloat the craft are

unsuccessful, the 200 foot ship which was flying a Honduran flag at the time of her stranding, is destined to become a major mari-time tourist attraction here on Hat-teras Island where scores of ships have been wrecked in years gone

An improved Oregon Inlet ferry tionists an easy trip to and from

#### **Health Department** Goes on Five-Day **Week Starting July**

Dr. F. E. Hyde, county health officer, has announced that in accordance with North Carolina State Health Department policies, the county health department will go on a five - day week beginning July 1. The office will be open from 8:30

a.m. to 5 p.m. Monday through Fri-day, but will be closed all day Saturday.

arday.

As a result, certain clinic hours will also be changed. The new hours, beginning July 1, will be Tuesday from 1 to 4 p.m.; and Thursday from 9 to 11 a.m. in the

courthouse annex, Beaufort. Clinic hours in the Mo City Hospital annex will be Thurs day from 1 to 3 p.m.

#### Wind Shift Brings Traces Of Rain for Three Days

A shift of the wind from south-east to northeast brought traces of rain to the county Thursday, Fri day, and Saturday, reports Stamey Davis, weather observer.

The traces were too small to reg ister, said Mr. Davis. Temperature remained fairly constant, ing in the low 80's except for Fri-day, when it fell to 76. Sunday was clear and warm with

the mercury climbing to 84.
Temperature readings follow

Thursday Friday Saturday

#### **Agent Invites Farmers** To Go On Tour Thursday

County vegetable growers are invited on a tour of the Coastal Plains Vegetable Research Farm Thursday from 1:30 to 4:30 p.m. at, Faison, announces R. M. Williams

Faison, amounces R. M. Williams, county farm agent.

Those attending will have an opportunity to observe research work that is being conducted on cantaloupes, cucumbers, lima beans, snap beans, irish potatoes, peppers, squash, sweet potatoes, sweet corn, tomatoes, and watermelons.

Soneial empiricis will be placed.

Special emphasis will be placed on plant production practices, the new 64-bushel sweet potato storage use, vegetable diseases, and fall

#### **Rotarians Hear Program** On Vocational Service Vocational service was the theme of the Morehead City Rotary Club meeting Thursday at the Recrea-tion Center, Morehead City.

J. R. Morrill was program chair-man and was assisted by Thomas Noe and Al Dewey in presenting

that the Jacksonville Rotary Club would have its charter night pro-gram Friday. Morehead City Ro-tarians were invited.

Two county officials and the so-licitor of the fifth judicial district have been named as defendants in an action filed in Eastern District Federal Count Thursday by the Car-olina Racing Association, Inc. and the Morehead City Racing Com-

The officials erc Sheriff Bugh Salter, Wiley Taylor Jr., solici-tor of County Recorder's Court, and W. J. Bundy, solicitor of this district.

The action seeks to block the June 9 Carteret County Superior Court order closing the Morehead City dog track by preventing the three defendants from interfering with operation of the track. It asks for \$35,000 damages for the asso-ciation and \$35,000 damages for Morehead City which shares in track receipts.

Federal Court Judge Don Gilliam, Tarboro, has also been asked to issue an order which would per-mit operation of the track until the suit filed Thursday is decided. The judge has set 10:30 a.m. Thursday,

In a similar action regarding the track at Moyock Judge Gilliam de-nied a request that the track be allowed to operate until a suit ask-ing damages be acted upon in the United States Fourth Circuit Court of Appeals.

Arguments in that case were

heard Friday at Asheville before the summer session of the appeals court adjourned. The decision will be announced from headquarters offices of the court in Rich Representing the racing inter-ests in presenting arguments was Osmond K. Fraenkel of New York

City and representing the appellees were Ralph Moody and I. Beverly Lake, assistant attorney generals for the State of North Carolina. Plaintiffs in the case filed Thursday contend that the parimutuel betting at the Morehead City track does not violate the state antigambling laws. They contend also that their federal constitutional

state order closing the track.
The Morehead City track cost about \$300,000 and was completed Morehead City has rein 1948. ceived \$170,250 as its share of track receipts during six racing seasons. Pari-mutuel betting there was au-thorized by a 1939 legislative act.

rights have been violated by the

### **Catholics Take Census Here**

Four seminarians, students for the priesthood in the Catholic Di-ocese of Raleigh, are taking a religious census in Morehead City and Beaufort. The census, spon-sored by St. Egbert's Catholic Church, Morehead City, began yes-

Church, Morehead City, began yes-terday in Beaufort.

Each year the Catholic seminar-ians of North Carolina give a part of their summer vacation to this work. In the past several years, all the large cities of the state have been the scene of their activities.

been the scene of their activities. Last year's census was taken in Charlotte. This year, seminarians are covering the Jacksonville and New Bern areas, as well as Morehead City, Beaufort, and Havelock. Purpose of the census is to obtain an accurate computation of the number of Catholics living in a given area. The seminarians working here are the Rev. Mr. a given area. The seminarians working here are the Rev. Mr. Joseph Showfety who is in charge, Jesse Creel, Joseph Waters, and Jo-seph Kerin.

## **Chamber Manager**

Asks Cooperation

Ted Davis, manager of the More-head City Chamber of Commerce, said Friday that he would like to be notified if door-to-door magazine salesmen or other peddlers are taking orders in town, but fail to produce the promised merchandise.

Mr. Davis and Dan Walker, man-

Mr. Davis and Dan Wal Mr. Davis and Dan walker, man-ager of the Beaufort Chamber of Commerce, are asked by salesmen ready to leave town to sign a paper stating that the salesmen (usually door-to-door callers) were reput-able and that no complaints about them were received.

managers are notified of gyp op-erators, they can only give the salesmen a "clean bill of health" and the salesmen go into other towns and continue their racket. About 95 per cent of operations to relieve cataract eye clouding are successful.

Newport Fire Chief Issues Warning on Blasting Caps

The warning "don't touch a blast-ing cap" was sounded today by Fire ing

The warning "dod" touch a blasting cap" was sounded today by Fire Chief Leon Mann Jr., Newport, is an effort to protect children from blasting cap accidents that last year blinded or maimed over 100 children and adults.

Blasting caps are shiny, pencil sized metallic cartridges which, when inserted into sticks of dynamite and detonated by a burning fuse or electric charge, set off the explosion. Caps in themselves are dangerous since they contain a powder charge that can be set off by earreless handling, shock, or heaf. When this happens frag-

them were received.

Mr. Davis said unless chamber