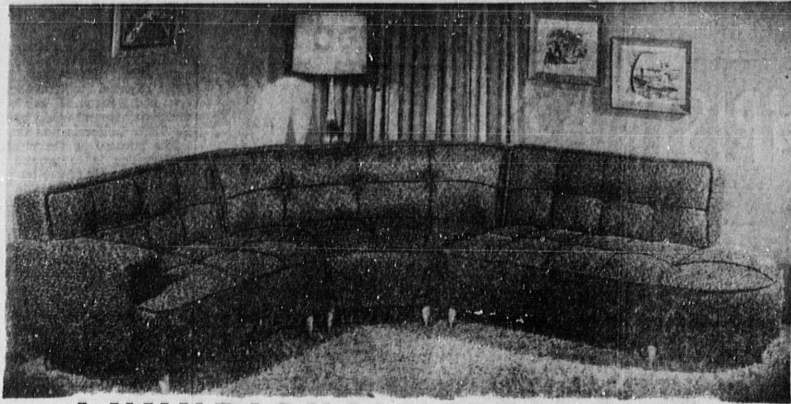


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General, Not Specific Federal Guidance of Business Advised

Economic weather forecast for the next year or so: Mostly fair, with occasional squalls—and don't expect your Uncle Sam to come a-running with an umbrella. That's a summary of administration thinking on the business outlook, delivered at rather more length to the Investment Bankers Assn. by Gabriel S. Hauge, administrative assistant to President Eisenhower. Dr. Hauge said all the elements are present for rising above the plateau of prosperity we now occupy but that these same elements can make for fluctuations in employment, earnings, and flow of national product.

The administration, he said, believes long-term prosperity will be served by having as little interference as possible in these natural ups and downs.

The same preference for general rather than specific guidance of the economy popped up in debate between Randolph Burgess, undersecretary of the Treasury, and William Levitt, the builder. Burgess said the Treasury and Federal Reserve were controlling credit to avoid inflation for the whole economy, and if that policy ran counter to the needs of a particular housing enterprise it was just too bad.

In theory, everyone will agree on keeping the long-term view uppermost, but in practice, in

an election year, some officials will find their constituents getting impatient in the short term and demanding emergency help.

RELIABILITY FOR DEFENSE—To assure more reliable components for the complex electronic systems it manufactures, Hughes Aircraft Co. of Culver City recently put its show on the road.

Hughes—manufacturer of Falcon guided missiles and electronic brain systems for all-weather interceptor airplanes which can seek, find and kill enemy bombers—invited nearly 1000 representatives of electronic suppliers and vendors to three "Reliability Road Shows" in Los Angeles, Chicago, and New York.

The suppliers were told that Hughes seeks components manufacturers who can produce parts 10 times as reliable as those produced a few years ago. These new high standards are necessary because of recent Hughes commitments to the Air Force for more complex systems which will control interceptors from take-off to touchdown.

Reliability must be placed ahead of cost, since an attempt to save 36 cents on a reactor might cause failure of a weapon more costly than the total savings possible on all 40,000 parts.

THINGS TO COME—A new wallpaper cleanser, which is spread on from a folding metal tube, is removed simply by brushing after it dries to a powder. After owners can get a hitch which folds under the hauling car's bumper when not in use... Newest Christmas toy is a reflecting telescope, powerful enough to show the craters of the moon... Also for Christmas is a molded plastic accordion, with 52 reeds.

PACKAGES' MESSAGES—Packaging is the key to retailing for the future, Norman H. Greenway, president of the Folding Paper Box Assn. of America, told the 17th annual Packaging Institute forum in New York. He said:

"A very large portion of American business rises and falls on the basis of its packaging—on the ability of the package to translate billions of dollars' worth of sales effort, advertising, merchandising and promotion into action at the point of sale."

"In these supermarket days the point of sale is the point of no return. Either the housewife plucks the package off the shelf or she doesn't—and millions of dollars of promotional effort hang on that split-second decision."

Stressing adoption of supermarket methods by all types of stores, Greenway predicted that the successful stores of the future would be those that recognized the role of good packaging in increasing sales, cutting costs, and broadening distribution.

ACRES AND ACRES—Federal crop observers, wondering just what hit their early estimates of cotton production, are ready to credit whispers going around the Cotton Belt that perhaps the acres they measured were flexible.

An acre is supposed to be an exact 43,560 square feet, never more nor less. Federal inspectors usually take the word of the farmer involved for the size of his farm, so it would be a simple matter to call a tract, say, 500,000 square feet "10 acres" and get by with it.

Whether this is what happened or not, the huge crop this year has frightened farmers here and buyers abroad. Cotton moving into Federal loan, at 2.3 million bales, is more than half a million bales above the 1954 mark. Sales abroad, where cotton merchants are waiting for what they consider the inevitable dumping of American stocks, are nearly a million bales below 1954's.

BITS O' BUSINESS—Steel production crossed the 100 per cent mark to register a weekly total of 2.4 million tons of ingots and castings... 136,781 tons of new rubber were used in October, an all-time monthly record... Department stores in the week of Nov. 19 showed a 6 per cent sales gain over the corresponding week of 1954.

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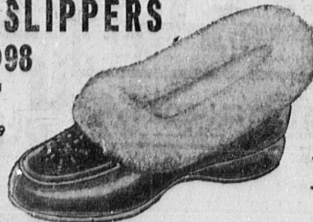
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SIZES 6 TO 3 A REAL BUY AT



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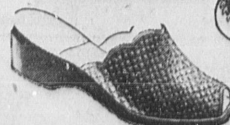
\$3⁸⁸

SIZES 6 TO 12 CORDOVAN AND BROWN

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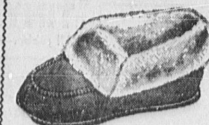
CHILDREN'S SIZES 5 TO 8



CHILDREN'S BUNNY FUR

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BLUE AND RED SIZES 7 TO 3



LADIES' SATIN REST TIME

FOOTWEAR \$2⁹⁸

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Construction Officials Tour AmStan

One hundred and ninety-three construction suppliers and tradesmen visited the American-Standard plant here recently to become acquainted with the mass production of vitreous china sanitary plumbing fixtures.

The group included plumbing supply wholesalers and retailers, journeymen plumbers and apprentices, architects, and engineers.

Following a plant tour, the visitors were served a steak dinner prepared by Chef Emile Rastorfer in the plant cafeteria.