

# Business Outlook in United States For Coming Year Looks Far Brighter

By L. A. BROPHY

NEW YORK (U.S. News)—Things look good for '55! That's how the U.S. business situation shapes up now.

A year ago, those who predict the course of the economy were not as cheerful about the outlook for 1954. Some saw depression ghosts. It didn't work out that way.

Business did slow down from its fast post-war pace in the first half of the year. It picked up speed in the fall and now is rolling along at a rate that means prosperity for most people.

## AIR OF CONFIDENCE

And that is the way it should continue in 1955, predict the majority of private and public experts.

This year was the second best for business and industry in the history of the U.S. Give or take a few soft spots, it was not too far behind the smashing record set in 1953.

There are hard reasons why the prospects for the New Year are considered rosy. Here are some:

1. The 1953 economy was sparked by an amazing building boom, principally in private building. It is confidently expected the boom in building will roll along in 1955, and some believe it may top the 1954 record of \$37,000,000,000.

2. Expectation that the gross national product (the value of all goods and services) may top the 1954 figure of \$356,000,000,000 by five per cent. Henry G. Riter 3rd, newly-elected president of the National Association of Manufacturers, thinks it may exceed the 1953 record of \$365,000,000,000.

3. A slow decline in retail prices, perhaps 2 to 2½ per cent, stimulating sales.

4. A rise in consumer spending. Prudential Insurance Co. economists believe there may be a bulge of \$9,000,000,000 over 1954.

5. Continued high production in the automobile industry—and continued tough competition. Most industry sources see another big volume year with predictions that production of passenger cars may reach 6,000,000. It may 5,385,000 in 1954.

6. Expectation that first-quarter sales will equal and perhaps top those of 1954 and the belief the pace will continue through 1955. That's what many representative business men said at the annual meeting of the man.

7. Employment to equal the 1954 mark of 62,000,000. There likely will be some cause for concern in January and February when unemployment is expected to increase more than seasonably and may reach 4,000,000. However, employment is expected to pick up perhaps more sharply than usual after an early-year slump.

Most all of the economists assert they see no boom, as such, in 1955. Rather, they see steady economic conditions, sparked by lively competition, with the consumer buying a little better than he has in the last several years.

Agriculture is one soft spot. In 1954, there was a six-per-cent drop in net farm earnings. Real farm income, as measured by the farmers' buying power, was brought to the lowest level in 10 years. Net income in 1955 may be slightly below that of 1954.

## Crew Cut Hair Pieces Win Acclaim

By BOB THOMAS

HOLLYWOOD (U.S. News)—Stuck for a Christmas present for your bald uncle Pete? How about a crew-cut toupee?

Xavier Cugat has one. So does Van Heflin. And Humphrey Bogart.

It is the latest thing for those whose hair is thin. And many a wife is urging it on her husband.

"The wives are a prime factor with men who get hair pieces," says Fred Fredericks, head of the hair department at Max Factor's beauty emporium.

"Most women are 2 to 10 years younger than their husbands. The age difference becomes more apparent if the man begins to lose his hair as he grows older. Many of the women seek to make the gap less noticeable by having their husbands wear hair pieces."

Fredericks, a tall, friendly man who grows his own thatch, has been in the hair business for 30 years. Business aside, he is convinced of the merits of having men adopt toupees.

"In these days, it's essential that men look their best, especially those who deal with the public in their business," he said. "If a man is 36, he must look 36 and not 45, particularly if he's changing jobs. This is important for salesmen, but it applies to everyone, from politicians to plumbers. And we get them all."

Without using names—Factor's never reveals its clients—he cited some examples. One was a Rocky Mountain man who inherited a string of funeral parlors. He was a tall, husky man with a high bald dome that gave him a comical appearance. Whenever he tried to console the bereaved ones, they thought he was laughing at them. He had to let the salesmen take over.

"We made him a piece and his whole life changed," Fredericks said. "Now he could sell a casket to a person that didn't even need one."

Fredericks showed me the thriving Factor Hair factory. There are 113 craftsmen sewing the toupees, hair by hair, cleaning and setting the finished products and putting them in covers to be. The piece turns out 1,000 a month and only 100 are for movie costume pieces. Most of the others are mail orders; they cost from \$100 to \$150 apiece.

It takes about a week for the needleworkers (they're called venturers for some unknown reason) to make a piece. The craftsmen use hair from Italy, needles from Germany, wax from Switzerland and lace from Germany and England.

Fredericks advises clients not to advertise the fact that they use hair pieces, since he believes only their wives can really detect them. Some feel different. Like a San Francisco man who gathered 200 friends at a party and announced:

"I want you to all know that I will be wearing a toupee from now on. So you can all talk about it now and there'll be no need for any more gossiping."

## FLOWING EXPERT

WELLINGTON, England (U.S. News)—Jean Burns of Ramsey, Isle of Man, was the only woman among 125 competitors in the British national plowing championships held near this Somerset town.

## GOOD START

KNOCKALLY, Scotland (U.S. News)—An 86-year-old woman spoke on the telephone for the first time in her life at this Caithness town. The call came from her son in Canada.

## HAVE A WONDERFUL Christmas

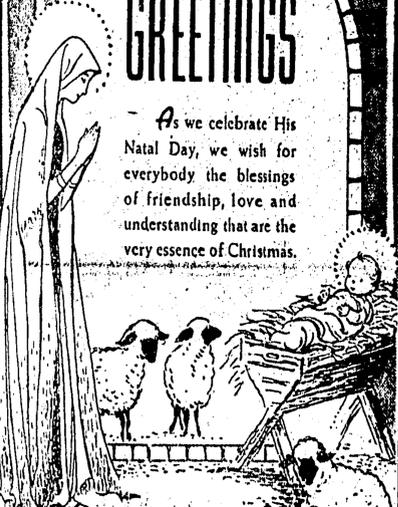
We wish you and yours a Merry Christmas, full of wonderful surprises!



The Management and Staff of  
**99 TAXI**

## Christmas GREETINGS

As we celebrate His Natal Day, we wish for everybody the blessings of friendship, love and understanding that are the very essence of Christmas.



The Staff and Management of the  
**Variety Store**

## Christmas Greetings

Our sincere wishes come in a big package...big enough to contain loads of cheer and good will for all our friends and neighbors. Happy Holiday to all!

LA GONDOLA CAFE  
CLOSINGS 1:00—Close 1:00 p.m. Close All Day Xmas Day for Staff Holiday  
Open until 6 a.m. New Years Eve. New Years Day Open 10 a.m. to 3 a.m.



To everybody, everywhere, we wish the best of everything at this joyous Holiday season.

**Smith & Elkins LIMITED**  
Plumbers  
Phone 6227

**Creetings**

Management And Staff  
**UNITED FRUIT LIMITED**  
Phone 2220

**MERRY Christmas**

May all the bright and lasting joys of Christmas surround you and yours...

**Pats Service Station**  
Your Shell Oil Dealer  
750 3rd Ave. W. Dial 4234

**Peace on Earth**

To one and all, we wish a Season bright as the Star of Christmas morn.

**VOGUE SHOES LTD.**

**Best Wishes**

May this Holiday Season be a joyous and healthful one for our many friends.

**Family Meat Market**  
Phone 5113

Advertising in The Daily News Brings Results

**Season's Greetings**

As we approach the season that symbolizes peace and good will, we recall with gratitude the friendships we have made in the years that have passed. May this greeting serve to carry the wish that your Christmas be joyous and the New Year hold all that you desire.

**ORMES**