

Businessmen Optimistic About Industry's Future

By SAM DAWSON
NEW YORK (AP)—Many business men think the public is unduly disturbed today by the drop in stock market prices. They hold that the first half of 1958 isn't going to be as bad as all that.

Furthermore, they are counting on 1958 ending up in about as good a shape businesswise as industry and trade experience now—not roaring maybe, but not limping too much either.

Among the most optimistic industry spokesmen is Joseph A. Ho-

lan, a B. F. Goodrich vice president, who looks for a substantial upturn in business in mid-1958 in response to new products and new methods of marketing. For his own industry he predicts a record sale of replacement auto tires, 5 per cent over 1957.

D. C. Minard, president of the Trane Co., La Crosse, Wis., sees chances of a moderate increase in 1958 in industry wide sales of air conditioning equipment.

Those who feed the nation aren't worrying about sales. Paul S. Willis, president of the Grocery Manufacturers of America, says consumers spent a record 79 billion dollars for food this year and probably will spend 4 billion dollars more in 1958.

Some increase in personal spending for soft goods and services in 1958 is forecast by Ira T. Ellis, Du Pont economist, speaking at an economic forum held by the National Industrial Conference Board. He thinks consumer prices will average 1 per cent higher next year.

Bradford B. Smith, U. S. Steel economist, believes steel output next year should be around 100 million tons.

Government agencies predict a 5 per cent dip in plant and equipment spending by business next year, bringing it down to 35½ billion dollars. But expecting a rise

in other type of building, plus higher costs, Walter E. Hoadley Jr., Armstrong Cork treasurer, believes total construction will be about the same next year as this in dollar volume, a record 47 billion dollars.

George P. Hinchings, Ford Motor economist, looks for a good underlying demand for new cars next year.

On the other hand, bankers at the forum are more cautious than the industrialists.

John D. Wilson, a Chase Manhattan Bank of New York vice president, sees slightly fewer auto sales next year and not much of an increase in home building. He thinks business spending may drop by 5 billion dollars. But the federal budget may be up by 2 billion and state and local government spending by 2 or 3 billion dollars.

Norris O. Johnson, a vice president of the First National City Bank of New York, takes the calm view: "The incipient business recession has been remarkably slow to unfold. I don't think it will be deep or long, or offer many parallels to the Thirties."

Copper Stocks Rise on Market

NEW YORK (AP)—Coppers advanced in a mixed and moderately active stock market today.

Motors and most leading steels were off. Aircrafts, rails, oils and building materials were irregular.

Key stocks showed price changes of fractions to about a point.

The coppers were up as Kennecott announced a 12 per cent cut in production at its United States mines, falling in line with other major producers in a move which is expected to help stabilize the copper price. Meanwhile copper prices in London rose and there was a boost at home in the custom smelter price.

Kennecott, Anaconda and International Nickel were all up around a point while Phelps Dodge rose a major fraction but there was no great buying surge.

With steel operations this week expected to extend their decline, U. S. Steel was off around a point. Bethlehem and Republic Steel fractions. Youngstown Sheet rose about a point.

General Motors, Chrysler and Ford were all off fractions. Douglas Aircraft and North American Rockwell slipped a bit.



APPLE SPLIT—Even apples are developing split personalities these days. This specimen, about to be eaten by Mrs. Joe Rhoton, is a 50-50 blend of sparkling Red Delicious and Golden Delicious. The freak fruit was picked on a farm near Tinton, Wash.

Lodge Calendar

Ceremonial White Shrine No. 22, Wed. Dec. 18, 8 p.m., at Roosevelt Temple, 22 State St., Berrice Cover, Scribe.

Pontiac Chapter No. 360, Women of the Moose will hold a special initiation tonight.

News in Brief

A child playing with a lighted candle set fire to a mattress at 6111 St. Saturday evening causing \$35 damages to the upstairs bedroom and \$75 damages to the contents, Pontiac Fire Dept. reports.

An overheated living room heater caused a fire Sunday at 33 Maple St. Pontiac Fire Dept. estimates damages to the building at \$500 and to contents, \$100. The two-story frame home is occupied by Mrs. Alberta Turner.

East Germany Starts First Atomic Reactor

BERLIN (AP)—Communist East Germany's first atomic reactor began operating today at a ceremony attended by Prime Minister Otto Grotewohl and other government leaders, the official East German news agency ADN said.

The water-cooled reactor, with an output of 2,000 kilowatts, was supplied by the Soviet Union and was set up at Rossendorf near Dresden.

Grain Prices

CHICAGO GRAIN			
Wheat		Oats	
Dec.	2.18 1/2	Mar.	65 1/2
Mar.	2.21 1/2	May	63 1/2
May	2.18 1/2	July	61 1/2
July	1.93 1/2	Sept.	62 1/2
Sept.	1.95 1/2		
Corn		Rye	
Dec.	1.16 1/2	Dec.	1.33 1/2
Mar.	1.19 1/2	Mar.	1.32 1/2
May	1.19 1/2	May	1.29 1/2
July	1.25	July	1.26 1/2
Sept.	1.24 1/2		
		Lard	
		Jan.	11.77
			11.50