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## The TIC Lean News

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## Any erroneous reflection upon the character, standing or reputation of any person, trem or corporation, which may appear in the column of this paper, will be gladily corr cted upon due notice being of this paper, will be gradily corr cted upon due notice be coing give o the editor personally at thy office at 210 Main St., McLea rraudulent advertising of an objectionable nature Each tavertise ment in its columns is printed with fuil confidenee in the prome <br> EPditarial

AS LONG As civilization has existed, men have attempted to
forecast the future. Paimists and crystal bail readers and other
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 casting has been developed and it has flourished like the green
bay tree. It is based on the princoiple of using more or tess
In
business and economic sphere in months or years to come. it
has been said that every major businese policy decision is an
exerciso in forecasting in a double sense, for it concerns both the future of the economy as a whole and the future of the individual
business invoived. Thus, the owhers and manager of businesses of almost every kind and size are constantly engaged in some
variety of forecasting. Many large enterprises employ economists
and statisticians for that purpose. and statisticians for that purpose. A number of the government
departments periodically issue forecasts concerning prospects for
employment, agricultural sales, business volume, consumer demands, The Chamber of Commerce of the United States has published a
booklet on the subject. Designed primarily to help business ex. cutives make their own economic forecast, it lists the major tech-
niques in general use. It also explains some of the pitfalls, and tells niques in general use. It also explains some of the pittais, and tents
where past forecasts have gone wrong and why. A prime example
of this oceurred when colin clark of Oxford forecast that the Clark is a distinguished economist, and his views got warld wide





major recessio
Barometers or signais. Indicators such as new incorporationss
stock prices, hours worked, and others are considered as signals
of turning points, either up or down,
Simpie Trend Projetion. The forecaster potss production, ship-
ments or sales over the past few years and from them projects
next year's trend. One cateh is that sometimes trends are extreme-
ly difficult to recognize.
Appraising Expectations. The forecaster takes into account the
opinions of executives, saiesinen, consumers and others. Obviously,
in the course of doing this he may be exposed to guesswork and
Any kind
prises" should be written across the pager of every forecant tor sur
seems to be excellent advice. That

Mr and Mrs. M. W. Brooks of Mr and Mrs Jim Stevens and
White Deer spent the wekend other relatives Sunday.
here with Mr. and Mrs. Jack

## GRIND OLE OPRY



AMERICAN Lén Legion


| LES | keep bills down paper weight. |
| :---: | :---: |
|  | Is having some |
| $\begin{aligned} & \text { your words soit } \text { and } \\ & \text { caue you never haw } \end{aligned}$ | ward squad. At his wits' end, he called a halt and wiped his brow |
|  |  |
| ${ }^{\text {cour }}$ |  |
| or seven yars, You |  |
| have |  |
| the dress and hat. |  |
| ean't it ever rain |  |
| - | "Glad to hear doctor" come th |
|  | $\begin{gathered} \substack{\text { non } \\ \text { the } \\ \text { the }} \end{gathered}$ |
| fudge onee told a |  |
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 The BETHEL, which in 1746 captured a $100-$ gun Spanish
frigate, was a typical American merchant vessel of her dav.


When not serving as a privateer, this vessel brought rum and other
luxuries to the Colonies. Today's American merchant fleet of luxuries to the Colonies. Today's American merchant fleet of
tankers, colliers, freighters and passenger ships serves an equally
important dual role - vital in war as in peaces. important dual role - vital in war as in peace.

III tell you what the ice man

said to Mamma." $\begin{aligned} & \text { Jimmie: Aw, you're afraid t } \\ & \text { (right me. }\end{aligned}$ | "O. K. Here's your dime." |
| :---: | :---: |
| "He said. Do you want any |
| ice today, lady?" |

 can pack much more into them

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Gene Tiemey, George Raft "Black Widow"

Friday, Saturday
"This Is Your Army
"Stormy"

Unday, Monday:
"The Egyptian"

Wednesday, Thursday
In Super Scope

Cattle Queen of Montana"

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The cmetrix, are fived

Wo imply ant ger alom
 ber, youre alw
at our station.

## Chevron

Gas Station odell mantooth

1. Yon cen bey a big, 200-H.P. Pontiac for less than many models of the lowest-priced cars and mach less than stripped economy models of higherpriced makes!
2. ats penite one you laxary-car size plus the sensational StratoStreak V-8!


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## The Im: Lean News



AS LONG AS eivilization has existed, men have attempted to forecast the future. Palmists and erystal ball readers and other
such performers have plied their arts for centuries, and are still doing it,
In this complex modern era, a very different category of fore-
asting has been developed and it has flourished like the green
bay tree it is based bay tree. It is based on the principle of using more or less has been said that every major busimese policy decision is an
exercise in forecasting in a doubte sense, for it concerns both the exercise in forecasting in a double sense, fof ature of the individual
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departments periodicily issue ferecasts concerning prospects for The Ch $\qquad$ autives make their own ceonomie forecast, it lists the major techwhere past forecasts have gone wrong and why. A prime example
of this oceurred when colin Clark of Oxford torecast that the
United States was due for a cataclysmic depression in 1954 Clark is a distinguisheded economist, and his views got world wide The chamber's booklet lists six current types of economic and
(usiness forecasting. Here is a brief note on each one:
 lationshipe
changed.
sector $\qquad$ analyzed and a summary made to get the outliook as a whole.
Money and Credit. These forecasts are based an major reenssions have. These forecasts are based on the idea that sarometers or Signals, Indicatorts such as new incorporations, of turning points, either up or down,
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next year's trend. One catch is that sometimes trends are extreme. y difficult to recognize.
opinions of executives, salesmen, consecumerter and others. obviousily.
in the course of doing this he may be exposed to guesswork and
Any kind of forecasting. the booklet observes, is more of an art
than a science. It believes that the words "watch out tor sun
prises" should be written across the pages of "every forecast. That
seems to be excellent advice.

| Mr. and Mrs W. W. Shadid | Cathy Hurhes of Amarillo, and |
| :--- | :--- | :--- |
| nd family and Mr. and Mrs. Bud | Mr. and Mrs. Jack Blaylock and |

Gray and son of Ablene and chiddren of Pampa visited with
Mr and Mrs. H. W. Brooks of Mr. and Mrs. Jim Stevens and
White Deer spent the wrekend other relatives Sunday.

| Mrooks. and Mrs. Raymond Dalton |
| :---: | :---: |
| and son of Skellytowf spent the |



| LES |  |
| :---: | :---: |
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|  |  |
| when you'll have to eat them. |  |
|  |  |
|  |  |
| You, too, Eleanor, dear. <br> would not have recognized you except for' the dress and hat." <br> . . . |  |
|  |  |
|  |  |
| Tourist: Doesn't it ever rain around hers? Native: Oh, yes, it rained two months ago about 15 miles north of here. But. ${ }^{1}$ didy't get to go |  |
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|  | the litte |
| A prominent judge onece told a youms lavyer "If your case is young lavyer: "If your case is weak on facts, emphasze the law: if it is weak on law, em phasize weak on both pound the table. <br> A motorist stopped his ar on |  |
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LES





 at mid toe cit my dond heas
Tumamus







swater maris bean soup
now ? with people who thought
the world couldn't get aliong withoat them



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## Here's why MORE PEOPLE ARE BUYING PONTIACS than ever before! <br> 1. Yon ean bey a big, 200-H.P. Pontiac lor less than many models of the lowest-priced cers und much less than stripped economy models of higherpriced makes! <br> 2. Out Pemita s.ina yon laxary-car size plas the sensational StratoStreak V-8! <br>  Whoolheses). Most powortul cer os   <br>  <br> You don't have to look far to find the reason for the tremendous surge to Pontiac. No further than the fact that only Pontiac produces cars that compete with the costliest in size, smartness and power, yet carry a price tag that is well under many in the That's what bri Pontiac-a what brings people in to see and drive a overlook. And once they do-once they get a close-up sample the superlative roominess and comfort of <br> LOOK HIGH AND LOW AND YOU'Ll 60 ANDREWS EOUIPMENT CO. Mclean, Texas





[^0]:    Chevron Gas Station odell mantooth

