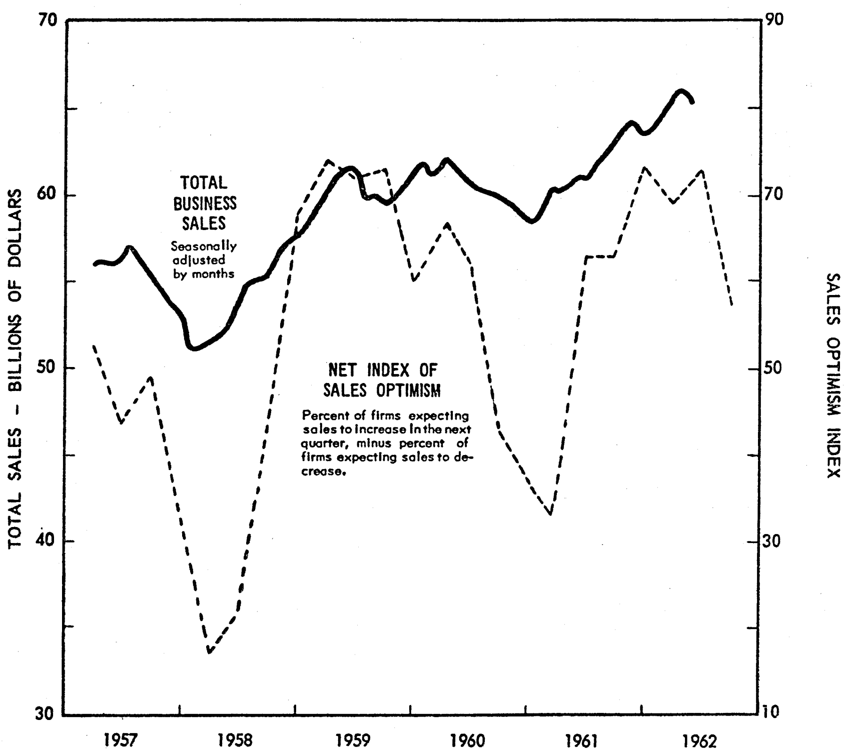
Up until the cutback by the steel companies of their announced price increase, the survey showed strong pressure for price increases in most industries, but that even together with competitive struggles for markets has brought about a situation in which fewer companies now expect to raise prices than at any time since 1954.

Inventory accumulation is also expected to level off, and fewer businesses anticipate increases in their number of employees, so that, overall, expectations for the business sector of the economy in the fourth quarter are far from favorable.

SALES OPTIMISM SLIPS
WILL SALES FOLLOW?



SOURCES: United States Department of Commerce
Business Economics Department, Dun & Bradstreet, Inc.