

Illinois Valley News

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Babson Business Forecast

(Continued from page 1)

early outbreak in other sections will adversely affect the demand for big city real estate. Lower business volumes and the draft next year will also curtail such demand.

43. Small sustenance farms should hold up well in price as demand will be spurred by those seeking refuge outside the big cities. Demand for large commercial farms, however, should weaken as the year progresses.

44. The swing back toward rent control will act as a further damper on new building. There is no incentive to build homes for rental income.

45. Tighter credit controls will make it more difficult to purchase older residential properties, and the prices for these should weaken.

46. As building volume slackens in 1951, the quality of available materials and workmanship should improve. This will help those who have saved their money and can

pay for at least half the cost of a new home.

Defense Orders and Politics Will Increase

47. Those who can do so should attempt to get defense orders as a means of holding up production volumes and reducing overhead. Not too much profit should be expected, however, as these contracts will be subject to tight-fisted renegotiations.

48. The political outlook for 1951 will be completely dominated by jockeying for position in the presidential race for 1952. Most of congress' time will be spent on international problems. But either war or peace could come early in 1951, which could make many of the above forecasts useless.

49. In domestic matters, despite recent election changes in party alignment, congress will still be dominated by a conservative coalition of northern Republicans and "unregenerated" southern Democrats. When the heat is on in a tough fight, the north-south coalition will still be able to curb onslaughts by New Dealers.

Home Entertaining Once Again Is Reaching Popularity Heights



ATTRACTIVE table-setting for an informal luncheon is obtained through 1847 Rogers Bros. new "Daffodil" pattern. The china also carries out the same flower theme.

HOME ENTERTAINING is expected to soar to new popularity heights this fall and winter.

Many families, for example, will hold television parties. Friends will be invited to watch their favorite TV programs and stars.

Other families, because of higher taxes and increased cost of dining in public, are planning to entertain friends over week ends with a buffet supper. Buffet suppers also are popular after an evening of canasta or bridge.

Young men being called back into service will be feted at parties arranged by friends and relatives.

Another factor in the increased

home entertaining, according to a survey completed by 1847 Rogers Bros., is the ever-expanding number of families who now own matched silverware for the first time. New patterns like "Daffodil" provide a very attractive table-setting whether for an informal luncheon or a formal dinner.

Not too many years ago most American families did all their entertaining at home. Shortly before World War II, however, many Americans began entertaining at a club, hotel or restaurant.

Now the trend is swinging back to home entertaining. This is true of rural areas as well as in large cities.

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Playing At The Ivy Sunday



Charles Coburn confronts Barbara Lawrence and Diana Lynn in this scene from the technicolor comedy "Peggy."

SHOW REVUE

Friday and Saturday—

Actionful, historical fare is offered in the attraction, "The Cariboo Trail." Starring Randolph Scott with George "Gabby" Hayes as co-star, and filmed in the naturally hued tints of Cinecolor, the film represents another major outdoor drama from Nat Holt, producer.

Holt's policy is to invest his offerings with as much of the sheer spectacle and breath-taking beauty of the great outdoors as possible. He feels audiences of western-laid films expect this. In "The Cariboo Trail" the veteran producer has admitted his attempt to out-do himself.

When actual location shooting in the British Columbia cariboo country proved unfeasible, Holt settled on similar country along the continental divide in the Colorado Rockies for principal shooting.

The drama staged in front of these scenic highlights is one of both a cattle drive and a gold rush. In the fabulous wilderness country known as the Cariboo, some of the most rugged mountain and woodland country on the continent, Holt has uncovered a previously untold epic of the Pacific Northwest. It depicts the conflict between those who seek to exploit a land for gold and those who believe in the land and the

wonders it can produce, for the lasting wealth it can provide a nation.

Randolph Scott, pre-eminently the favorite among movie fans addicted to westerns, has the pivotal role of a cattleman, with the perennial favorite Gabby Hayes as his sidekick.

Sunday and Monday—

"Peggy" emerges as one of the brightest comedies of the year combining the colorful pageantry of Pasadena's world-famous New Year's day Rose Parade with a barrel of hilarious belly-laughs.

Luscious Diana Lynn, in the title role, gives a piquant performance as the contestant for Rose Queen honors who doesn't want to win. Monocled Charles Coburn again proves why he is one of Hollywood's greatest assets in the comedy role of the frustrated father. Charlotte Greenwood scores again and again with her role as the domineering next door neighbor who won't take "no" for an answer. Barbara Lawrence, who portrays Diana Lynn's sister, exudes vivacity as the girl who eventually becomes Rose Queen. And in the male romantic division, "Peggy" fires a double-barreled direct hit with Rock Hudson, as the Ohio State football star, and Charles Drake, cast as a Pasadena junior executive, winning their

share of laurels from the all-star accompanying cast.

On-the-spot filming of the picture pays off remarkably well as the Technicolor cameras are directed at such famous southern California landmarks as the Pasadena railway station, Mt. Wilson observatory, Pasadena City College campus, the University of Southern California and, of course, the route of the New Year's Day Rose Parade and the jam-packed Rose Bowl.

Wednesday and Thursday—

"Challenge To Lassie" is a story about Jock (Donald Crisp), a kindly sheepherder, who has raised a stray collie (Lassie), dies, leaving the dog without a license. Only the master may buy such a license and, according to Edinburgh law, this dog cannot possibly have a master now that Jock is dead.

It is Lassie's only wish to sleep by her now dead master's grave, and come the sunset bugle nothing will keep her from this rendezvous. What with a churchyard regulation, the license law and an officious policeman, however, she is sorely tried. Running from the police she finds haven between columns of marching highlanders as those stalwarts, with their colorful garments and stirring bag-

pipes, defy the civilian to break their ranks.

At last in court, Lassie has a close time of it with the red-robed jurists, though those upholders of the law must hang on tight when the neighborhood kids come in with the price of a license made up from their own pennies. "Challenge To Lassie" is a top-notch film for children and a good family item.

AND

"This Side of the Law", a new murder-mystery starring Viveca Lindfors, Kent Smith and Janis Paige, relates the story of a vagrant who is hired by an unscrupulous lawyer to impersonate a long-missing millionaire. The lawyer, in his efforts to gain control of the money, disposes of a double-crossing sister-in-law and tries to dispose of the vagrant when he gets suspicious, but eventually it all catches up with him.

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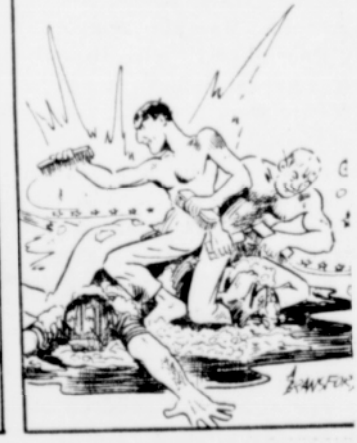
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