

# Babson Bases His Outlook on Talks During Campaign

(Continued from Page 1)

money is tight, as such securities then tie up the borrower for a long number of years at high rates.

20. This means that 1957 will be a good year for investors to switch from low-yielding stocks to attractive bond issues.

## REAL ESTATE OUTLOOK

21. Home building, corporate expansion, and municipal improvements will decline in 1957. Therefore, it will not be a good year for speculating in real estate.

22. Interest rates on mortgages will be higher in 1957. Loans not "federally" guaranteed will require larger margins.

23. Real estate in large cities will continue inactive with declining prices due to lack of parking facilities.

24. Suburban real estate will continue active, but fewer new houses will be built. Houses will be for sale by executives who have lost their well-paid jobs.

25. Purchasers will give more attention to the size of the lots than to the houses. Better locations can be secured by buying existing houses. Modern kitchen will become a "must."

26. Acreage near proposed shopping centers will be excellent for speculation. The automobile will continue to raise havoc with real estate prices, helping some locations and hurting others.

27. New inventions in connection with heating, lighting, and other features will make most older houses obsolete.

28. Large commercial farms will continue prosperous. Small farms on the fringes of cities will be more valuable. The outlying medium-sized farms will be both expensive to operate and hard to sell.

29. The nearness of schools, churches, stores, and bus routes will become a more important factor in the re-sale of homes.

30. Those wishing to own a well-located home to occupy will find 1957 a good year to buy or build; but a dangerous year for speculation.

## STOCK MARKET OUTLOOK

31. It is foolish for anyone to now forecast the stock market for 1957. The Dow-Jones Industrial Average, now around 490, may decline to 400 or advance to 600 during 1957.

32. All investors will want "safety," but wise investors will first decide whether they also want "income" or "profit." Only by luck can you obtain all three features with certainty during 1957.

33. Investors can buy, during 1957, well-seasoned preferred stocks (preferably cumulative) which will give, with safety, a yield of near 6 per cent. I will gladly send, free of charge, a list of such to any reader so requesting.

34. During 1957 good utility stocks should be attractive for yield and marketability. The demand for electricity will continue to increase throughout 1957.

35. The above two recommendations apply to those in moderate income tax brackets. The investor in medium or high brackets will buy during 1957 non-taxable state, municipal, or town bonds carrying "full faith and credit." Taxes will gradually increase during 1957, and non-taxable bonds will be more in demand from wise investors.

36. I am not now prepared to advise readers who do not care for income, but only for profit. As above stated, the Dow-Jones Industrial Average may approach, during 1957, either 400 or 600. It will be very easy to make a mistake by either buying or selling stocks at this time, except for intelligent switches. I am willing to say, however, that readers should not get panicky and sell their oils. Even Gulf Oil, which has the largest interests in the very rich Middle East fields, should not be sold.

37. All sensible investors will carry good bank balances and reserves during 1957 so as not to be caught, whatever happens.

38. There should be no panic in the stock market during 1957. Stocks will either fluctuate near their present levels or else will gradually slide downward or upward. It will be risky to borrow money to buy stocks in 1957; rather, one might sell stocks to get out of debt.

39. The way to make money in the stock market is: (1) Confine your purchases to the stocks of the leading companies in each industry; (2) Diversify moderately and do not try to pick out winners, remembering that, whether you buy or sell, someone (probably as smart as you) is doing the opposite at the same time; (3) Store up cash when most people are bullish; use this cash to buy stocks when most people are bearish.

40. We are no longer on the Gold Standard but on a Political Standard. Although the Law of Action and Reaction will ultimately rule, yet periods of prosperity can artificially be extended by manipulating money rates, subsidies, and other financial props.

41. Every reader should have a little stock in one of the local banks in which he has his account. Bank stocks should make money during 1957, whatever the "blue chips" do.

## INTERNATIONAL AND OTHER AFFAIRS

42. During 1957 the Administration will do everything possible to keep us out of war. It certainly will not get us involved with England, France, Israel, or their allies.

43. So long as President Eisenhower is in good physical condition (as Commander in Chief) he will back the United Nations with our Army, Navy and Air Force. This is the only way in which he will be tempted ever to enter World War III.

44. The United States will not use the A-Bomb or H-Bomb during 1957 or give these bombs to any other nation. However, to save the United Nations, President Eisenhower will give that organization all the bombs it wants.

45. 1957 should be a good year to make tax-exempt gifts to colleges, hospitals, and other worthy causes. You, however, should give a stock which shows you a profit, and let the beneficiary do the selling. 1957 should be an especially good year for such institutions to make drives for funds.

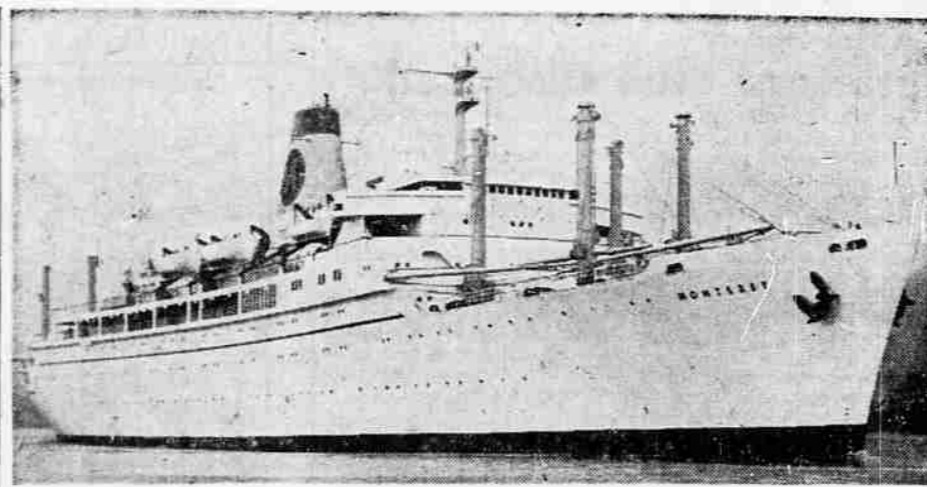
46. Household holders will avoid making unnecessary purchases on installments until the international situation clears. Several feasible plans are being considered, one of which is to have a very small tax on every gallon of oil moving through the canal with the understanding that the money will be used for financing the Great Dam on the Nile river which the Egyptians so much need. This would make unnecessary any expropriation of the rich Middle East oil reserves and any renegotiations. Either expropriations or renegotiations will scare our investors out of making further foreign investments.

47. The big thing that Russia wants is not so much the oil fields as freedom to pass through the Dardanelles. This will be an important feature of a settlement of the Suez Canal problem. I further forecast that the Republic of Panama will attempt to undo the "steal" which we perpetrated in 1904, in order to build the Panama Canal.

48. It would be unfair to readers of this forecast not to mention the great importance of Mr. Eisenhower's health. In connection with any building, business, investment, or other program, it should be continually kept in mind.

49. Better fed and more intelligent populations, both in the United States and elsewhere, will continue to increase. Important new discoveries and inventions will take place. Twenty years ago we were enjoying the prosperity brought on by the Electrical era. Then followed the Motor Car and Oil eras which we have recently been enjoying, plus a Chemical and Building boom. These coming together account for the great prosperity of the last ten years. Some time we will witness a business readjustment, but it will be followed by a new Electronic and Nuclear era. Therefore, be optimistic.

50. In closing, I urge my friends to read the 8th chapter of the Bible Book Deuteronomy, which was written 3,000 years ago and is as applicable today as ever. Incidentally, it mentions Egypt, which even then was an important factor in world events.



**ANOTHER PACIFIC QUEEN**—The Matson Lines' SS Monterey heads down the Willamette River from Portland to begin two-day series of tests off the Oregon Coast. She will sail from San Francisco Jan. 8 on her maiden voyage to join her sister ship in runs between California and Tahiti, Samoa, Fiji, New Zealand and Australia via Hawaii.

## Liner Monterey Officially Takes Maritime Place

Portland — (U.P.) — The liner Monterey newest addition to Matson Navigation company's fleet of luxury ships which play the waters of the Pacific, officially took her place in the maritime world yesterday.

The sleek vessel, converted at Willamette Iron and Steel Co., here at a cost of about \$13,500,000, left at 4:40 p.m. for San Francisco. It is scheduled to arrive there Wednesday and depart on its maiden voyage Jan. 8.

Mrs. Clarence G. Morse, wife of the federal maritime commissioner, swung the traditional bottle of champagne across the bow of the Monterey. Her husband, the maritime commissioner, was the principal speaker at a luncheon on board following the ceremonies.

## Happy Occasion

Morse told a large crowd on hand for the christening that "a christening ceremony, whether of a new baby or a new ship, is always a happy occasion. My hat is off to those who built this ship in a West Coast shipyard and to the men and women who will operate it from Pacific ports."

The commissioner announced that orders for an additional "two or three tankers for West Coast yards are in the immediate offing."

He added that West Coast shipyards could assure themselves of even other contracts by aggressive action.

The Monterey is the second of two vessels to be converted here for the Matson line. Her sister ship, the Mariposa, was christened here early this fall and made her maiden voyage from San Francisco in October.

## Texas Oilman Gives Hollywood Party

Hollywood — (U.P.) — The film colony's upper crust welcomed the new year with a \$125,000 party in Texas style at Mike Romanoff's restaurant.

Texas oilman David (Tex) Feldman picked up the tab and was so exclusive about his guest list that he refused to let Clark Gable and Gable's wife, the former Kay Spreckles, bring along two friends.

The plush affair brought the first reconciliation appearance of actress Jeanne Craine and Paul Brinkman. Despite the couple's recent sensational divorce proceedings, they walked into Romanoff's arm in arm.

A seven-course dinner along with seven kinds of wine was served. The entertainment bill of fare, which featured singer Edith Piaf, cost Feldman \$7,500.

The costume motif was styled in the gay 90s fashion after the musical "My Fair Lady." The main party room was turned into a reproduction of New York's famous Delmonico's at a cost to Feldman of \$75,000.

## Grange

The Central Point Grange will hold their first meeting of the new year, Friday, Jan. 4.

"The Life of an Average Granger" will be the title of a program which will be put on by the new officers.

Members of the Juvenile Grange plan to discuss the state projects and to get started working on them soon.

The serving committee will be Mr. and Mrs. Roy Colpitts, Mr. and Mrs. Lloyd Hammond and Mr. and Mrs. Frank Hammond.

## Novelist Rescued From Icy Water

Gary, Ind. — (U.P.) — Novelist Nelson Algren was rescued from 10 feet of water in an ice covered lagoon about 20 yards from his home here Monday when a small boy heard his cries and Algren said he had been to the grocery store and decided to take a shortcut home across the lagoon ice. It gave way, plunging him into the freezing water, but he managed to hold himself up by hooking his elbows over the edge of the ice.

A 12-year-old boy heard his cries for help and ran to a nearby house which was under construction. Three carpenters, Arthur, Fred and Walter Larson, all of Gary, managed to get a rope to the struggling author and pull him to safety.

Algren was taken to a nearby hospital suffering from exposure

but his condition was reported good. The youth whose alarm probably saved Algren's life wandered off without identifying himself.

Algren purchased his Gary home about six years ago "because it was on the shore of a

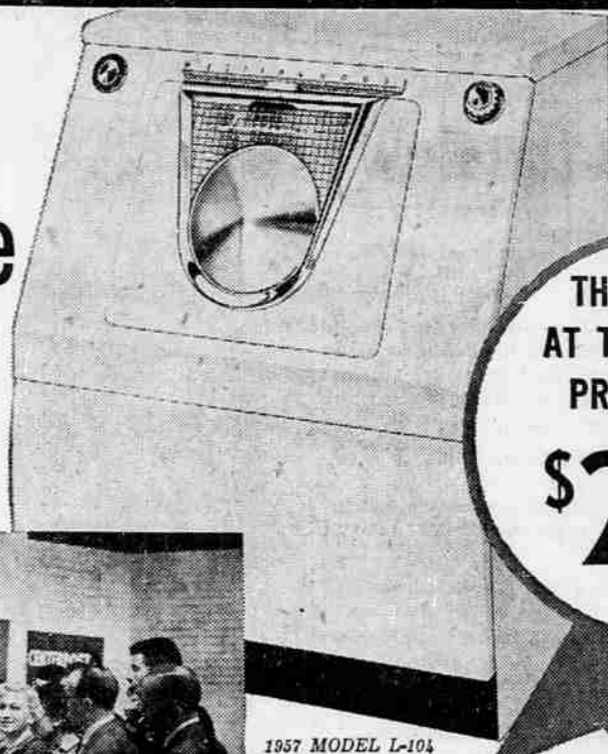
lagoon, near the mills and lake and has a rowboat and two muskrats."

**TRAFFIC SAFETY**  
Waltham, Mass. — (U.P.) — City officials have come up with a new gimmick to teach children traffic safety. To catch their eye, safety officer Joseph F. Hill uses a miniature traffic light signal while giving the youngsters instructions on how to cross streets.

**WATCH FOR NORFIELD'S**  
**JANUARY**  
**CLEARANCE SALE!**  
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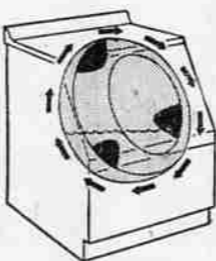


1957 MODEL L-104

Actual scene from "live" television Sand Test on Westinghouse "Studio One" Monday, November 12th.

Millions have seen the tough Sand Test, staged on "live" TV. On "Studio One," 2 cups of sand were dumped into four new 1957 automatic washers loaded with clean, white towels. Three of the washers were well-known makes with center-post agitators. The fourth was the Westinghouse Laundromat with all-new Revolving Agitator. After machines completed their full wash, rinse and spin cycles, the Sand Test judges found that all three center-post automatics left dirty sand in the towels and inside the washers, too. But the Laundromat left not a grain of sand in the towels or inside the machine! The judges were: Mr. & Mrs. Albert W. Schmidt, Cedar Rapids, Iowa; Mr. & Mrs. Robert G. Davey, Indianapolis, Indiana; Mr. & Mrs. Robert J. Begasse, New Milford, Connecticut; Mr. & Mrs. Ben R. Gilbert, Canton, Ohio; Sgt. & Mrs. Wayne Addison Brown, Churchland, Virginia; Mr. & Mrs. Walter George Beesley, Chicago, Illinois.

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**WASHES CLEANER!**  
There's no old-fashioned center-post. Clothes go inside the Revolving Agitator which lifts, turns, plunges them 50 times a minute, washes all the clothes all the time.  
**THE SAND TEST PROVES IT!**



**RINSES BETTER!**  
Revolving Agitator lifts clothes while soil and dirty water drain away from (never back through) them. Center-post machines strain it all back through the clothes.  
**THE SAND TEST PROVES IT!**



**CLEANS ITSELF!**  
Because of its patented design, the Laundromat cleans clothes better, then automatically cleans itself—ready for the next load! All sand, sium, lint go down the drain.  
**THE SAND TEST PROVES IT!**

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- ★ Saves Half the Detergent on Every Load
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MATCHING ELECTRIC DRYER

**ONLY \$169<sup>95</sup>**



1957 MODELS L-104 and D-104

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● **PARKVIEW DEPARTMENT STORE**  
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