

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by the Pioneer Publishing Co., at Beaverton, Oregon. Entered as second-class matter at the postoffice at Beaverton, Ore.

SUBSCRIPTION RATES
 One Year \$1.00 Three Months .35c
 Six Months .50 Subscription Payable in Advance.

Enterprise Bldg., Cor. Short St. and Tualatin Valley Highway, Phone 7503
 Portland Office—407-408 Dekum Bldg., Phone AT. 6591
 Hillsboro Office—Room 5, Delta Bldg., Phone 1641
 E. M. Golder, Field Representative

Member
OREGON NEWSPAPER PUBLISHERS ASSOCIATION

COST OF A WAR

In view of the fact that many groups in this country—industry, retailers, farm organizations, labor, and various others—have come out with strong stands against this country's participation in war, it is important at this time to see just what lies behind their aversion from a realistic point of view.

Evidences continue to pile up that the opposition in America to the idea of war is based, more than anything else, on the rack and ruin that war causes along all fronts.

What were some of the costs of the last war? It may help to avoid ever entering another one to have these matters brought clearly to light.

Here is at least part of the sad story:

To pay for our actual participation cost this country 22 billion dollars. Loans to our allies, largely unrepaid, ran to more than 8 billions more. That's a DIRECT COST of 30 billions, then, paid mostly in the productive wealth of our factories, our retailing, our farming, and the hard work of American's in every branch of productive enterprise.

What's more, it's only the beginning. It takes no account of demobilization and dozens of other items that followed the war. Total veteran's expenditures to date, for instance, have come to nearly 12 billion dollars more. Whereas back in 1916 the United States was paying about \$4,000,000 on its veterans' institutions, today it is spending over \$50,000,000.

To make the picture even worse, these direct costs hardly begin to account for the burden a war imposes. It takes no account, most of all, of the losses that come directly to industry, on whose welfare the prosperity of the nation depends, from the dislocation of an entire economy—from idle factories, idle men, and idle investments the inevitable aftermath of war. As one authority well puts it, "In the calculation of war cost there is literally no end."

No wonder all those productive groups in this country who help to create the wealth that is poured down the drain of war want only peace!

Unscare Yourself Stressed By Psychologist

"Too many people act from a background of fear and need to unscare themselves." So stated Edwin Milton Belles, nationally known Consulting Psychologist of Portland in a recent lecture before a class of young business men and women.

According to the Psychologist there are definite scientific methods by which one may unload fear and the many handicaps which accompany fear such as feelings of inferiority, anxiety and worry.

Belles stressed the need of scientific vocational guidance for young people and presented startling facts to show just what the Psychologist could do through an analysis of individual aptitudes, abilities, and interests. Fitting square pegs in round holes and round pegs in square holes vocally has resulted in scores of cases being turned from failure to success.

In a chat with Mr. Belles following his lecture we discovered that his services are in demand by both young people and parents in personality problems and educational and vocational guidance. Business concerns are using the Psychological tests in the selection of employees and prior to the close of school in the spring different colleges employ Mr. Belles' time for lectures and conferences.

Recently Montana State College brought together in convention 1400 students to hear Portland's Psychologist. Belles was formerly Professor of Psychology and Education at the University of Kansas and at one time Lecturer and Special Consultant for the State Department, Mass.

YOU ALWAYS will find it pays to read the classified ads in this newspaper every issue. Make it a regular habit and you'll save time as well as money.

TAYLOR MERCHANDISE BROKERAGE CO. WHOLESALE-RETAIL HOME FURNISHINGS HANDY FOR YOU FOR SAVINGS

Most people coming in to Portland from The Valley come right down FOURTH Ave. This makes it mighty handy to stop at 824 SW FOURTH AVE., (next door to The Farmer's Co-op Market) and check up on the claims of THE TAYLOR MERCHANDISE BROKERAGE CO. about their big variety of everything you need for the Home (except groceries) and their Wholesale-Retail ability to make you the best prices on what you need. Everything in Home Furniture and Furnishings (big and little items) in fact most anything both new and old.

They BUY, SELL, and TRADE, so you will have no trouble in making your own satisfactory deal. Mention this newspaper when you stop at their store.

Here's a Record Story For Your Entertainment

Yes, we mean just that. Most homes these days, sport either a radio or phonograph. The radio may be what is called a combination radio that also plays phonograph records. We know your phonograph does, if you have one.

Whether the one you have is modern or not, it can certainly play modern phonograph record music. And here's Good News—at a bargain.

The G. F. JOHNSON MUSIC CO., of 1022 SW Morrison St., in Portland, is making the most unheard of offer ever heard of. (How's that?) Anyway, listen to this.

The latest in "Blue Bird" and other late large sized, quality records (300,000 to choose from) at 10 CENTS EACH, providing you buy at least a dollar's worth. If you clip their ad in the paper and bring it with you when you make your dollar purchase, you will be presented with another EXTRA record absolutely FREE, just for your thoughtfulness.

THE POCKETBOOK of KNOWLEDGE BY TOPPS



Babson Says---

Continued from Page 1

the exception of one or two weeks in 1937, railroad traffic is the highest since the lush days of a decade ago. This tremendous increase in the transportation of goods simply means that there has been a huge gain in the amount of business being transacted.

(3) Automobiles: This is notably the season when automobile assembly lines speed up, so the rise in weekly motor output from 12,000 cars before Labor Day to around 90,000 at present breaks no records. New car sales are reported to be exceptionally good and motor-makers are boosting their production schedules faster than is customary.

(4) Building: Latest figures on home building show a splendid gain over the faltering figures of the late Summer and a 30 per cent step-up over a year ago. Moreover, the building upswing has injected new life into the lumber camps, where orders are running far ahead of both the "cut" and shipments.

Sharpest Steel Rise in History (5) Steel: Activity in this industry is accurately measured by the weekly rate of operations. The sharpest rise in steel operations in history has taken place since August! Starting at around 60 per cent of capacity in the Labor Day week, they have skyrocketed to around 90 per cent—an increase of 30 points in less than two months! Reports indicate that thousands of workers have returned to their jobs in the steel towns.

(6) For two years the soft coal industry has been "in the dog-house." Ever since the 1937 boom back-fired the coal mines have been limping along at about 60 per cent of normal. Within six short weeks, daily coal output has caromed up 25 per cent. The recent report stating that the first barge load of coal sent to Europe in twelve years has just left the United States provides a clue as to the war's effect on this industry.

(7) Mining: Copper sales in September were the highest on record. Metal prices have been marked up 25 to 30 per cent. Operations at the copper, zinc, lead, iron and other mines are marching toward the 1937 levels. Meanwhile, activity in the petroleum industry as a whole is at an all-time high.

Utilities Smash All Records (8) Utilities: The measure of activity in the electric industry is the weekly power consumption figure reported in the newspapers. Readers who follow this total know that more electric power is being used today than at any time in the

Destroy Sick-Room Odors

In cases of Cancer, Gangrene, Osteomyelitis and Similar Ills
HOMOEOPATHIC DEODORIZER
 No chemicals, refills or replacements
 For Home, Hospital or Office Use
R. S. TRACY
 1420 American Bank Building
 Portland, Oregon

Pictures! - Mirrors!

See our complete stock... both framed and unframed... suitable for any room in the home.
PRICES REASONABLE
WESTERN PICTURE FRAME CO.
 728 S. W. 1st Ave. AT. 4440

NEW HATS

Ladies' Stripes, Materials and Trims.
 6 Headlines 21 1/2 to 24.
WHOLESALE and RETAIL Millinery
 811 S. W. Fifth
 BRING THIS AD WITH YOU

history of the country! In almost every week since Labor Day, consumption of electricity has set a new all-time peak.

(9) Machine Tools: The machinery and machine tool industry is small compared with such giants as building, railroads, and steel. Nevertheless, it is a vital barometer of activity in the labyrinth of industries such as cutlery, business machines, aviation, radio, hardware, railroad equipment, and the like. Hence, it is very encouraging to learn that machine tool orders in recent weeks have smashed all previous records!

Opinion Divided on Trend This is the most bullish report on American business that I have been able to write for two years. There is no forecasting in what I have said above. All statements are facts concerning what has happened. Whether or not activity can continue at the present pace is another question and one which is too difficult to answer right now. Some observers believe that this boom was touched off by the war and will fold up like an accordion if hostilities are suddenly halted. Others insist that the tremendous step-up in industrial activity was already under way this Summer and would have taken place, though less rapidly, war or no war.

I have not had time yet to study the situation and take any position on this question. Perhaps the answer is a middle-ground somewhere between the above two views. However, unless retailers boost their merchandising efforts and keep their cash registers clanging, the industrial boom will peter out. In order to maintain our current pace, raw materials and goods which have been purchased in anticipation of higher war prices, must move along to the consumer so that new orders can be placed with manufacturers and raw material suppliers. A few weeks should tell the story.

VISITORS—WELCOME

to inspect and compare our fine stock of
SHRUBS—SHADE TREES—FLOWERING TREES—ROSES
Lewis & Simpson
 5 mi E of 82 on Columbia Hwy
 Phone 6072 Gresham

Sensational New Mole Killer

New discovery rids lawns of Moles, Gophers, Grey-Diggers and Field Mice, quickly and positively, by turning their favorite food into deadly poison. Simplest, surest method yet devised.
 At Your Dealer or send 75c for trial bottle

Western Golf Course Supply Co.
 1006 SE Hawthorne, Portland, Or.
 Enclosed find 75c for trial size bottle of **MOL-KIL** (5 to 8 baits) and instructive folder.
 Name _____
 Address _____

CAMELLIAS

Dble. red (Cheerful) with buds, 20-24-in. \$2
 Dble. pink (Pink Perfection) with buds, 20-24-in. \$2
 Dble. red or dble. pink with buds 12-15-in. \$1
 Dble. white peony cen., no buds, 12-15 in. \$1
 Dbl. red or dble. pink, no buds, 4-6-in. 25c

SPECIAL
 1 each of 5 varieties, including double red and 1 double pink, some with buds, 8-12 in. \$3
Woodlawn Nursery
 908 N. E. Columbia Blvd., Portland
 TR. 9155

Costumes for Your Hallowe'en Party

No matter what type of costume you wish for your Hallowe'en Party the Hollywood Costumers has it for you. It costs you very little to rent these costumes and you have a much better time when you know you are properly dressed.
HOLLYWOOD COSTUMERS, 925 SW Yamhill, near 10th avenue, Portland. Costumes for every occasion.

Darwin Jones, Your Permanent Waver . .

Perhaps you were disappointed in your last permanent. If it didn't turn out as good as you expected—the next time you need one let Darwin Jones give you one. Whether your hair is bleached, dyed, or white, no permanent is too difficult. Darwin's many years experience in dealing with difficult hair makes it possible for him to guarantee every permanent . . . to give satisfaction. . . . Shaped personality haircuts 50c **DARWIN JONES BEAUTY SALON**, Phone BE. 0608, 2nd Fl. Park Bldg. . . Alder at Park

Fall House Cleaning Time

When you are doing your fall house cleaning don't overlook your Window Shades and Venetian Blinds. We are equipped to give you a first class cleaning job and prompt service at very reasonable prices. Give us a call and our Salesman will call and give you an estimate on any cleaning or new shades that you might need. Acme Window Shade Service, BE. 4883, 211 Stock Exc. Bldg., Portland, SW 3rd ave. and Yamhill street.

There's a world of interest in the want ads every day—especially today.

Edwin Milton Belles

CONSULTING PSYCHOLOGIST
 Vocational Guidance Expert
 and child problems
 Phone for Appointment
 Write for full information
 BE. 1400 506-8 Bedell Bldg.
 Portland, Oregon

The Most Piano Value For the Least Money In Grand or Spinnet Type Pianos. Visit the
BALDWIN Piano Store
 1011 SW Washington —Portland

Important Notice to Mothers 20th annual Baby Show, Judged by photography. It costs nothing to enter this contest. 1 Picture Free to each child under 4-years. Prizes 8 loving cups to winners, 3rd place and honorable mention, Blue Ribbons. No obligations, enter now.

D. Perry Evans Studio
 934 S. W. Morrison Portland

PHONOGRAPH RECORDS 10c

10 Records for One Dollar
 All the latest selections. Less than ten at 15c; 25 for \$2; 30,000 records to choose from.
G. F. Johnson Music Co.
 1022 SW Morrison—Portland
 Present this Ad and get 1 extra record FREE with \$1 purchase.

MOBERG'S
 Traveling Cases and Small Leather Goods. Special Cases Made to order. Expert Repairing. Prompt attention. Mail Orders.
 717 SW 9th Portland

SCHOOL OF ESCHATOLOGY (Science of Actuality)

Science of Mental Harmony
 The Sciences of Sciences
ADA GIEBISCH
 Meta-Physician and Teacher
 Phone TR. 4534—701 NE 28th
 Private or class work in Eschatology may be had by appointment

"MILES RELIEF" Specific Remedies for ATHLETE FOOT ECZEMA TROUBLES

Relief is prompt
 2 oz. Bottle \$1.00
 Write MILES Laboratories
 324 Failing Bldg., Portland
 Mail Orders Promptly Filled

WHAT PRICE DEAFNESS??

● LONELINESS!
 ● INSECURITY IN BUSINESS
 ● SOCIALLY HANDICAPPED
 ● CONVERSATIONAL STRAIN
 ● ON YOURSELF & OTHERS!
 All these can be eliminated with a
RADIOEAR HEARING AID SHAW SURGICAL COMPANY
 Batteries for All Instruments
 820 SW 11th Ave. Portland, Ore.

PAINTED PORTRAITS

Have you a portrait or Kodak neg. you have always wanted painted? Now is your opportunity. Best quality oil used by experienced artists.
 Prompt Satisfaction—On Mail Orders

Portrait Paint & Art Shoppe
 1120 SW Wash., Portland

Save 20 to 25% on your FIRE INSURANCE COSTS

Oregon Mutual Policies are NON-ASSESSABLE. You NEVER pay more than the premium on the face of the policy. Oregon Mutual maintains more than three times the surplus required by Oregon Insurance Laws.

Oregon Mutual Fire Insurance Company

OF McMinnville
 Organized 1894—40 years of Reliable Service Chas. L. Walker, Agent
 116 So. 3rd Ave. Hillsboro, Oregon Phone 1732
 "Every Form of Protection"

HALLOWEEN Party

BIG HALLOWEEN

MASQUERADE

Favors for Everyone — Cash Prizes

Tuesday, Oct. 31

at the

Lonesome Club

"WHERE OLD FRIENDS MEET AGAIN"

CLAUDE BRERETON
 His Music and His Hospitality

Fourth Avenue at Taylor St.

Admission 25c As Usual

Test Yourself!

- What state stands first in the United States in Educational Rating?
- Who owns Lake Quinalt?
- Who was the first governor of Oregon?

Get an Eyeful of
 Astounding Facts
 by Following
 the Cartoon Oddity

"A LOOK AT OREGON"

Every Week in

The Beaverton Enterprise