

BEAVERTON ENTERPRISE

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SECURITY

American youth wants security. That is the predominant note running through the 317,000 essays submitted by high and preparatory school students in the second annual American Youth Forum Competition. To the youth of the country money is important as a means to a broader life, not as an end in itself. They are looking more and more to the government to solve such problems as unemployment, slums and depressions. But as one essayist wrote, "No broadening of the functions of government, regardless of the aim, should jeopardize the American theory of government which guarantees equal freedom and initiative to everyone." Although the New Deal talks constantly of security, its acts do not jibe with its words. Security means jobs, but after seven years of unprecedented federal regulation of industry we still have ten and a half million unemployed. Security means profitable farm prices, yet after pouring out billions of taxpayers' dollars farm prices are lower today than when Mr. Roosevelt set out to raise them. Security means money in the bank, yet the New Deal's fantastic financial activities have driven interest rates to a point where there is little incentive to save. Security means preparedness for future unproductive years, yet New Deal spending has hung the shadow of inflation above every life insurance policy and pension fund in the land. The fact that American youth is derisive of security is the very reason that it is turning away from the New Deal.

Business Ten Per Cent Above Last Year

Babson Sees More Improvement Coming This Fall

Babson Park, Mass., August 25—August business is fairly good. It is 10 per cent above a year ago and at the highest level for any August in ten years, excepting only 1936 and 1937. It is a trifle quieter than it was a month ago, but it is well above the low point for 1939. Most encouraging point about the current recovery is the fact that business is really making money. Earnings of over 300 companies, which represent a real cross-section of American industry, trade and transportation, were 80 per cent higher in the first six months of 1939 than in the same period of 1938. The profits of a few companies reached new all-time highs while the profit margin of the average concern was good. Of course, there are some "sick" companies that are still using plenty of red ink. Fewer businesses however, have been going under the auctioneer's hammer this summer than last.

Benefits Widespread

The beneficial effects of these good profits are not limited to employers and executives alone. Their benefits mushroom out into all classes of the population. Security holders, for instance, are finding bigger checks in their dividend envelopes this August than a year ago. An impressive list of concerns have recently decided that stockholders should be rewarded for their patience during the past year by paying bigger dividends this summer. This news is especially important to merchants because relatively the buying power of investors has been hit the hardest of all groups. In the twelve months from July 1937 to July 1938, investors income plummeted more than 30 per cent.

Investors are not the only ones who are smiling over the good profits reports coming out in the daily papers. Wage and salary workers have found pressure for wage cuts letting up. Payrolls are 22 per cent greater than last year. In fact, in the last few weeks, I have heard of wages being upped in 262 companies in 24 separate industries. I have not heard about any decreases; but companies ordinarily do not advertise their cuts. Better profits are also being mirrored in higher strike totals as workers begin asking for more money. There are 179 labor flareups this month, compared with 150 last month and only 81 a year ago.

Three Major Reasons

There are three major reasons for these good earnings reports. The first one I have already mentioned,—business is fairly good. Second reason is that costs have been cut to the bone by improved efficiency of workers and machines. The average person does not realize it, but the progress which America is making with labor-saving machines is truly astounding. The labor-union activity of the last few years has forced concerns to install machinery that will do the work of hundreds of workers at a fraction of the cost. Despite low retail prices, the full effects of this trend are now finally being shown in company reports.

The third major cause of good profits is the low cost of raw materials. Despite recent stiffening, prices of industrial commodities have been drifting along at the lowest level in five years. Price weakness is usually considered a bad sign—but without reason. History shows that prosperity and low prices go hand in hand. Cheap raw materials mean retail price tags can be kept low, sales can be boosted, factories can be expanded, jobs can be increased. Five years of trying vainly to create recovery by inflating prices should prove to everyone that high prices ultimately bring depression not prosperity.

Buying Power Holds Up

As a result of good earnings, there are more people working now than any time since February 1938. Meanwhile 1939 crops are turning out well. Prices are off but cash income for farmers in 1939 will be about as good as in 1938. So as the situation stands today, investors have a little more money to spend! There are

more wage workers employed and their pay envelopes are fatter; and, finally, farm cash income is holding steady.

The natural result of all this is a step-up in retail sales. In spite of the usual July-August dullness, cash registers have been clanging vigorously all Summer. Sales are averaging five to ten per cent ahead of a year ago throughout the continent. Newspaper advertising linage is higher, travel on the highways is greater, traffic on the railroads is heavier, use of electricity is at a new all-time peak, tourist spending is breaking all records.

Air Pockets Ahead?

We are moving into the dead end of the Summer. For the next fortnight, business is going to drift along at about the current level or even at a little slower pace. On September 5, the curtain rises on the business world's New Year. One of the most important factors that will affect the trend of business after Labor Day is the improvement in sentiment this Summer. The New Deal's smashing defeat in Congress, the June-July improvement in business, the news of good company earnings, and the continued truce in Europe has cheered both Main Street and Wall Street.

In my opinion, this lifting of the gloom means that we are going to have a good Autumn. I am not forecasting any boom, but I am sure that the improvement that we have noticed since Spring is going to carry on in the months ahead, barring war or war scares. A year ago I told you that there would be no European War before this Fall. I was correct although most writers disagreed. Today I am making no forecasts. Eliminating war from the picture, however, look for business this Fall as good or better than in 1937 or 1938.

Professional Training A Solid Foundation For Assured Future

Graduates of Oregon High Schools in their casting about for a future profession and an Alma Mater should not overlook the North Pacific College of Oregon (whose announcement appears elsewhere in this issue) which offers courses in Dentistry, Pharmacy, Dental, and Medical Assisting and Dental Hygiene.

North Pacific College, founded in 1898, has an alumni of upwards of 3000 members practicing in all sections of the United States, Canada, and many foreign countries.

The school of Pharmacy offers training leading to a lucrative position both in private or governmental work, together with the potentiality of future proprietorship. The very nature of Dentistry makes it a vital necessity to health and attracts men and women of intelligence and high character desirous of being of human service and at the same time receiving suitable remuneration for their efforts. Dental Hygiene, Dental and Medical Assistant courses are for women and are somewhat comparable to the graduate nurse service with more desirable working hours.

In conclusion we quote from an editorial appearing in the Oregon Journal with reference to the recent graduation and conferring of degrees by North Pacific College at White Temple Church, in Portland, "North Pacific College, an institution of human service, is itself an instance of the growth that responds to necessity and keeps pace with science. At one time privately owned, it became in 1924 a public trust, with highest rating by the Carnegie Foundation and has become a fully accredited college. It occupies a unique position as the only institution of higher learning of its kind in the Pacific Northwest and others nearest to it being located in San Francisco and Minneapolis. A strong faculty and board of trustees represent a continuously progressive policy in professions that are now identified with the whole movement for prevention of disease, the dismissal of pain, the increase of personal health and efficiency and the prolongation of life. No finer humanitarian work is done in Portland, especially for needy children, than is done by the dental clinic of the college.

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The Catlin School, Portland Co-educational Elementary; High School for Girls

The Catlin School of Portland, Oregon, occupying 2 1/2 acres on Westmore Terrace, comprises three buildings, with spacious grounds, tennis courts and covered play court. The school offers a sound education, from pre-school to high school years. The elementary department is co-educational. The High School for girls only. The school is a standard school of Oregon and its students are admitted to all western colleges and universities. Preparation is given also for the College Board examinations required by the Eastern colleges. The School offers work in music, art, dramatics and physical education, under highly qualified teachers. Stimulating and wisely directed school activities are provided, for the well rounded development of the individual student, and current events and sharing in the civic life are emphasized. The boarding department provides for a limited number of girls a happy and wholesome life of work and recreation, under the direction of experienced and sympathetic advisers.

Beaverton Softball Schedule, City League

- Aug. 25—Married men with kids vs high school.
 - Aug. 28—Married men without kids vs single men.
 - Aug. 29—Married men with kids vs alumni.
 - Aug. 30—Single men vs alumni.
 - Aug. 31—High school vs married men without kids.
 - Sept. 1—Single men vs high school.
- All games 7:30 p. m., admission 10c

George's Guess
"Oh, George," she gurgled as she cuddled closer. "I wonder how anyone could say that absence makes the heart grow fonder?"
"I guess," replied George, "that must mean the absence of a third party."

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