

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 .50
 Six Months .50 Subscription Payable in Advance

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 Hillsboro Office—Room 5, Delta Bldg., Phone 1641
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NO LOST FRONTIER

(From Cincinnati Enquirer)

"Our last frontier is gone," sigh the historians who read the history of America as the pushing forward of the frontier from the Atlantic to the Pacific. That offered to ambition and enterprise a field of unlimited opportunity. And now that we have achieved the conquest of the continent, what are we to do? Are we to lament with Alexander that there are no more worlds to conquer? The westward march of our frontier meant new lands to make fruitful, to plant with wheat and corn or to drive out the buffalo and replace them with domestic cattle. The historians are right—that frontier is no more.

Yet there are other frontiers which are beyond their calculation. These frontiers are not geographical. They are not measured in miles; they are frontiers of knowledge and of invention. The frontiers of the new sciences which year after year are being advanced from the realm of pure theory and high speculation into actualities. Our old frontier had a definite limit. That limit was reached. But the frontiers of the mind of man have no limits and no measure.

Our great-grandfathers saw steam revolutionize the world. We in our day have seen the marvels of the automobile and airplane. Have our people come to their Pacific when we can say surely that progress is stopped? Not at all. Our genius for invention means new frontiers for us to push forward, great, new, and as yet undreamed of worlds to conquer. We are not a static people. We never have been content to sit down and be satisfied that all has been done that man can do. The great thing in our history has been our inability to stay put. We have always been pushing forward to new and larger fields of endeavor. There is and can be for Americans no last frontier.

Babson Says.....

Continued from Page 1

mas trade will be from the thousands who depend on dividend payments for their shopping money. A wave of dividend "extrad" is steadily rising. It will put millions of dollars of additional cash into investor's checking accounts. From there it will quickly be translated into luxury and semi-luxury purchases for the holiday gifts. Already the list of companies which have declared extra dividends is big—and it is growing every day! Total addition to consumer buying power from this source may reach \$5,000,000 weekly by Christmas!

When you have a combination of fatter pay envelopes for workers, more money in farmers' pockets, and bigger dividend checks for investors, the only possible result is more retail sales. Add to the current 10 to 15 per cent increase in sales the new gain in consumer buying power. Then let your imagination tell you what Main Street in your town will look like about mid-December! Restaurants and lunch rooms will be crammed; busses, street cars, and taxis will be jammed; parking lots and garages crowded; stores mobbed; and delivery services swamped.

Inventories Adequate

I sincerely hope that merchants have adequately stocked their shelves. After two lean years, it would be a crying shame for them to injure their Christmas trade by not having enough goods on hand. Retailers should have no problem after Christmas in clearing unsold goods. Their problem right now is to be prepared to meet the coming rush!

When the war started, inventories of goods in retailers' hands were low. Buying had been on a hand-to-

mouth basis for months. A lot of orders have been rushed through by retailers since September first, but the jump in consumer buying since Labor Day has eaten up much of this bigger inventory. The spectacular increase in retail trade is a very bullish factor in the business outlook. It means that inventories are not—as many feared—piling up. Some observers believe that stocks of finished goods are no higher today than on September first!

Don't Get Fooled

Even if the merchants in your town fail to recognize the trend, don't let the holiday season fool you Christmas shoppers. Get out and do your shopping now! Assume yourself of a good selection of merchandise. Avoid the December mobs and jams by doing your buying this month. If you are planning on purchasing luxury gifts, be doubly sure you do your shopping early. Reports indicate that there is big interest this year in high-priced and semi-luxury goods. Piano sales last month, for instance, were the best on record!

Moreover, some retailers may have to step-up prices. Mid-December may well see a shortage of finished goods in retailers' hands. Then merchants will be obliged to re-order on certain lines at rush prices. Hence, another good reason for shopping early. The Christmas season of 1939 will see no "peace on earth" but you and I, by being generous can bring joy and good-will to many. Let us make this Christmas season not merely a business venture but a Christian one also!

Want ads reach your best market—the Sit-Down Shopper.

FELTMAN & CURME

Extend their Personal INVITATION

Enjoy Portland's
Christmas Fairy Tale
Parade
and

For Happy Purse
And Happy Feet
Wear Smart FOOT-PALS—
They can't be beat!



Feltnan & Curme
FOOT-PALS

Satisfaction Guaranteed

All the essential features of expensive arch support shoes:

- * Steel arch
- * Cushion heel
- * Combination last
- * Lovely new fashions

FELTMAN & CURME

514 S. W. Fifth Ave., Portland, Ore



He Wants These



ARROW

And other famous makes. Every Shirt guaranteed against shrinking or fading. As low as \$1.35

1000's

Of hand made ties, largest selection in Portland.

Only 50c

**EVERYTHING
for HIM at
WILSONS**

SHIRT SHOP, Inc.

613 S. W. Washington

PORTLAND

50th ANNIVERSARY SALE

Every Home Need

This is GADSBY'S invitation to join in and to enjoy Portland's 1939 Christmas Fairy Parade. Visit our store during its 50th Anniversary Sale

REDUCTIONS 10 to 50%

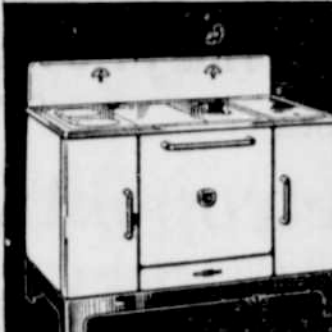
And enjoy your share of the bargains. Check our slogan;—"No matter who has a sale"

FREE PARKING

GADSBY'S SELLS FOR LESS

FREE PARKING

This KITCHENWARE FREE



With the Purchase of
the Sensational NEW
**MAJESTIC
RANGE**

During Special Showing
November 13 to 18

BETTER INSULATED • First coal-wood range ever fully insulated with Rock Wool, the insulation that will not break down or shrink.

FASTER HEATING • Makes meal preparation faster, easier—saves you time and effort.

SAVES FUEL • Built for lighter firing. Requires less coal, wood. Saves you money.

BALANCED OVEN • Scientifically balanced for quick, even baking temperature. Removable oven liners.

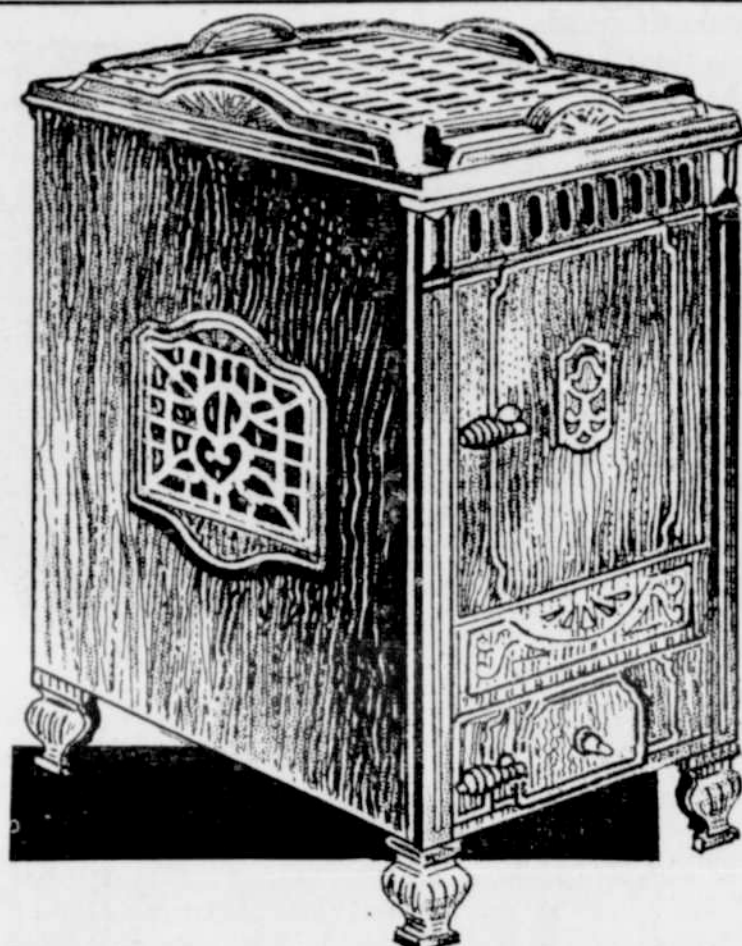
BREATH-TAKING BEAUTY • You'll fall in love with it instantly.

LOWER PRICE • The range you want—at the price you want to pay.

The sensational 1940 Majestic is here. Waiting to thrill you with new beauty, new convenience, new economy, new efficiency in top-cooking and baking. It's the finest Majestic ever built... yet it costs you less!

And we're introducing the 1940 Majestic with a special offer as sensational as the range itself... the beautiful set of expensive kitchenware pictured above, absolutely FREE, with any new Majestic Range purchased November 13 to 18. It's triple-weight stainless steel enamelware with quick, heat-conducting black bottoms, chromium covers, cool bakelite knobs and large handles.

Start making plans now to attend this great event. Remember the dates, November 13 to 18.



Gadsby's have earned a reputation for carrying the highest grade of Circulating Heaters in Portland, both for quality, style and price. A style and size to fit your wants. You will find it in our **\$29.75** Stock. Priced from Up

Your Old Stove or Heater as Part Payment.

Terms \$1.00 Week



FREE PARKING

50TH ANNIVERSARY SALE
BARGAINS GALORE
REDUCTIONS from 10% to 50%

Full Waterfall Bedroom Suite

Astonishing in Its Lower Price
A Revelation in Its Quality

6 Pieces Modernize and economize with this smart suite **\$49.75**

Beautifully finished walnut veneers, center drawer guides, smart hardware.

- Vanity, with 30-inch circle plate mirror
- Chest, 4 drawers, large and roomy
- Bed, waterfall foot board
- Bench, upholstered in damask
- Spring, Premier wire coil, helical tied top
- Mattress, high-grade cotton felt art tick

TERMS \$1.00 WEEK

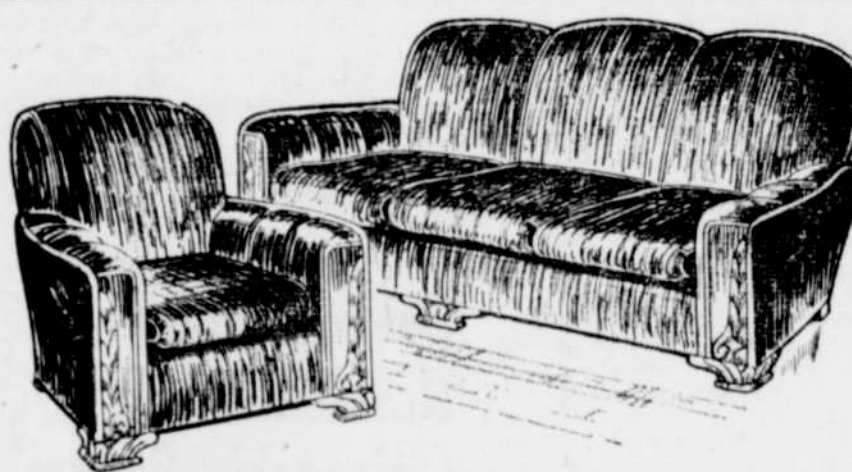
WALNUT VENEERED-TOP KNEEHOLE DESK



An outstanding value in a desk of this quality. Top 21x42, all hardwood construction. Has six drawers, two across top and two down each side. Satin Walnut Finish.

\$13.85

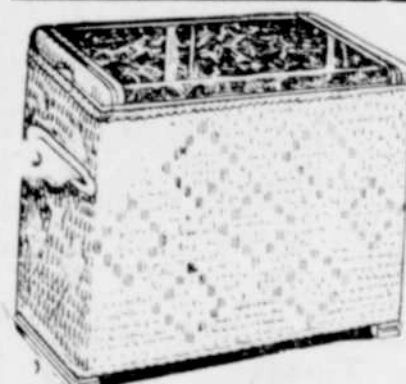
TERMS 50c WEEK



Gadsby's Are Headquarters
for the famous
BILTWELL

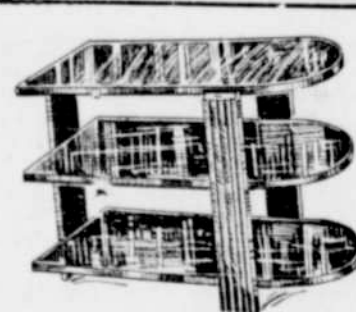
line of Living Room Suites. A style size, quality covering and color to suit your individual taste. During our 50th Anniversary Sale we are offering a beautiful 2-piece suite in your selection of high grade velour covers, a product of **\$59.75** Biltwell for only

TERMS \$1.00 A WEEK



**\$5.95 Pearlwick
Hamper
Bench \$3.95
Model**

Equipped with new patented
Kleenex Dispenser
Simulated Pearl Top, Loom
woven fibre-body Chromium-
Trimmed smart pastel finishes
Bring this Ad with You



**\$4.95 Modern
Walnut Top 3-Tier
End Table \$2.95**

Can be used as end, smoker,
magazine or book table; ideal
for small radio. Is very substantial.

Bring this Ad with You

WE PAY
THE
FREIGHT

GADSBY'S

FREE
PARKING

FIRST AND WASHINGTON