

# BEAVERTON ENTERPRISE

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The most striking contradiction of our civilization is the fundamental reverence for truth which we possess and the thoroughgoing disregard for it which we practice. — Vilhjalmur Stefansson.

### Babson Sees Good Holiday Trade

Babson Park, Mass., Nov. 13.—Though Christmas is a few weeks ahead, the holiday buying season is already at hand. When the gong rings and the scores are added up, dollar sales, and the size of the crowds jamming into stores everywhere will make impressive totals. Probably this year all previous records will be broken. The most important factors are: money in circulation, widespread employment, coming rationing and scarcities of merchandise, heavy buying for men in the armed services and a determination on the part of millions of families to "shoot the works" this year if never again!

#### Cash to Spend

Money in circulation per individual in this country has risen from \$59.50 in 1940 to \$103.38 on the same late fall date in 1942. Total currency in the hands of the public is now over \$13,854,000,000 and is expanding at the rate of over \$400,000,000 per month. This does not include individually-owned funds on deposit in savings, checking, or Christmas Club accounts. Furthermore, no allowance is made for the improved credit position of millions of shoppers whose names are now in good standing on the books of merchants.

Millions of families are today enjoying the largest incomes they have ever had. Rural sections as well as defense areas are participating in the employment and profits boom. Wages for the country as a whole have increased more than \$1,000,000 a month for the past two years. Total such disbursements for the current year will be in the neighborhood of \$75,000,000,000. Incomes from other sources may swell this to a national income of \$117,000,000,000. Hence, from a spending point of view merchants should have nothing to worry over.

#### Effect of Coming Scarcities

No ration books containing coupons governing the purchase of clothes, other types of soft or even hard goods, luxuries, and other kinds of merchandise will be pulled on the public until after the holiday season. Right now stores are able to offer a wide assortment of goods. Again I refer you to the advertisements in your local papers to substantiate this fact. What the future holds is highly problematical. We know that the manufacture of many civilian goods has stopped. Production of much other merchandise is decreasing. Until the war's end, 1942 will mark the high point in the value of available goods for retail distribution.

Entirely aside from the customary purchase of gifts, shoppers have a real excuse for stocking up on durable goods and are justified in doing so. Among the items that may bulk large among purchases this year are luxury goods, particularly jewelry and precious stones; shoes, family clothing, women's wear, furniture and household furnishings; such electrical appliances as are available, including radios; dry goods and notions. In spite of the millions of men in uniform, sales of men's furnishings should rank high. Paint and hardware items, not usually classified as Christmas purchases, should enjoy heavy sales.

#### Gifts for Service Men

This is the first Christmas in twen-

ty-five years that we have had an opportunity to "go to town" for members of the family, relatives, and friends who are at War. For weeks past gift packages have been leaving our shores for fighting men abroad. More will go and a great quantity will likewise be distributed to the boys in camps here. We are all determined that each and every service man wherever located shall be remembered with some kind of a gift this year. Incidentally, in this connection, consult your shopping service or local department store manager for a list of the things that these men will most appreciate.

Service men in training or on active duty, need and deserve all of the comforts of ordinary life that those at home can send them. Thus, automatically the armed forces of any nation open up greater avenues and markets of trade. Hence, do not delay in purchasing, wrapping, and sending off your gifts. More entertaining will be done this Christmas Season. Many a boy will have a Christmas furlough and bring a pal for dinner. Families without a boy in service will invite some lone-some lad for a real old-fashioned Christmas Season representative only local fruit, grocery, and chain store sales will be heavy.

#### Not the Last Christmas

Because many families were deprived of various goods and services in recent past years they now feel, due to the effects of more cash in the pocket and the cleaning up of back bills, that this year they will make up for deprivations of the past. Gone are the apple sellers, bread lines, groups of unemployed, the dust bowl, and the "cookies". Families are entitled to enjoy themselves but times are too precarious to have this Christmas Season representative only of a spending spree and a grand good time. When December 25th comes let us pause and remember that the day we are really celebrating is the birth of Jesus. Besides this all else pales.

Let us also remember that because of our belief in Christianity, of which the Christmas Day is a symbol we are engaged in this War. We shall win without a doubt but not until we get down and back to true fundamentals. Next year may bring a better or more difficult Christmas Season, but whatever comes we should pray for the faith, the courage, spiritual and the financial reserve to weather it. To be practical, I would suggest that while we freely give this year to others, we hang on to some of our cash for another Christmas which may not be so bright.

### STRUCK DOWN AT NOON

"I'm on my way to Damascus to drag out and imprison those hated followers of one called Jesus." So you might have heard the young zealot, Saul say as he started out. He was ever busy running down the early Christians to shut them in prison and on to death.

But as Saul neared Damascus, the Risen Lord Himself took a hand. Here is the story as Saul gave it to King Agrippa:

"At mid-day, O King, I saw in the way, a light from heaven, above the brightness of the sun, shining round about me and them which journeyed with me. And when we awere all fallen to the earth, I heard a voice speaking unto me and saying in the Hebrew tongue, Saul, Saul, why persecutest thou Me? It is hard for thee to kick against the pricks."

"Who art Thou Lord?"  
"I am Jesus whom thou persecutest."

So Jesus had broken out of the grave; He had gone on to heaven and now He seeks out such one as Saul. And it was the great moment for Saul. From that hour he calls himself the bond-servant of Jesus Christ and Christ named him an Apostle. No longer Saul, but

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## Ev'rybody Ev'ry Pay Day

### 6,000,000 Women Enrolled in War Savings Payroll Plan.

WASHINGTON, D. C.—Women At War Week, opening Nov. 22, during which women will seek to sell the greatest single week's volume of War Bonds and Stamps will serve to put the spotlight on the mighty contribution women generally are making toward financing the war.

Six million women are on War Savings payroll plans. Their monthly deductions total \$70,000,000.

The customers of 300,000 newspaper boys who have sold more than \$50,000,000 in War Bonds and Stamps are mostly women.

Volunteer saleswomen run nearly all the Bond booths in theatres from Maine to California. They also are sparking the War Bond sales in retail stores.

Ralph G. Engelsman, Associate Field Director of the payroll savings section of the War Savings Staff, readily admits that without the support of women the phenomenal record of payroll savings enrollments would not have been achieved. Payroll savings plans are now in operation in 143,000 businesses and factories. Employees of twenty-five thousand of these firms are converting at least 10 percent of gross payrolls into War Bonds every day.

Associate Field Director Engelsman says that women have contributed directly and indirectly toward this record. When a man devotes 10 or more percent of his pay envelope to War Bonds, the woman at home has had a powerful voice in the decision. Her planning, her economies and her cheerfulness play their part in the success of payroll savings.

The Treasury Department is counting upon this woman influence in its current campaign to "top that 10 percent by New Year's." By the first of the year the Treasury hopes to enroll at least 3,000,000 women workers in a pay-

### 'This Is My Fight Too'



Proud of her investment in the American way of life and equally proud of the grime of war production on her face and arms, the young lady in this "Women At War Week" poster symbolizes two of the chief activities of women at war.

roll savings plan and 5,000,000 more men with total deductions for War Bonds over the 10 percent mark.

THE APOSTLE PAUL. A chosen ambassador to give out the Gospel to the nations.

The first convert in Europe was a hard-boiled Roman jailer. He had looked Paul and Silas in a lower dungeon with their feet in the stocks. They were strange prisoners, this pair. In their faces was a light not of this earth. In their voices a joy beyond the joy of man. The brute jailer knew they had something he had need of and had not.

That night, God put terror into his heart by an earthquake that opened the prison doors and shook him out of his sleep. The prisoners might have made their get-away, but an unseen hand held them. Shaking with fear the jailer makes his way to Paul and Silas with—"What must I do to be saved?"

"Believe on the Lord Jesus Christ and thou shalt be saved and thy house", Paul tells him. That the Apostle teaches belief in the Living Christ. Paul tells of three tenses—PAST TENSE. Christ died for our sins. His blood washes out the old record. PRESENT TENSE—Christ indwells all who receive Him as Saviour. As they yield all over to Him, He becomes their victory over sin and self. His strength crowds out old fears and worries. FUTURE TENSE—To be raised from the grave and dwell in the land that is fairer than day.

"Not by works of righteousness that we have done, but according to his mercy, he saved us." Do you trust in your own good works? Or do you trust all to the risen Lord?

**Stan Taylor**

Cloverdale, Oregon

This space paid for by an Oregon businessman.

Have you looked over the ads this week? If not do so, they carry a world of news.



Three Eggs a Month

Hello Folks:

Well, accordin' to recent radio reports from London, our English cousins are a havin' to get along on Three Eggs per person per Month, but I have just finished readin' a hi-brow magazine where they give a report from the place we used to call Germany that now is NAZILAND in my dialect, when I want to be polite! Why thunder-in-lightnin' accordin' to this report, the Nazi-lancers are a usin' sunflower seed to brace up their bodies on Fats so they can murder, rob and rape more people in the world. I don't mean their Nazi soldiers are a eatin' sunflower seed, but their folks back home are a eatin' 'em, by sacrificin' to help Repeople the Earth with Pure Stock and git rid of us Off Brands.

Recently I had a good time a talkin' to a ole timer over at Stillwater where I had my feet under hiz table at six o'clock by hiz almanak. He is a livin' with the same wife he had in the older days! She is a good cook! They are well fixed. Have worked hard and have given the world about a half dozen kids who have grown up and have acquired a fine lookin' Wall Paper with college presidents names signed on it. One son is a big doctor way back east. All their kids have made good in a fine way. Talkin' about eggs. Why folks! this prominent Stillwater man went back in memory with me to an ole livery stable that wuz recently torn down, and where we knowed some cowboys in them days who had a fight one day after a poker game in the livery stable. The

## On the Seven Seas

For 45 years General Electric has developed and built electric equipment for warships. Here are a few of the ways in which electricity serves the Navy.



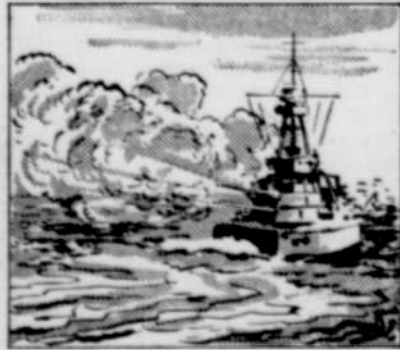
1. Just one battleship may have electric generators to produce as much as 180,000 kilowatts. This power would supply the needs of a city of 375,000.



2. Searchlights produce millions of candlepower of light to aid in detecting enemy ships and planes, and to guide Navy gunners to their targets.



3. More than 20 different operations are performed in bringing a naval gun to bear on its target. Electricity helps to co-ordinate these operations.



4. When a battleship goes into action, electricity helps direct the ship, operate the guns, and give the orders. G. E. is building equipment to do these jobs.

General Electric believes that its first duty as a good citizen is to be a good soldier.

General Electric Company, Schenectady, N. Y.

**GENERAL ELECTRIC**

fight was over Eggs. One cowboy wanted to go on a diet of rattle-snake eggs! He wassent tough enuff to suit hisself! The boys had their fight over Which Snakes laid eggs and which Snakes Didn't. Right then and there my future Stillwater I'riend swore when he got married all hiz kids must have a college education so they would know fer certain which snakes laid eggs and which didn't.

Now in conclusion, let me say, I am in favor of makin' the world safer Decent Folks if we have to live on snake eggs; Ask yore college friends Which snakes lay eggs! BARBWIRE BILL

### Master Masons Plan Rally November 23

Master Masons will hold a rally, open to all branches of the fraternity in the Portland Civic Auditorium Monday, November 23, when Illustrious Potentate R. R. Adams of Al Kader temple will be master of ceremonies. It is expected that 5000 members of different branches will attend. Some speaker of national prominence will be present.

The first annual rally, held a year ago, was promoted entirely by Al Kader shrine. The general Masonic get-together will be co-sponsored this year, particularly by Blue Lodge members. Grand Master Clarence D. Phillips and several of his official family will attend. Arthur Moles-

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or 2481

worth, grand commander of the grand commandery, and Jack Murton of Hillsboro, high priest of Royal Arch Masons, will participate.

—BOMB THE JAPS WITH JUNK—  
—GET IN THE SCRAP—

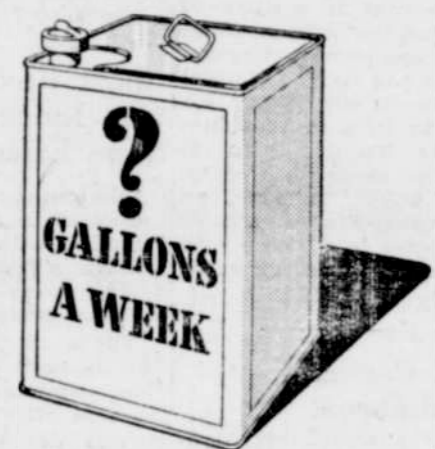
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## When Gasoline Rationing Comes—



When gasoline rationing comes, you will probably have to stop driving long distances, and you may be planning to travel by train instead.

Ordinarily, of course, any railroad would be delighted at the prospect of a lot of new customers, but these are not ordinary times, and we are frankly worried about what the consequences of gasoline rationing may be.

We are carrying hundreds of thousands of troops, and there has already been a big increase in civilian travel because of the war.

So far we think we have done a pretty good job. But there is a limit to our present capacity, and we cannot buy new passenger cars because of the shortage of critical materials.

### SO WE SUGGEST:

1. Please do not travel unless you feel you have good, sound reasons for doing so.
2. Travel during the middle of the week instead of on week-ends.
3. Please buy your rail and Pullman tickets well in advance of the day you leave.
4. If plans change, please cancel your Pullman space promptly so somebody else can use it.
5. Use Pullman space to its maximum capacity. If you reserve a bedroom, compartment or drawing room, share it with friends or business acquaintances (and share the expense).
6. Buy round trip tickets. Make your return reservations at the same time.
7. Travel light, and take into the train with you only the luggage you actually need on the train. Check the rest.

If we all cooperate, it will help to avoid any necessity of rationing train travel, too.

**S.P.**

The War Bonds you buy now will help pay for a new home after the war.

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