

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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ARE WE LETTING 'HARD TIMES' GET US DOWN?

We hear so much about the business depression, "hard times" and what not that if we're not careful we find ourselves repeating in parrot like fashion that the world has gone to the "how-wows." We are so apt to catch the mob spirit that we mentally join the parade of the unemployed. Times are not so good, we admit; but by the same token times are not so bad. Most of us are still eating occasionally have a shelter over our heads, buy a new pair of shoes now and then and even manage to put a little aside in the bank. Most of us, too, who are more or less unselfishly interested in the welfare of our community and our country, know that now we must face conditions with optimism. We simply can't let down now. All of which prefaces the "Buy Now" drive being conducted by newspapers throughout the entire United States. "Buy Now" is a movement that is gathering momentum, is putting more money in circulation, is bringing back shattered faith in American industry and enterprise. In other words, don't wait to purchase those needed articles feeling that prices will be lower. Put that money in circulation now when it will not only buy more merchandise per dollar but will serve as an impetus to renewed optimism and faith.

Take almost any item of merchandise. Compare today's prices with those of say a year ago. In men's clothing alone you can now get seven to 33 per cent more for your money. Food, household, utilities, and so on down the line are all on a lower price level. "Buy Now!" Consult your own merchants here at home; let them show you in black and white how much lower prices are than they were a year ago. "Buy Now!"

AND THE HARVEST IS IN

Hard times come and go; wars are fought on battle fields and in the marts of men; alternate days of sunshine and shadow troop along through the year—and the fact remains that Thanksgiving still rolls around. Which reminds us that the day is not far distant. Thanksgiving. What a picture it brings before the eye. Day of rest, day of blessing; day of feasting. Thanksgiving—with the harvest in. Crested turkeys, golden pumpkins, bursting barns and laden tables. We in this peaceful, bountiful valley have much for which to give our thanks. Ours has been the heavy yield of field and fowl and herd. Ours has been a happy year of well being and accomplishment. Thanksgiving—no wonder it seems to wish to linger here.

Despite "verbal thrusts" the United West Side Clubs seems to carry on Somehow or other we can't associate this fine organization with anything of a selfish nature. We just can't bring ourselves around editorially to looking at the clubs as a "real estate" organization. Perhaps that's because we've had occasion to follow the work of the clubs and have had nothing of an ulterior nature to get from the organization. Try though we would we could never overlook the program of development carried on by this organization. So we'd rather like to go on record as being one hundred per cent behind the clubs—that is, of course, if our neighbors holding the citadel, don't mind.

FIVE BIG MEETINGS CALLED FOR MONTH

Growers of Bees, Prunes, Wheat, Nuts and Cherries Arrange Annual Conventions

Two more state meetings and conventions of interest to farmers and business men of Oregon have been announced this week—the latest being the annual meeting of Oregon Beekeepers in Portland, November 21 and 22, and the other being the annual convention of the Western Nut Growers association at Oregon State college December 3 and 4.

The meeting of the beekeepers will be in the Multnomah hotel where they will carry out a program which will include addresses by some of the best authorities from Washington and California as well as Oregon. The association is inviting all men of the industry whether they actually belong to the organization or not.

Increasing interest in nut growing is expected to enliven the annual meeting of the growers when they meet at the college. Though walnut crops are short this year, prices are high as compared with general farm crops, while filbert growers are blessed with both bumper crops and a strong demand.

In connection with the convention will be the annual nut show with many valuable prizes, mostly nursery stock, offered for the best displays of English and black Walnuts

filberts and chestnuts. Other meetings previously announced are the annual meeting of the eastern Oregon wheat league and the two short course conferences for prune and cherry growers. Here is the schedule of all five: Oregon Beekeepers, at Portland, Nov. 21-22. Prune short course, at O. S. C., Corvallis, Nov. 24-26. Western Nut Growers, at O. S. C., Corvallis, Dec. 3-4. Eastern Oregon Wheat League, at Heppner, Dec. 11-13. Cherry short course, at O. S. C., Corvallis, Dec. 15-17.

UNIVERSITY OF OREGON NEWS

A silver cup for the best mimeographed high school newspaper, from a mechanical point of view, is to be added to the list of prizes given each year at the annual high school conference at the University of Oregon. W. E. Finzer & Co., of Portland, will give the cup, which will be in addition to the one given for the best edited mimeographed paper. The conference will be held sometime in January.

The "Nuremberg Chronicle," a book printed in 1493 in Germany, has been given to the University of Oregon library by John Henry Nash, world-famous printer of San Francisco. The book is a compilation of ancient chronicles from the beginning of the world to the 15th century.

AUTO PARTS MAKE BARN LIGHT PLANT

Farmers Clever at Tinkering Can Use Discarded 'Heaps' to Lighten Labors

Any farmer having a flare for mechanical tinkering and access to an automobile boneyard can install an inexpensive and fairly effective electric lighting system in his barn. The plan, which is approved by C. W. Walker of the agricultural engineering department at Oregon State college, requires only that a gasoline engine be used on the farm for general purposes.

A common six volt generator such as usually remains in good condition in any "heap", is connected with the farm gasoline engine by means of a belt and crank shaft pulley so as to turn about 1800 revolutions per minute. It in turn is connected to a common auto storage battery just as it is in the car, and from the battery common electric light cord is run to the barn.

In the barn two or three old automobile headlights may be mounted in convenient places with their reflectors directed so as to afford the most light. A switch located near the door completes the installation.

When the engine is being used for the ordinary farm tasks it can just as easily be operating the little generator, as it requires no appreciable amount of power thus keeping the battery charged at all times as it is in a car.

The system complete costs but \$10 or \$15 even if the material is bought from wrecking houses. Of course the system does not compare with a regular connection with a 110 volt power line nor with the common 32 volt farm lighting plant, but it does beat carrying a lantern—and rigging it up provides pastime for stormy winter days.

CAR MANUFACTURING COMPANY GIVES EMPLOYMENT TO 1000 ADDITIONAL MEN

The Hudson Motor Car Company, makers of Hudson and Essex cars, added another 1,000 men to its working force today, making an additional 3,500 men put to work in the past three weeks, and in line with this policy to afford immediate employment to as large a force of wage earners as possible, William J. McAneeny, president today gave out the prices at which the new Hudson and Essex models will be sold. They are the lowest prices in the 22 year successful history of the manufacturer.

"We have built these models up to and beyond 1931 standard of performance and quality in every way, and have never offered so many improvements in our history," said Mr. McAneeny. "The quality is greater down to the last detail, every phase of performance has been greatly improved, and the luxury we have built into the cars is substantially greater than ever before. Only great manufacturing economies and the fact that our large resources permit us to take the fullest possible advantage of reduced commodity prices have enabled us to offer the public the greatest combination of quality at low prices in our entire history," said Hudson's chief.

FLOYD GIBBONS GIVES FIGURES ON GAS

"It astonishes me," said Floyd Gibbons recently, "to learn that hardly any activity we civilized humans indulge in would be possible without gas." Gibbons, famous journalist and radio lecturer, was speaking to the American Gas Association, Atlantic City in October, and presented in his inimitable way many interesting features of the gas

business. "In America, we have the staggering sum of five billions of dollars invested in the gas industry. One hundred twenty-five thousand workers are serving eighty million consumers. Fifteen million households are cooking with gas. Six million families are heating their water with it. Gas, last year, was heating five million rooms in American homes, not taking into consideration the nine hundred thousand homes heated from cellar to attic by gas furnaces. There is hardly an item among the manufactured things that make life worth living in this present day that we could have without gas."

A recent issue of the Forum carried the story of Joseph Priestly, an English clergyman, who, in the early years of the nineteenth century, developed a great desire to learn more about gas. He discovered numerous new gasses and the system of generating illuminating gas today is practically on the same line of operation that Priestly devised more than one hundred years ago.

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BIGGER AND BETTER

PRESENTING

THE NEW CHEVROLET SIX

Today the Chevrolet Motor Company presents the Bigger and Better Chevrolet Six, a new model of the six-cylinder car which has enjoyed such wide popularity. In both the chassis and body, you will find expressed, as never before, Chevrolet's well-known policy of progress through constant improvement.

The new Chevrolet is longer, lower and strikingly smart. The radiator has been deepened and its appearance enhanced by a curving tie-bar and chrome-plated parabolic headlamps. The long hood sweeps back gracefully into the new body lines. And never was Fisher's fine craftsmanship more evident than in the bodies of the new Chevrolet Six! They are roomier, more comfortable, and throughout exhibit that attention to detail which is the basis of true quality.

Mechanically, too, the new Chevrolet Six is better. The wheelbase is longer. The frame stronger. The steering easier. The clutch more durable. There is a smoother, quieter transmission. Wherever finer materials and more advanced design could increase Chevrolet quality and economy—improvement has been made. The new Chevrolet Six is an outstanding achievement—it is the *Great American Value!*

» » AT NEW LOW PRICES « «

Chevrolet has long been one of the lowest priced cars in the world. Yet due to the savings of volume production and increased manufacturing efficiency, the Bigger and Better Chevrolet is offered at new low prices. Come in today. See and drive the new Chevrolet Six. Learn the economy of owning a modern, fine quality, six-cylinder automobile.

The Phaeton	\$510	The Coach	\$545	Sport Coupe with rumble seat	\$575
The Roadster	\$475	Standard Coupe	\$535	Standard Sedan	\$635
Sport Roadster with rumble seat	\$495	Standard Five-Window Coupe	\$545	Special Sedan	\$650

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