

BEAVERTON ENTERPRISE

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CHILD'S FOOD NEEDS

VERY IMPORTANT

It is every child's right not only to be well born but also well reared. If the family income demands rigid economy it is better to practice it on the seasoned adult than on the developing young people.

The food of growing children and adolescents is relatively more expensive than that for adults because of their higher expenditure of energy in proportion to their size and the greater need for building materials and vitamins which are costlier than simple fuel and repair materials.

The child's menu need not be elaborate, however. In fact, the simpler it is the better, as long as it is made up of an adequate supply of wholesome food that will supply the growing body with all the materials necessary for growth, development and protection. The use of more than a minimum amount of sweets is frowned upon, as they tend to dull the appetite and often irritate the stomach when eaten between meals.

The adolescent child often attracts the wonder of the rest of the family by the amount of food he can "stow away" unless they realize that growth is not only a question of height, but also involves laying on of muscles and fat, and the development of internal organs and a vigorous, stable nervous system. All this requires a large amount of food and it is not uncommon for girls between the ages of 14 to 17 to require almost as much food as a working man.

Malnutrition at this critical age is most serious. When the energy demands are checked with the energy supply there should be a balance in favor of the body. Because of the tax on the digestive system of this enormous amount of food, it is especially essential to use care in choice and preparation of the food to have it simple and digestible. Milk, eggs, fruits, vegetables and whole grain cereals should play the major role in the diet.

GREAT MEN AND WOMEN

By Edgar W. Cooley

Agricultural Extension Department

International Harvester Company

Every red-blooded ambitious boy or girl wants to be a great man or a great woman. It is laudable that they should and at no time has there been a greater opportunity for them to be so.

In this old world many things are waiting to be done and leaders are needed in all walks of life, but because books and magazines are filled with stories of men and women who have achieved success in manufacturing, finance, invention, commerce the arts and the professions, we must not think that only in the cities and towns can we do big things.

The farm offers as good or better, opportunities than do the cities. The hillsides, the valleys, the timber land, the open fields—all these provide us with wonderful workshops.

Farming is the greatest of all industries. The successful farmer is the greatest all round, chemist the most practical scientist, the most incessant inventor. To succeed he must be a financier, a shrewd merchant a far-seeing manufacturer.

He must know how to produce economically, how to market profitably, how to keep up the fertility of his soil, how to increase his output and yet decrease the amount of his labor.

Many a farm house shelters a great man—a man who is as great as any man in any town or city. These men may never have their pictures in the papers but they have accomplished marvelous things. They have built up worn-out acres, turned loss into profit, added millions to the wealth of the world.

We do things differently than we used to do them. During the past 40 years many great improvements have been brought about but in no other line of industry have the improvements been more marked than in agriculture.

Every day, out on the farm, we are discovering more and more of Nature's secrets and are applying them to our own use and to the use of humanity.

Is the telephone or the electric light, or the automobile any more valuable or important than is the silo, which converts unsalable

roughage into succulent feed for our live stock—the silo which converts waste material into human food?

Modern methods of treating ore are no more wonderful than modern methods of treating soil. Great physicians discuss methods of increasing and prolonging the physical efficiency of human beings, but we have learned the secret of treating our dairy cattle so as to secure the maximum amount of milk, and when it comes to improving the breed—where is there a method of improving the human race that equals our method of improving our livestock or our corn or any other thing we grow?

No farm boy needs to go to town to become a great man. His opportunity may lie right out there on the farm where he was born. In all events he has a bigger field than he would have in town.

IS YOUR CAR AMONG

EIGHT MILLION RATED

AS JUNKERS BY A. A. A.

Statement that 8,000,000 automobiles worth less than twenty-five dollars each which should be classified as junk are endangering life on the highways of the United States is made by the American Automobile Association. The president of the association assigns this large number of autos, without effective brakes or otherwise unworthy, as one of the contributing factors in the large list of accidents and fatalities recorded in the 1935 season. These vehicles, headed toward the scrap-heap, may increase automobile factory production, according to some estimates.

Replaced by newer and better cars, this would be true; but indications are that people have been economizing and that more are resorting to other means of transportation and leaving the family car at home.

Other reasons are given to account for reduced traffic on highways, among them the presence of huge freighter trucks which throw a scare into many motorists and more cars are stored in garages. Not so with the "junk" car-owner. He has nothing to lose and may get wreck damages, by hook or crook, and nothing can drive him off the highway or prevent his reckless driving on streets where traffic is heavy. This tends to increase the number of accidents.

"The abnormal number of 'junkers' on the roads means an early increase in the output of the automobile factories of the country. Production in 1936 was at the low ebb of recent years and that fact had a very marked effect on the extent of business depression. Speeding up of motor car production and increased sales in thousands of agencies from one end of the land to the other will have a correspondingly stimulating effect on business in the near future."

NO CHANGE MADE IN MODEL OF FORD CAR THIS YEAR

Rumors that the Ford Motor company would introduce radical changes in the Ford car were set at rest today when the company placed the Model A car on exhibition in its annual show in New York.

Instead of exhibiting in the New York Automobile Show the Ford Motor company holds its own exhibit of Fords and Lincolns each year in its building at 1710 Broadway coincident with the Automobile Show. The display this year includes the full line of Model A cars but, with the exception of the addition of the de luxe body types announced during the last year the only changes are the improvements made from time to time during the year in accordance with the Ford policy of avoiding annual models.

Representatives of the Ford Motor company said the Model A would be exhibited in Automobile Shows throughout the country. They added that no changes in the car are contemplated other than such improvements as are ordinarily made in the course of production.

After withdrawing deposits of \$1,500 from a bank he feared was unsafe, Louis Friedman, a Baltimore business man, was held up and robbed of all but \$300 of the amount withdrawn before he reached his home.

11th ANNUAL HIGH SCHOOL CONFERENCE CALLED FOR JAN. 10 and 11th AT U. of O.

University of Oregon, Eugene, Jan. 9, (Special)—Problems of financing school activities, complications that arise over athletic, social, and other activities, publication of newspapers and year books, and many more phases of student life that interest young student leaders will be brought up and discussed at the Eleventh annual High School Conference to be held at the University of Oregon January 9 and 10. William Pittman, Eugene and Earl M. Pallett, executive secretary, are in charge of arrangements.

A big general meeting will start off the conference Friday morning, when Dr. James H. Gilbert, dean of the college, George Cherry, Enterprise president of the Associated Students, and Hugh Rosson, graduate manager will speak. Following this the conference will be divided into various sections.

On the program for the press conference will be editors and managers of campus and high school publications. William M. Tugman, editor of the Eugene Register-Guard, and Harris Ellsworth editor of the Roseburg News-Review will speak and the students will be conducted over the University Press and look over the inner workings of campus publications.

Student body officers will hear speakers on "Debating in High Schools," by Bob Grayson, Jefferson High in Portland; "High School Athletic Programs" by Orron Brown, Eugene; "Problems of Finance," by Omar Palmer, Portland, and others.

Problems of organization finance, social activities and others will be discussed at the Girls League Association meeting. One of the most important features of the conference will be the meeting of high school principals and the informal sessions of the deans of girls.

The highlight of the conference will be the huge banquet to be held Saturday night in the men's dormitory. At this time cups will be presented to the winning papers in the high schools journalism contest, and students and faculty leaders will speak.

BAITING CAPITAL

Curry County Reporter

There is no section of the nation that should not and does not invite capital. Investments are welcomed for construction and railroads, for development of light and power plants, for building telephone systems, for installing industries, for mining operations and what not.

It is such invested capital that make it possible for our forest, mineral, agricultural and other natural resources to be developed, builds cities, increases taxable wealth creates payrolls and brings prosperity.

Capital invested in public utilities should be safe-guarded the same as capital invested in any other business. Investors in public utilities are entitled to a fair return on their investments. At the same time utilities should not be permitted to run roughshod over the public. They should be required to give service commensurate with the amounts they exact for service from their patrons.

But there appears to be a growing sentiment to swat public utilities at every opportunity, to hinder their efforts at expansion, even to confiscation of properties they legitimately have developed and to hold them up before the public as little short of outlaws.

What would Oregon be today had not vast outside capital come into the state and developed railroads, built electric light and power and telephone systems? The state would still be a wilderness wholly undeveloped.

And there are still vast areas of the state that need development. Some sections need railroads and electric light and power plants.

One section of the country which could stand a little development is Curry county, a section with almost unlimited natural resources waiting for the harvest.

If we continue to listen to the radical element, the politicians and others who rave against big interests and their investments, we cannot expect much outside capital to enter the state to aid further development.

KOAC INSTITUTES HAVE NEW FEATURE

Paul and Polly, and their little daughter Barbara, characters who have become well-known to those who "listen in" on the "Business Institutes of the Air" broadcast weekly over KOAC during the past several months are planning an inspection tour of the stores in a number of Oregon cities. After visiting the stores of each city they will tell the radio audience what they found. Salem is the first on their visiting list, and they will describe what they found in that city at 7:30 p. m. January 9. Other places to be visited later include Cottage Grove, Roseburg, Grants Pass, Medford, Klamath Falls, Bend and LaGrande.

Information for this series was gathered by H. T. Vance, professor of advertising and selling, and E. F. Bosworth professor of accounting. O. F. Tate, secretary of the Oregon Retail Merchants' association, is writing the article.

Wife (looking up from magazine)—I've just read an article about electricity Henry, and it says that before long we shall get everything we want by just touching a button Henry (sadly)—It won't do us any good.

Wife—Why not, Henry.
Henry—Because nothing would ever make you touch a button. Look at my shirt.—Coos Bay Times.

Attractive Model

By RUTH BATES



You will like this slender model immensely. Style 829 is designed for sizes 14, 16, 18, 20 years; 36, 38, 40 and 42 inches bust. Fall and winter fashion magazine ten cents.

To obtain today's pattern, write to Ruth Bates and enclose 15 cents. Give the correct size and be sure to write your name and address plainly. Address Ruth Bates, Box 17, Varick Street Station, New York City.

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YESTERDAY'S PLANS
—put in action

—that bank account you
start to-day is the help-
ful working plan of ac-
tion tomorrow.

—be a to-dayer

BANK OF BEAVERTON

A good bank in a good town in the
Garden Spot of Oregon.

MEMBER FEDERAL RESERVE SYSTEM



at your neighbors bank
—where service blends into
helpful co-operation

BIGGER
AND
BETTER

THE GREAT AMERICAN VALUE

Fine-car distinction and quality
in the new Chevrolet Six



Again, Chevrolet and General Motors have utilized their combined resources to establish a new and higher standard of value for the American motor car.

The new Chevrolet represents a type of economical transportation that America has long anticipated—a low-priced six styled with such striking talent and good taste, so smartly beautiful and complete in its perfection of detail, so advanced and refined mechanically that you will immediately recognize it as the Great American Value.

This great value is the outcome of four basic Chevrolet advantages: (1) The savings of volume production in nineteen immense, modern plants. (2) The economies which result from great

purchasing power. (3) The benefits of continuous research in General Motors laboratories and on the General Motors Proving Ground. And (4) the close association with the Fisher Body Corporation who, this year, have surpassed all their previous achievements in developing bodies of outstanding quality, refinement and value.

These basic advantages have made it possible to build a finer car at lower cost. They have enabled Chevrolet to offer a car with a longer wheelbase—greater roominess and comfort—strikingly smarter style—impressive new luxury—more thoroughly satisfactory performance—greater dependability. And to pass on these savings of efficient manufacturing to the buyer in the form of lower prices!

AT NEW LOW PRICES

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

SPECIAL EQUIPMENT EXTRA
Chevrolet Trucks from \$355 to \$645
All prices f. o. b. Flint, Michigan

NEW

CHEVROLET

IT'S WISE TO CHOOSE A SIX



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