

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by Pioneer Publishing Co. at Beaverton, Ore. Entered as second-class matter at the postoffice at Beaverton, Ore.

Subscription Rates

One Year \$1.50 Three months .50
Six Months .85 Subscriptions Payable in Advance

Beaverton Office—Broadway near O. E. Tracks, Phone 7503

Portland Office—406-407-408 Dekum Bldg. Phone ATwater 5814

Advertising Increased Profits

The Department of Commerce calls attention to the value of advertising as a factor in the success of business and industrial firms which, during the economic depression have held or increased their sales or profits. The statement is the result of a study of examples of business progress resulting from individual efforts to stem the present trend.

One example cited was that of a manufacturer of dresses who, by continuing to advertise when others curtailed, profited greatly by the increased publicity value. An electric clock company reduced its national advertising but increased greatly its publicity at the point of sale by newspapers, window and counter displays.

The Department, after surveying the various reasons for increased sales or profits, declared that "more firms made statements concerning their advertising policies than any other single topic, which indicates the importance attached to the value of advertising by these successful companies."

It's Too Bad About—

It's too bad that the five hundred and thirteen individuals in the United States who in 1929 had taxable incomes of one million dollars or more are being affected by the terrible depression, so that for the year 1930 only one hundred and forty-nine of these hard-working people managed to get hold of more than one million dollars income per year.

So bad is the depression that their combined incomes dropped from \$1,185,135,330 to \$355,661,695. While it is impossible to ascertain the exact income of the down-trodden 513 citizens of wealth for the year 1930, a lesson in arithmetic reveals that the average income of this group dropped from more than \$2,000,000 to not quite \$700,000 each.

A Real Decisive Battle

The American public, at least the bridge-playing portion of it, will soon be treated to one of the decisive battles in the world of bridge. Two experts has disagreed as to the values of their respective systems and to settle the dispute a match of 150 rubbers is now underway.

Ely Culbertson and Sidney S. Lenz are the two gladiators, who will pit their respective methods against each other. While Culbertson has placed a bet of odds of five to one that he will win, the great prize at stake is the demonstration of leadership in the science of the game, from which the winner will probably secure considerable patronage from those who pay to receive instruction in the game.

Making plans for the future is all right if they do not interfere with the work of the present.

In about two weeks small boys and girls will be having a hard time to wait on Christmas morning.

One thing is certain if you don't get out and hustle you won't find 1932 any better than any other year.

Needed inventions: Something like a fly swatter, only larger, to be used on the bright boys of the community.

We shudder to calculate what will happen to hard working public officials if a holiday ever happens to come on a holiday.

What do you think of the man, who when you ask "have you heard the one about," always answers "yes, tell it to Samuel?"

Get busy and work for our community. Every hamlet in the nation has citizens who hope to put it on the map without working.

Best Weekly Newspaper in Oregon to Receive Award in January

University of Oregon, Eugene, Dec. 11—The best weekly newspaper in Oregon, to be determined by judges selected in the near future, will be awarded the Sigma Delta Chi cup at the Oregon Press conference at the University of Oregon, January 21, 22 and 23. This is the third successive year in which the organization men's national journalistic honorary, has conducted the contest.

The Heppner Gazette-Times is the present holder of the cup, and according to the terms of the contest, cannot enter competition this year. The Hillsboro Argus won the cup the first year of the contest, and will be allowed to compete again in the forthcoming contest.

News and contents, editorial page front page, mechanical make-up and advertising are the main points on which the papers will be judged, according to Robert Allen, Eugene, in charge of the contest, and Ralph David, Woodburn, president of the organization. Bi-weekly newspapers will be invited to enter the contest, as well as the weekly papers, those in charge state.

OREGON CITY — Twenty-seven communities are represented by the 256 Clackamas county women enrolled for the "Short Cuts in Kitchen Work" sent out from the home economics extension office. This series of eight letters was sent to 100 women in Clackamas county last year. Miss Thelma Gaylord home demonstration agent, is in charge of home economics extension work there.

Christmas Shoppers Beginning to Trade

From now until December 24th the readers of newspapers in this section of the county will see in practically every newspaper they pick up what folks in the newspaper world know as a "box" either on the front page or in some other conspicuous place, telling just how many shopping days remain before Christmas.

This is evidence conclusive, readers, that the holiday season has arrived and that everybody has their eyes on the greatest holiday in all the world.

This little "box" is kept constantly before the public in order to serve a double purpose. First of all it is a gentle reminder to the buying public that the time is rapidly shortening in which they must make their selection of holiday merchandise. The earlier the purchases are made, the better the selection that can be had.

Also the earlier they are made, the more satisfaction it is to make them, for it enables the buyer to avoid the rush and hurry of last minute buying, which is never satisfactory.

The other reason for the publishing of this reminder is to aid the business houses of the city to get before the public the importance of buying early and also to let them know that the stores here are now ready with holiday goods on display to serve them. In other words, this is just one of the many community services rendered by the newspapers both for readers and for those who patronize the advertising columns of the newspapers.

Of course, those concerns who do not patronize the advertising columns will receive a certain amount of benefit from this service. But the benefit will not compare to the benefits which will be enjoyed by the advertisers.

It is a natural conclusion that folks who are thinking of buying holiday merchandise when they see this little reminder will turn further into the newspaper and glance through the advertising columns.

It is always something of a task to select Christmas presents. The buyer has a vague idea of what he or she wants to buy. Sometimes they have an idea that they would like to give this that friend or relative a certain article, but shy off from it for the reason that they think the cost will be more than they can afford to put into it.

There are hundreds of suggestions to be found. There are items there which possibly the reader never thought of which will be just the thing. Then too, very often they are surprised to see the article they thought of getting, but had put out of mind for the reason they thought the price would be too great, offered for sale by some advertiser at a cost within reach.

Make Suitable Christmas Gifts at Home Yourself

More than one hundred useful home articles, suitable for Christmas gifts, are completely illustrated and described in the new booklet, "You Can Make It For Profit" prepared by the National Committee on Wood Utilization of the Department of Commerce.

Among the articles suggested in the book, which would make valuable gifts for adults are men's clothes stands, sewing stands, storage chests, glove boxes, handkerchief or jewel boxes, dressing tables, book and magazine stands, modernistic reading tables, tabourets, and fireplace bookcases. And then there are toys for the children, such as game tables, child's desk, bunny bookcases chest for toys, miniature kitchen cabinets, child's tables and chairs and a dog-on-rocker.

In addition to the articles listed above, there are illustrated many other articles of practical value including Christmas tree stands, various kinds of garden and outdoor furniture poultry nests and drinking stands, racks for canned goods and vegetables, tool chests, clothes basket stands, bathroom utility cabinets and breakfast tables and benches.

Elaborate machinery and tool outfits are not required to execute the plans contained in the new manual. Practically every home will be sufficient to construct the articles.

In giving suggestions for marketing the articles made for profit the bulletin points out that most of the article will find a ready market because they cater to the needs of individual homes and do not compete with factory made merchandise. "You Can Make It For Profit" may be obtained from the Portland District Office of the Bureau of Foreign and Domestic Commerce, located at 215 New Post Office building. It sells for ten cents a copy.

Running water is alive. It is the still ponds which become stagnant and impure. With proper thought for savings, keep your money moving by buying the things you need. Buy carefully and conservatively, within your income means. You'll be more comfortable and happy. Every dollar spent in the community by you moves on to someone else, and it accumulates value in goods and labor bought and sold as it goes along.

Southern Pacific Plan Low Fare Holiday Trips

Adding "transportation" to the Christmas and New Year list of bargain offerings for residents of Oregon and other parts of the West, Southern Pacific Company today announced plans for extensive cent-mile excursions to aid holiday travel.

The Christmas low-fare train rides have been authorized for December 22, 23, 24 and 25, it was made known by the local agent for the railroad here. The excursions will be followed by another series December 30 and 31 and January 1, he stated. The return limit on both will be January 5.

As a special feature of both offers it is announced, has been arranged to deliver prepaid tickets, purchased as a new kind of Christmas gift, to any place on the company's Pacific Lines, extending from Portland to El Paso and from San Francisco to Ogden, Salt Lake City included.

Telephone Service to Hawaii Ready Soon

Words upside down will shortly be hurtling daily through the air to Hawaii.

This was made known today by L. D. Winslow, Portland division manager for the Pacific Telephone & Telegraph company, on the receipt of word that the new trans-pacific radio-telephone circuit to Hawaii would be equipped with an "in-verter" or "secrecy machine."

Telephone service to Hawaii will be ready in about two weeks, it was announced. Plans are now underway for formal opening ceremonies for the new service, which links for the first time North American telephones with those of Honolulu and the islands.

The "inverter" is necessary for secrecy. It changes the vibration of words, making them unintelligible jargon. On the receiving end another "secrecy machine" changes his jargon back to plain English.

If one eavesdropped on the trans-pacific radiotelephone circuit when someone said "Pacific Telephone Company" the words would sound something like this: "To-thith-uk play-o-teen crink-o-teen crink-a-nope." "Mountain" would be jay-cut.

Another feature of the new Hawaiian-American telephone service will be a machine which "boxes up" the voice a fraction of a second to prevent the eastbound and west-bound voices interfering. Like a modern Merlin, this "delay-machine" "boxes up" the voice by compelling it to wind its tortuous way through 25 coils, equivalent to 2600 miles of wire.

ON OREGON FARMS

DALLAS—Shifting from ordinary oats and vetch hay to alfalfa last January has resulted in an increase of five pounds of butterfat per cow per month in the herd belonging to Joe Elsele of the Buell community, he recently reported to County Agent J. R. Beck. The cows freshened last fall and the test

Louisa's Letter

Let's Remember Others at Christmas Time, Make them Happy

Only a few weeks more and Christmas will be here. Already mothers and fathers everywhere are visiting the toy shops and having bicycles and doll buggies put aside for the joyous arrival of old Santa Claus.

But have these parents noticed as they went on their busy way two shabby dressed children who looked longingly into the shop windows? Some of these little ones still have a faint hope that old St. Nicholas will find his way into their homes but most of them know, from sad experience that if he visits them at all it will be only to bring a few cheap knick knacks.

This season which should be one of joyousness and happiness to children everywhere will mean only heartbreak to untold thousands.

Think of the children whose fathers are out of work—who find it hard to get food to eat. Most of these have never experienced want before and will find it a hard lot indeed. Think of the children whose fathers are drunkards, who think more of a vicious appetite than they do of their children's physical and spiritual welfare. Think of the children whose parents have died and

left them helpless on the charity institutions of the state. These poor little ones know very little of either gifts or love.

Poor little frightened, under-nourished wistful army of children! Isn't it terrible to think that a country as rich as this one will allow even one of these children, through no fault of their own, to suffer such misery and unhappiness on the birthday of the Christ who said that "even as ye have done unto the least of these ye did it unto me."

Instead of saving on Bobby's and Susan's presents this year and keeping the extra money in the bank why not make a resolve to take a good part of it to make some other child happy as well as your own?

A warm sweater or suit, a box of socks, etc., will probably mean more to the shabby child around the corner than several more expensive toys added to the list for your own child.

And four goodness sake, if you do open your heart, forget to shout from the rooftops and don't let your children humiliate the one who receives your gift by pointing it out as a gift everytime they catch sight of it.

Yours
LOUISA

IN OREGON HOMES

REDMOND—How best to plan and prepare inexpensive meals that satisfy the appetite and conserve the health of the family is a problem occupying the time and thought of many women these days according to Lucy A. Case nutrition specialist of the extension service. A group of Deschutes county women is holding a series of meetings at the Eastern Star grange to consider this problem and get help in it. The project is under the direct supervision of Ella Miller, county home demonstration agent, with Miss Case cooperating.

CORVALLIS—Three different storage ideas for household linens are suggested in an illustrated mimeographed sheet released recently from the home economics office of the extension service. How to dress up an ordinary shoe box or transform a scrap of unbleached muslin into something useful is explained by Mrs. Zelta Rodenwold, extension economist in home management, who says these storage ideas are also Christmas gift ideas for the thrifty.

CRESWELL—Mrs. H. A. Howe has cut down the number of stops she takes in her kitchen. She has moved her work table close to her stove and placed a spice cupboard above it. In addition she has made her work table the correct height by putting it on long casters rather than the short kind. Ideas for these changes in her kitchen came as a result of receiving the letters on "Short Cuts in Kitchen Work" sent out from the home economics extension service.

... EXTRA MONEY For YOUR CHRISTMAS GIFT BUYING ...

There's extra money right under your nose! That is, if you know how to find it. And if you don't know how, we'll tell you. Turn your useless belongings into cash with a want ad. What's useless to you is useful to some body else. What's valueless to you may still have intrinsic value. It's all a matter of getting in touch with the right person. You can do that best in the want-ad column of this newspaper.