

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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Increasing Business

Increasing business in the face of depression is like swimming upstream. It requires greater effort to make progress but the good swimmer forges upward just the same.

Anybody can merchandise when sales flow easily and everybody is buying, but it takes a real business man to push his wares in times like these.

Our merchants might get an idea from the aggressive department stores of New York City. Newspapers there report substantial gains in department store advertising in November, 1931, as compared with November of last year.

The New York Times on one Sunday in November published 281 columns of department store advertising, the largest volume ever published in a single issue of any New York newspaper. For the entire month, this paper reported a record breaking volume of department store advertising.

Other New York newspapers tell of new "all-time high" records.

From other cities one hears of astounding success through proper advertising at this time.

It takes the same kind of courage to be a merchandise leader in this town as it does in New York, or in any other large city. In proportion, the same opportunity exists for swimming upstream through this temporary period of depression.

The New York department stores used newspaper advertising in taking advantage of their opportunities. Local merchants will not be making a mistake in following their example.

He Seized Opportunity

One reads of the death of a man of fifty-eight years, who came to the United States as an immigrant

GERMAN SCIENTIST SAYS HE CAN MAKE THEM CHEAP AS AIR

Well, here it is—the "ice" for everybody. All you dames who have longed to see a sparkler spitting fire from your finger; you gentry of the checkered vest who talk in the lingo of the ponies, and you boys who watch with eagle eyes the galloping ivories, as they race across the green-top tables—all can now have diamonds galore, and you can get them at the five and ten cent stores—maybe.

From Berlin comes the story which will probably make the diamond magnates of South Africa sit up and take notice. If the story which a chemist in Germany has just fathered is really correct, the fanciful value which has hitherto been placed on these gems will vanish like the dew before the morning sun. The chemist says he has found a way to make synthetic diamonds at such amazingly low cost, and in such quantities that they will be available to everybody almost for asking.

He has not yet made any quantity of the gems, and neither has he been able to make them large enough for one to see with the naked eye, yet he says he has just started with his experiments, and he is very much pleased with what he has been able to accomplish thus far. It is possible that the owners of diamond mines may get hold of this fellow before he goes too far, and with a generous price for his process, be able to buy him off. On the other hand, he may take an idea that diamonds selling at the five and ten cent stores may bring him a greater return in cash in the long run, and turn down any offer which may be made to him, if any, from those who have enjoyed a monopoly for so many years in this particular field.

At any rate, the folks here may be on the outlook at the jewelry counters of the low price stores and see if there is really anything to this announcement.

DAIRY MAUFACTURERS TO HOLD MEETING FEB 15-18

Oregon's butter and ice cream makers, now joined into one statewide association are to meet in a four-day annual convention and short course this year at Oregon State college February 15 to 18. For several years the college has held a two-week butter-makers short course but it had to be abandoned this year because of its features, however,

at the age of twenty-eight. Opening a small restaurant, he prospered and, at his death, was the head of a chain cafeteria system from which he made a fortune.

The experience of this Russian youth can be duplicated thousands of times throughout the country and evidences the opportunities that exist for men who are willing to do real work.

There are opportunities in this place today, in spite of depression, despondency and discouragement, which may be seized by the right man. Such success as that mentioned above, however, is rarely achieved by the average man without a life-time devotion to business duties, and ceaseless attention to the details of operation.

That some men do not take advantage of them is explained by the unwillingness of the average citizen to become a slave, even in the hope of acquiring a fortune.

Rather, our young people sit and dream of easily acquired competencies which seldom materialize.

There are any number of smart thinkers who can tell you what is the matter with the world's trade today, but what puzzles the by-stander is the fact that no two of them agree.

After studying the world financial mess, with a copious reading of the remarks of those who want silver restored as money, we suggest that maybe the Indians were not so far wrong when they used wampum.

Just about the time we are convinced that people have learned a lesson from the speculative inflations of the past, somebody will come along with another scheme to make us rich without working, and the sucker list will number millions.

together with instruction in ice cream making, have been added to the annual convention program.

Through cooperation of the 70 ice cream makers in the state an outstanding middle-western ice cream specialist, Professor C. A. Iverson of Iowa State college, is being brought to Corvallis for a series of lectures and demonstrations during the convention.

BULK BUYING ADVISED AS BUDGET-CUTTING METHOD

Buy in bulk and buy in quantities, store carefully and cook properly, is the advice of food authorities to housewives who would serve inexpensive, healthful meals. Specific suggestions for breakfast commodities come from Lucy A. Case, extension specialist in nutrition.

Buy rolled oats, corn meal, and coarse graham in large quantities, in cloth sacks. Store in a dry place, free from dust. Purchase cocoa, coffee, sugar, kippered salmon, salted codfish and dried skim milk in bulk. Suitable containers for bulk food are large empty tin cans in which shortening, peanut butter and candies are shipped. These cans can sometimes be obtained at stores, points out Miss Case. Coffee cans

CASH LOANS

\$10 to \$300

IN 24 HOURS

SMALL MONTHLY REPAYMENTS

Beneficial Loan Society of Oregon
3 Portland Offices
403 American Bank Bldg., AT. 5193
602 Failing Bldg., AT. 4397
413 Weatherly Bldg., EA. 0109
Licensed by State



RS. VAN DUSEN sat waiting over a letter from her son. "The poor, dear boy! How frightful for him! How dreadful! Marooned up there with all those horrible people!" A bad storm had prevented him from taking the weekly boat to the mainland. There would be no way of getting home until after Christmas.

In the meantime the subject of her despair was yelling the loudest of fourteen lively boys. They swarmed up a steep hill dragging sleds.

"Hey, Mr. Van Dusen . . . bet I beat you this time! Say, my ripper is the fastest on the slide! Bet yer a herring I'll touch the goal first!"

Down they went again, sleds skimming like birds upon the icy tracks. Feet guiding them from behind. Eyes fastened on the tricky turn at the bottom. Ransome Van Dusen (seventh in line by that name, son and heir to an old name and vast fortune) . . . saw that someone was bound to have a nasty spill. He was directly abreast of two youngsters. There was room for two to squeak by . . . if they had good luck. Never for three.

Van Dusen had tobogganed in Switzerland, and ridden surf-boards in Hawaii, and climbed a few Alps in Italy, but it is safe to say that he had never suffered a keener moment of fear than he experienced in this far-away village of Newfoundland . . . sliding down hill with fourteen village children.

Van Dusen was keen, but Sandy Galt was keener. He, too, saw the danger ahead. Somebody had to be squeezed. You couldn't stop the sleds now . . . they were going too fast. "Look out," yelled Ransome, trying to take the inside near the sharp, rocky turn.

"Look out yourself!" shrieked Andy and kicked out with a foot, spilling the man sideways from his sled. Andy himself swerved to the inside. Two more boys crowded close. Three sleds came together with a crash! Ransome on top without his sled.

and large size fruit jars can also be used.

Save on sugar, says Miss Case, by buying beet sugar or "manufacturers' sugar." Beet sugar costs less than cane, yet has the same food value and uses "Manufacturers' sugar costs less than beet, but comes in coarser grains and dissolves more slowly.

Wheat can be cleaned and ground for table use at the local mill for a small charge. Spring wheat is cleaner than winter wheat, hence is more suitable for breakfast cereal. Cracked wheat is an inexpensive cereal providing it can be cooked with fuel used for other purposes at the same time. It requires several hours of cooking.

Whole grain cereals contain more minerals, vitamins and roughage than others, explains Miss Case. Cracked wheat as a cereal dish requires chewing but this is valuable to the teeth and digestive system of the normal person.

RKO DRPHEUM

NOW PLAYING

"It's Better to Have Loved and Lost—Much Better"

Wheeler and Woolsey in Peach O'Reno
with Dorothy Lee Sam Hardy
Plus RKO VAUDEVILLE THE RIMACS and their Havana Rumba Orchestra Other Big Acts

That evening he sat by Sandy's bed and told him stories, so that the boy partly forgot the pain in his broken leg. It was Christmas eve and Ransome said he was never happier in his life. "I've never had a better friend than you, Sandy," he said. "You're some fine little sport. Don't worry . . . things will be all right for you. I'm going to keep you for a friend . . . all my life! Too bad mother has to miss this. She doesn't know what it is to have a good time. Have an apple, Sandy, old fellow?" And thus two friends were made the day before Christmas in a far-away village of Newfoundland.

Health and Beauty
DR. SOPHIA BRUNSON

SCIENCE IS TEACHING GOD

"The fool hath said in his heart 'There is no God'." was written many centuries ago by the sweet singers of Israel.

Modern fools are still trying to destroy the belief of mankind in God. It cannot be done. Unless one is a helpless imbecile he has but to lift his eyes to the starry heavens, to gaze upon the everlasting hills, the restless ocean governed by winds and tides to know that there is some vast intelligence that created all things; that upholds them according to His might and power.

Small minded hangers-on upon the skirts of science have thought it an indication of intellect to disclaim a belief in the Deity. They are now receiving slight comfort from such men as Robert A. Milliken, noted physicist and winner of the Nobel prize. He says that "the teachings of science are extraordinarily like the preaching of Jesus." In an article published in the November Literary Digest the statement is made that "it is now almost a commonplace saying that science has no quarrel with religion." Religion affirms a God and science is coming to that assumption.

The findings of scientists require a belief in God in order to account for the universe. They are becoming saner. Nothing could be more foolish than the assumption that this vast universe just came into

HARDWARE
Plumbing and Heating
F. W. BISHOP
Phone 2003 Beaverton, Oregon

LUNCH COUNTER
and
BILLARD PARLOR
MAPES & SON
In Manning Building
MERCHANTS LUNCH

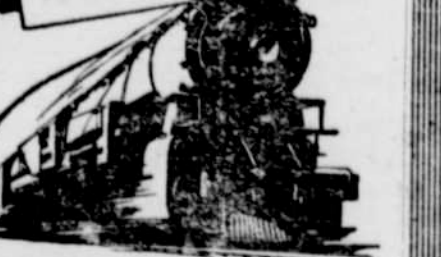
ON FAST TRAINS

\$15

TO SAN FRANCISCO Roundtrip \$28

\$24

TO LOS ANGELES Roundtrip \$45



Good in warm, comfortable coaches or reclining chair cars on fast trains—also in tourist sleeping cars (plus small berth charge). Even at these low fares, you enjoy the cushioned comfort, speed and perfect safety of train travel.

Southern Pacific
C. E. Allen, Agent



being, formulated its own laws and operates in and of itself without the intervention of a Master mind, who not only created it, but who controls it by His power, and upholds the laws which His wisdom set in motion.

Edward H. Cotton asserts that "at no time have men of science made such free confessions of faith." He has gathered and edited the statements of celebrated scientists. He concluded that "science is discovering a God, far grander and more convincing than any conceived heretofore. Sixteen noted scientists contribute to the discussion. It will not make pleasant or diverting reading for the atheists."

The consensus of opinion of the scientists is that the universe is operated by a Supreme Intelligence, and that the beauties of life have

SELECT, OR LET US SELECT

Your Xmas Gift

From our Stock of Exclusive

Imported China and Glass

Imported Hand Tooled Leather

Bath Room Accessories, Pottery and Miscellaneous Gifts. Imported Etched Xmas Cards, Individual Wrapping Paper and Seals

Every Gift Purchased at Our Store Individually Wrapped

MARGUERITE BOSCHKE, Inc

INTERIOR DECORATORS

BE. 1197 11th at Alder BE. 1196

W. E. PEGG
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WE SERVE, REGARDLESS OF THE TIME DAY OR NIGHT

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Hay, Grain & Feed Vetch Seed for Sale
Chas. Berthold
Phone Beaverton 3603 Residence Phone 3602

SPECIAL

\$1 Flour to \$1.40

Patronize a Home Owned Grocery and Market

MEAT - GROCERIES

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Beaverton 6405 Broadway St.