

# BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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### Hears A Reason

American business cannot expect to improve greatly until the gross income of the farmers increase. According to the Department of Agriculture, the income from all farm productions in 1931 did not exceed \$6,820,000,000. This drop of more than two and one-fourth billion dollars from 1930 and almost 5 billion dollars from 1929.

### Problems of 1932

Individuals facing 1932, should remember that times have been worse and that they have always improved. The problems now is not how to live but how to get over a bad period in life's journey.

In extreme cases it may mean the same thing. However, there should not be such extreme cases here without receiving proper attention.

For the rest of the year we should proceed along normal lines, if possible. There should be no foolish extravagances, nor, on the other hand absurd economies.

Obviously, it is impossible for general advice to fit every case. Each reader of this article knows his or her problem, and can figure out a proper balance between wise spending and silly saving.

Over in Honolulu the feeling against the navy was so bitter that officers of commercial ships were advised not to wear their uniforms ashore because they might be mistaken for naval officers!

### Two Conventions Planned for Oregon Dairymen During February

Members of Oregon's dairy industry from producers to manufacturers will meet in two annual conventions early in February at which the present "state of the nation" as far as dairying is concerned, will be thoroughly considered.

Soon after the close of this meeting the annual combined convention and short course of the Oregon Butter and Ice Cream Makers association will be held at Oregon State college February 15 to 18, at which time the men who are responsible for getting much of the dairy products to the consumers in attractive form will spend four days in intensive study of how to better this service to the benefit of all.

The Dairymen's association program is built around three main themes, announces P M Brandt, secretary of the group and head of dairy husbandry at the state college. The first day will be devoted to discussion of "Increasing Consumption of Dairy Products" Subjects under this head will include plans of the Dairy Protective association, advertising, the Dairy council program, and creating accredited areas.

"Reducing Production Costs," is the theme of the forenoon session on the second day. Subjects will deal with cost of milk production, breeding up yield per cow, and better pastures and forage.

Following this, the afternoon will be devoted to "Cooperative Marketing," when speakers will present such phases as the Dairy Cooperative association; the Interstate Associate Creameries; and development among other cooperatives.

An opening feature of the convention will be an address by Marshall Dana of Portland on "Ore-

gon's Future Dairy Industry," while at the annual banquet that night addresses will be given by Max Gehlar, director of the department of agriculture, explaining the relation of his department to dairying, and Dr W A Senoentca, director of the Oregon State college experiment station, on "The World, National and Regional Dairy Situation."

### S. P. & S. Announce the Establishment of Land Settlement Department

W F Turner, President of the Spokane, Portland & Seattle Railway System, announces, effective at once, the establishment of a new department to handle land settlement and immigration work along the company's lines in Oregon and Washington.

This new department will be consolidated with the agricultural and livestock work handled by Kenneth C Miller, and will handle all local contacts, correspondence and follow-up work of the inquiries received by its parent lines, the Great Northern, and Northern Pacific. These lines each receive from 250 to 1000 inquiries per month for literature or information concerning Oregon and in the past they have all been referred to the Oregon Chamber of Commerce.

In the carrying out of this work the department will cooperate closely with the chambers of commerce and real estate men along the company's lines, which include the Spokane, Portland & Seattle Railway in both Oregon and Washington; the Oregon Trunk Railway in central Oregon; the Oregon Electric Railway in the Willamette Valley and the United Railways west of Portland.

In sections where there are no organizations or where there are special projects, properties will be listed directly.

## Davidson Baking Co

At 166 East 22nd Street, Portland  
Bakers of Davidson Prize Bread

Doughnuts Cakes, Cookies and  
Indorsed by the Medical Society.

This establishment is one of the most prominent in this section of the state. Its plant is modern and up-to-date in every particular and sanitary throughout. The business is conducted along progressive lines and we are proud to say it is a credit to this part of the state.

To be able to make certain of getting absolutely good bakery goods is a boon to the city. At this plant the most healthful ingredients are used in the process of manufacture. Analysis has proven them to be absolutely free from anything injurious; consequently they are not only health giving but are health protecting.

A visit to the plant of this establishment is very interesting. Their business increased so rapidly that improvements have been made from time to time until today it is a model industry. Everything in the plant is kept clean as it is the

policy of this institution not only to make first class goods that pass inspection but to turn out products that are as near an approach to the highest perfection that model machinery and up-to-date methods will permit.

If the public could only comprehend how these products are manufactured by this company—could only understand how absolutely pure and health giving they are—there would not be a family in this vicinity who would not insist on Davidson products.

Their products are very popular in the community, being the very best that the market affords.

The management of this place has been closely allied with the business of this section of the state for some time and has been instrumental in the upbuilding of this section of the country and the institution should receive the patronage of the entire people.

### Simple Foods Best For Childrens Lunches

Simple and inexpensive garden and dairy products form the foundation of the best school lunch.

Whole grain bread and butter sandwiches, a raw tomato in season and a bottle of milk will go a long way toward satisfying the body needs of the growing child. Whole grain bread and butter sandwiches, containing eggs, cheese, meat, fish or nut butter; a raw vegetable, a bottle of milk and a fruit or custard dessert are suggested.

"Make the school lunch as complete a meal as possible and have the food appetizing. Wrap it in waxed paper to prevent mixing the flavors and drying out, and pack it in a washable, ventilated container. Put the heavy foods on the bottom, and those to be eaten first on the top. Time and effort may be saved for mother by teaching children to pack their own lunches as soon as they are old enough.

A hot dish, served at school, is a desirable complement to the packed school lunch.

To give children sufficient time at noon to eat lunch without undue haste and still have time for the play, which they also need, a lunch period of not less than 45 minutes and preferably an hour is recommended.

A simple, balanced school lunch, with adequate time for consuming it, is an important factor in the economy of health, and it is daily receiving more attention from both parents and teachers.

### 22nd Annual Northwest Auto Show to be held in Portland February 6-13

Nearly 150 spectacular new motor cars, airplanes, motor boats and automotive equipment will be displayed at the 22nd Annual Northwest Auto Show, to be held in Portland, February 6-13. Announcement of this show, which will dramatically express the fearless attitude of business toward 1932, was made yesterday by E E Cohen, president of the Automobile Dealers Association of Portland, which sponsors this civic feature.

Public interest in motor shows this year, including New York, Chicago, Los Angeles, and San Francisco, is evidenced by attendance increases ranging from 30 to 50% and more buying than in several years, according to Mr Cohen. This increased interest is hailed with joy by business leaders who assert that it indicates a definite improvement in business conditions.

Automotive dealers throughout Oregon and Washington are vitally interested in the Portland show, not only because it is their industry's annual parade but because it is the kickoff for a season of business activity. A number of luncheon meetings will be held in Portland during Show week, while the Society of Automotive Engineers will stage its annual dinner on February 10, headlined by noted speakers.

Has Your Subscription Expired? Come in and renew it next time you are in town.

### Dr. John E. LaValley

CHIROPRACTOR  
Chiropractic Physician  
215 Alisky Bldg. AT 4836 Portland



DON'T LET ILL HEALTH HOLD YOU BACK  
Learn About  
**Osteopathy**  
Call or Phone for Literature  
DR. R. B. NORTHRUP  
Osteopathic Physician  
308 Morgan Bldg.  
Portland, Oregon

### Looking at Washington

Continued from Page 1

which certain senators charge was held up until the Southern American government gave a valuable concession to certain interests in this country. It should be understood that the Secretary was willing for the senators to have the documents in executive session but objected to publication of the messages.

Behind the maneuvers of the effort on the part of certain senators to show a connection between the State Department and loans to foreign countries by American bankers, many of which are now in default. The point in the Colombian loan is the charge that a sum, due Colombia, was withheld until an oil concession was given to a Mellon-controlled corporation.

What is generally regarded as a campaign to give President Hoover another term in the White House was the declaration of Postmaster-General Walter G Brown that "of course" he is a candidate. The cabinet member's statement was generally accepted as the president's answer to suggestions from various sources that, because of the economic depression, he should renounce the renomination.

Mr Brown, with Secretary Hurler, is regarded as a trusted political advisor of Mr Hoover. The President, however, according to one of his secretaries, "refuses to see anyone on personal politics" because he is giving his undivided attention to problems connected with the present situation. According to another supporter, the President "is avoiding all partisan party discussions" in order to give undivided attention to the reconstruction program now under way.

On the Democratic side, one finds considerable interest being taken in the plans of former Governor Smith, with many asserting that he will make a serious bid for the party nomination. Just how far he will go along this line is doubtful and many suggest that the Smith strategy, even if the nomination is impossible, is to maintain himself as a candidate in order to enhance the power of his influence in the convention. However, clarification of this question is expected at no early date.

Enterprise Want ads bring home the bacon.

### Speedometer Repair Shop

Located at 675 Washington St., Cor 21st, and Washington, Specialists in Speedometer Work, including North East, Stewart-Warner, Waltham and A. C. Speedometers, Calibrating Re-Setting, Repairing, Testing. Official Testing Station for the City of Portland and Multnomah County Traffic Departments. Under Personal Direction of Charlie A. Dussler.

This is one of the complete and efficient speedometer repair plants in this section of the state, and enjoys a large patronage on account of the fact they turn out work of class, get it done when promised, and that their prices are reasonable. They realized when they started in business that it was necessary to equip their place in the most complete and modern style and have installed modern and scientific equipment.

This service is of great accommodation to autoists, and in fact everybody has found out the work will not only be executed correctly but will be gotten out on time.

In charge of the Speedometer Repair Shop are craftsmen of unusual ability and skill in each department and their work has the commendation of everyone. No matter what problems you have in mind you should take it to them and have a consultation and they will promptly tell you what can be done.

In the establishment will be found the most improved equipment and competent men for turning out as high a class of work as any speedometer shop in the northwest and they are known throughout the country for the efficiency and promptness of this service. It is headquarters for the man with speedometer problems in this part of the state.

### Nalley's, Inc

Located at 507 East Burnside St., on the East Side in Portland, Renders Such Satisfactory Service to the Retail Trade it is Recognized as One of the Leading Food Manufacturing Concerns in the Northwest and is Under the Direction of Men Well and Favorably Known in the Wholesale Trade Circles.

Much is being done to aid in giving the Northwest a commercial possible for the reputation they activities of Nalley's Inc. The volume of business which they transact the quality of the product which they make and the business methods of the company are responsible for the reputation they have won.

While their activities are continually expanding into wider territories their field is that of the Northwest. To keep their organization complete it is necessary that they employ a number of people at all times and being a Pacific Northwest enterprise thousands of dollars are placed in local circulation that would never find their way here if it were not for the efforts of this firm.

Located as they are and inspired with a determination to furnish goods of quality upon a reasonable

margin of profit their business has flourished and expanded far beyond their original hopes. Keeping their brands constantly before the people thru consistent advertising and merchandising activity this local industry has so firmly established itself that products will be found in all leading stores. Ask your dealer for Nalley's Mayonnaise, Thousand Island Dressing, Sandwich Spread Syrup Honey and other food products of merit.

Every department of this concern is in charge of an expert management is in charge of men who have had experience in the manufacturing of these lines and who thoroughly understand retail trade conditions and our prediction is that if the present policies of the concern are continued the future will hold greater advantages for them than they have enjoyed in the past.

# ANNOUNCEMENT

The L. J. Mueller Furnace Company of Milwaukee, Wis., is pleased to announce the appointment of

## Mueller Furnace Sales Co.

A. L. MORRIS, Proprietor  
373 EAST BROADWAY Temporary Entrance: TRINITY 1717  
367 Union Ave., North

as exclusive distributors in Portland of the complete line of Mueller Furnaces, for all fuels, namely,  
**COAL - WOOD - OIL - GAS**

Also Mueller Climator Air Conditioning Equipment

Mueller Furnace SALES Co. will be the exclusive headquarters for original Mueller furnace repair parts, and a competent heating engineer will thoroughly inspect your present heating plant at no expense to you.

Mueller Furnaces have been the preference of the quality builders in Portland for many years. We solicit for Mueller Furnace SALES Co., a continuation of this patronage, and can assure workmanship and service of the highest type on every installation.

Thousands of Mueller Furnaces are now giving completely satisfactory and economical service in Portland homes.

A cordial invitation is extended to visit the showroom of Mueller Furnace SALES Co., where the complete line of Mueller Furnaces and Air Conditioning Equipment is on Display.

### The L. J. Mueller Furnace Co.

Builders of Quality Heating Equipment for 75 Years  
H. P. MUELLER, President  
L. S. Richardson, Agent, Multnomah