

BEAVERTON ENTERPRISE

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Get Ready for Fire Prevention Week

On October 9, Fire Prevention Week will make its 1933 start. Once more a great, organized effort will be made to impress upon the nation the waste, the non-necessity and the tragedy of fire.

During past years a steadily increasing number of cities and towns have joined in the Week. The opening gun is fired by the President of the United States, who issues a proclamation calling upon every citizen to help make America safe against the ravages of fire. Many Governors follow with proclamations of their own, as do city officials. Insurance organizations, civic clubs, chamber of commerce, newspapers, trade associations and fire departments enlist together to make the Week a success.

Past Fire Prevention Weeks have done much good, and saved thousands of lives and millions of dollars worth of property. But the public has only half-learned the lessons offered—fire loss drops sharply during the Week and for a few weeks following, and then rises again to previous levels. Too many, when the first flush of enthusiasm has passed, drop back into old habits that allow fire hazards to grow and multiply.

Fire Prevention Week should mean even more than usual this year. The United States has started on the road to business recovery—and that recovery would unquestionably be expedited if the hundreds of millions we waste annually through fire, could be saved. Every citizen should regard it as his duty and privilege to take an interest in Fire Prevention Week and to practice its teachings throughout the entire year.

A New Trade Impetus

The fall of the year is a time when business always feels a new energy. The sale of the farmers' crop sets free new wealth. Up to date, the farmers have been spending money and not taking it in. When paid for their summer's work that money goes promptly into circulation. It is like putting the new blood of health into an anaemic person.

That money goes to pay loans, to buy clothing, shoes, automobiles, and what not, and the farmer will have more to spend than for several years. If the United States shows a distinct trade impetus within three months from this source, 1933 will be no different from previous years during which the farmers' income increased.

Youth and the Football

Again the soft thud of the bounding football is heard on the athletic fields, and the youth of the land are lining up for the battle of the goal posts. It is a game that thrills youth through and through, with the chance to make a name for itself.

Youth is tremendously stirred by the world of struggle, and it feels an intense desire to excel, prove itself superior in competition with others. This ambitious desire is at the bottom of the intense interest in athletics.

Youth can see that it may take many years before it can win out in the competitions of business and industry. But it looks at this stirring game of football and sees that with courage and skill, it can excel on that field in a short time and gain the plaudits and fame for which every youth secretly hungers.

A Canadian geologist believes there are diamonds on the bottom of Lake Superior. The cold and dampness, however, make it a bit rigorous for base ball.

What profiteth it a man to remove 21 pins from a new shirt and pull it on to the body, if he has over-looked the price tag with the saber-toothed clamp.

That half-billion dollars in old-style paper money still outstanding corroborates those boom-days' stories of millionaire speculators lighting dollar cigars with 10-dollar bills.

Places of Interest

In Portland

There are few places where one can enjoy life better than in and around Portland. Especially is this true at this time of year. . . . if you know where the most interesting places are. The writer has found that a country is greatly advanced if those who live in it know just where are the places where one can secure the maximum of enjoyment in the food they eat and the service they receive.

Even in Southern California much of its favorable reputation has been won through the quality of their eating houses and the way they are managed. Inquirers are often made concerning eating places that especially appeal to the taste. There are few such places on the Pacific Coast where you can secure such hot fresh biscuits as is served at JACK CODY'S located on Washington near 6th, Portland, Oregon. In fact every dinner you are served a heated plate with fluffy hot biscuits with plenty

of butter. Many of our people weekly take their family and friends out to dine. You will find JACK CODY'S a most interesting spot where a full course dinner is served until 10 p. m. It is a good place for your wife to secure food suggestions for her own home. You will find that your wife will like the dishes so well that you will find them later appearing in your own home. If you wish to make reservations call AT. 4081.

NEW RURAL PROBLEM CLAIMS ATTENTION

Ever alert to take its part in solving the new problems of American life and throwing into such solution the exceptional machinery of discussion and education at its command, the Grange is showing a keen interest in the new problem of rural life, represented by the recent swing back to the country of thousands of people formerly of city residence, who find it impossible to maintain their existence there and are turning to the farm as a possible answer to their

perplexities. With fully a million such people returning to rural environment within the past year and still greater number likely to come the next 12 months, this new question confronting rural people—of assimilating all these newcomers—is one of serious moment.

Most of these people who are planning to take up agriculture and become a part of rural environment bring little knowledge and less capital, and it is reasonable to assume that not all will be successful tillers of the soil. Transferring their residence from the city to the country towns lays upon the latter heavy burdens, which include the maintenance of extra school facilities for the children of such new families, which must be met by township, school, church and Grange, and the latter organization is alert enough to see thus early the task ahead. The subject of this influx from the city is being made a Grange topic very widely and out of such discussion will come much enlightenment and perhaps some plans which will aid, well in advance, in meeting this new condition.

Do You Enjoy Your Life?

There are thousands of people who yearn to enjoy life but find themselves fenced about by a multitude of limitations that take the real point out of life. If one plans on living a real successful life they must take the pleasure as they pass along. Today is the time to enjoy your family and take them to places where there is real pleasure, for tomorrow such opportunities may be a thing of the past.

The writer has found through looking back on his life that the best policy is to take advantage of the present.

To many thousands of people the GREEN MILL located out on Powell Blvd., Portland, Ore., has brought great pleasure and satisfaction. Here you will not only enjoy the beautiful trip but will enjoy the food and the evening of entertainment. Dancing, cabaret will delight you and your friends. Often the question is asked where may we go for an evening of good amusement and fun. You will make no mistake in visiting the GREEN MILL. For reservations call SUNset 1410.

PATRIOTISM SAYS: BUY NOW!

This advice is not selfish—It is, we believe, viewing all the circumstances as they exist today and as they promise to be, sound and to your interest. It will pay you to buy now. By buying now you will save money and will put men back on their jobs—back on payrolls.

There is every reason why you should buy today, apart from the fact that you furnish work for others, and thus safeguard your own work by enabling others to buy the things you produce. Let us all get behind the President and do our part. He has done his share. It's up to us to do ours.

AGAIN WE SAY--BUY NOW!

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