

BEAVERTON ENTERPRISE

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COLUMBUS DAY

Christopher Columbus discovered America on October 12, 1492. But Columbus day, although a legal holiday, is less generally celebrated than almost any other; and it is to be feared that if the widespread feeling that we have more than enough of holidays should lead to a call for the elimination of some of them many would vote in favor of dispensing with Columbus day. This is not as it should be. Not only the American countries but all the world should pause on the anniversary to do honor to the great explorer, for the people of every quarter of the globe have profited by his discovery.

Columbus sought a new, short route to the East Indies. Europeans desired that commerce with the East should be facilitated that they might the more readily procure spices. They lacked means to preserve food. Their diet was monotonous, and spices were greatly in demand to flavor unpalatable food. Columbus did not bring Europeans any closer to the East Indian spices that they craved, but his discovery gave them potatoes, maize, tomatoes and other foods which imparted needed variety to their fare. This is but one of innumerable ways in which mankind has materially benefitted from the establishment of contact between America and the older continents.

But it is not for the material blessings that he brought the world but for the glorious example that he gave of courage and perseverance that the day of Columbus' great achievement should be remembered. He remains a model to be held up for the emulation of men in his daring to question the science of his age, in his willingness to face the terrors of the unknown. His triumph over ignorance and superstition has encouraged bold spirits everywhere to stand up for what they believe to be the truth and to face danger, if necessary, to prove their theories.

NRA PROGRAM UNDERWAY

After only three months, during a period of usual summer lethargy, NRA shows this record of achievement. Its program has just got under way. There has passed one eighth of the 2-year emergency period. Yet, it is estimated that it has restored steady jobs to 3 millions. Already, in its initial stage, it has vastly improved working conditions and

raised the basic pay of four times that number in stores, factories, and mines. It has brought employers and their workers to the same council table for frank discussion of their problems, with a realization that they are mutual, and especially that whatever the nature of the problems, they also concern the consuming public, upon which both management and labor depend.

NRA is actually stopping waste, not only in our business structure, wherein production costs will be known to all, but also the waste of our long-neglected natural resources. The NRA program contemplates melting frozen credits and hitherto hard hearts. It is bringing back confidence to the extent that people are again buying merchandise with faith in the future and in themselves. Nearly 2 millions have notified relief agencies of their new independence. And NRA has only covered the first furlong.

But NRA has done infinitely more. In existing business men and their customers under the Blue Eagle, all determined to bring the country out of the depression, it has promoted a spirit of solidarity, local and national, the value of which will be incalculable for many years to come. As the President solemnly warned, "This Nation cannot subsist half boom and half broke." This fact the American people have come to realize to an extent unprecedented and incomparable in our history. At a time when we were at our lowest ebb, NRA seeks to teach our complete interdependence one upon another. We now know, from the saddest of all experience, drawn out over 4 years of hideous helplessness, that the President's appeal for earnest and continuous cooperation is not to be given in a spirit of philanthropy but for our own salvation.

Things are getting pretty bad when a racketeer doesn't get more than an ordinary obituary notice for getting bumped off.

Metropolitans are people who impress one another by pretending to know somebody and feel superior to the servants who really know him.

In the seventeenth century it was a crime for a girl to betray a man into matrimony by such artificial means as beauty aids. Today it is an art.

Give the Home Manufacturer First Preference

Are you kind to your pets? The writer wishes to suggest if you want your cat or dog to do well... see to it that they are well fed. And the way to be sure of this is to furnish them with home manufactured products. However many are not as familiar as they should be with home products and we wish to urge that when in the market for such products to call for MAN-KIND DOG & CAT FOOD from your dealer as this is a home product manufactured by SCHLESSER BROS. located at Columbia Boulevard, Portland, Ore. There is no question of a doubt that if we want a greater prosperity here that we should give preference to the products put out by our own manufacturer. This enables them to put more men to work which in turn supports the homes of our country.

In event your dealer is not supplied with MAN-KIND WAFERS, or MAN-KIND CANNED FOOD ask him to call Walnut 4516 and be supplied with a home product wanted by the home consumer.

It will be of special interest to our readers to know that the above organization employ over 50 heads of homes and that it looks very promising to increase this number in a very short time to seventy-five heads of homes. This is a fine example of what it means to have a home manufacturer producing a meritorious article... not only does it help those who buy but helps build the country in which it operates.

You May Have a Gold Mine right in your own home, stowed away in some forgotten place. With gold prices what they are, at the present time, now is your chance to dispose of with gain to yourself, those old watch cases, scraps of discarded jewelry, and the like... Frederick Miller & Co., 306 Oregonian Bldg., are extensive dealers in and buyers of gold and silver. Mr. Miller is licensed and is well known for his dependable methods and fair dealing to the public. We urge you, when selling your gold, go to a reliable firm such as Frederick Miller & Co. for information, phone AT. 1712.

—Read Our Ads—

The Duty of Every Citizen of Oregon

The policy of many of our home organizations are far superior to organizations from without. During the past couple of years the people of Oregon have begun thinking of their own organizations and now understand that by giving preference to their home organizations they not only receive an equal if not better service but are also in a position to help the people who make up this great State. The more money that is spent with home organizations the greater amount we have in circulation which is a great help to all of us.

When it comes to the Fire Insurance Field we know that the OREGON MUTUAL FIRE INSURANCE COMPANY, McMinnville, Oregon, with Portland office at 423 S. W. Broadway (Near Washington) Ore. is a home company and they have followed the most conservative policy in their service. By insuring only preferred risks they have been actually able to save their policy holders approximately 25% on fire insurance costs. All their policies are non-assessable.

We urge our readers to give first consideration to the home organization and for further information the following men in the various communities will serve you.

Agencies near Portland: P. M. Bewley, St. Helens, Oregon; Chas. L. Walker, Hillsboro, Oregon; Deacure Baldwin, Hood River, Oregon; Thorne & Walrad, Gresham, Oregon; Standley & Foley, Salem, Oregon; E. H. Cooper & Son, Oregon City, Oregon; P. E. O'Neill, Forest Grove, Oregon.

4-H Club Members to Grow Peas
ASTORIA—Four-H club members of Clatsop county are planning to share in the pea growing venture which has proved rather successful for adult farmers in certain sections of the county in recent years, according to County Agent Clifford Smith. The youngsters will plant and care for quarter-acre plots as 4-H garden projects, and will receive the regular commercial rates for their projects. In addition, special prizes will be awarded for the best plots, Mr. Smith says.

What are Your Plans For Tomorrow?

A greater and better day is directly ahead in the conviction of all our leading men and organizations. True we have passed through dark days but always after such times we have the greatest of opportunities. What an individual now needs most is a healthy faith in his country and the people and organizations that compose it.

THE UNITED STATES NATIONAL BANK, with head office at Broadway and Sixth at Stark, Portland, Oregon, is a good example of such faith. They point out that the present are days of opportunity. Their advise is to take inventory of your affairs, lay sound plans and go ahead with faith.

During the last six months the above organization has followed the advise they suggest to others for they have extended their efficient service to other communities.

1. Conversion of four Portland affiliate banks into Branches.
2. Establishing new Branch at The Dalles.
3. Establishing new Branch at Pendleton.
4. Establishing new Branch at Albany.
5. Converting into Branches affiliate banks at Salem, McMinnville, Oregon City, St. Helens, Mt. Angel.
6. Establishment of Affiliate Bank at Vancouver, Washington.

This great organization with resources of over \$85,000,000 in going forward with a good plan and solid faith in the future is a fine encouragement to us all. To join hands with so strong an associate is a pleas ure as well as an opportunity.

Squash Varieties Recommended

BEND—Long Bush Green as a summer squash and Large Cheese and Big Tom as pumpkin varieties are now being recommended to Deschutes county growers by County Agent Gus Hagglund. These recommendations are the result of trials conducted on the Charles Park farm to determine the "curly-top" resistance of different varieties grown in the district. The Hubbard variety proved very susceptible to the disease. Of the pumpkin varieties, the Large Cheese proved somewhat late in maturing. Additional trials of these and other varieties will be carried on next year, Mr. Hagglund says.

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Ones Income Future

Every generation has its special opportunities. Men who make a careful study of the time in which they live and put their money to work where the facts and good judgment direct always enjoy profit from their investments. The present is no exception. A few years hence and people will say of this time that any one could have seen that there was money to be made in well managed organizations that produce beer.

Today THE NORTHWEST BREWING COMPANY, with office at 210 Porter Bldg., and plant at 61 Gambinus, Portland, Oregon, are offering our people opportunity to invest in their organization which produce OLYMPIC CLUB BEER. Our people who raise hops are familiar with the mellow hop tang of their beer which builds repeat business. The organization has no bonds or mortgages and their three large breweries are models of efficiency and are well located to serve populous areas. The plant referred to is now under construction.

To one who wishes to put their money to work now in this field has a certain future for earning power of his money. The Company offer its shares in units of one share of 8% preferred stock and one share of common. With the great swing of all of America back to the wet columns is the best evidence one may ask for investments in this field.

For further information you may call BR. 2469.

Fall a Wonderful Time in Oregon!

This time of year is most delightful. It is a period when men and women like to put time in their yards. With our most agreeable climate we feel that we want a part in adding to the beauty of this already beautiful place. We all know that Fall is Garden Time and with this work we receive the rarest compensation in vigorous health and happiness and a feeling that we have added permanent beauty to our home. Naturally many of our readers have many questions to ask concerning the advisability of planting this or that. One thought we wish to make and that is to give preference in all your buying for the garden and the yard or estate to the home organizations. This keeps the money at home... and it is resented with all our people. So that you may know who the home organization are we give the following information:

LEWIS & SIMPSON, GROWERS

are located on Sandy Boulevard, five miles east of Parkrose, and they make the suggestion that you use liberally of the Japanese Flowering Cherry. And the writer wishes to make the suggestion that you call in person and look over their large stock as you will find it an education. One of the best ways to add value to your property is to have it well supplied with growing beauty that each year delights not only its owners but all who see it. For further information you may call Geesham 5072.

THE PORTLAND ROSE NURSERY

is located at 7240 Division St., Portland, Oregon. They have available for your aid and assistance an expert landscape designer who will be glad to go over your grounds and make suggestions that you will find most helpful and this is without cost to you. This organization since 1908 has been instrumental in adding much beauty to this part of Oregon. They invite you to visit the excellent Nursery at any time. For answer to your questions you may call SUNset 3670.

Heed the Safety Lanes... Make the Streets Safe for School Children



Two orange colored lines crossing the street mark the school children's right-of-way. **Respect it!** The city ordinance regarding these safety lanes requires motorists, street cars, etc., to slow down to 15 miles per hour when no one is crossing the street... and, if someone is crossing the safety lane, to **STOP**. Orange colored arrows warn you in ample time of the approach of a safety lane. **PLAY SAFE!** Remember, a minute lost in stopping may save you months—or even years—of regret.

This appeal is made possible by the individuals and institutions whose names and advertisements appear on this page. They are interested in the safety of your children.

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ren to form the majority of casualties; therefore the responsibility must be shared by parents and motorists equally. It is the parents' duty to educate their children to traffic dangers. It is the motorists' duty to see that these dangers are minimized. Exceeding caution in crossing busy intersections—driving in the vicinity of schools—through safety lanes and in residential districts is imperative if we reduce this waste of life. It means but a moment lost to slow down at dangerous crossings and safety lanes but it may save a useful life and years of remorse.

National Hospital Association

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