

BEAVERTON ENTERPRISE

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THE BLUE EAGLE'S HISTORY

How does it happen that the eagle was ever selected to be the emblem of the American nation, and that now the blue eagles in our store windows have become the symbol for the mightiest industrial effort that the American people ever made?

The eagle has figured in the poetry and patriotic feeling of many nations. The Roman armies 2,000 years ago marched under this symbol to the conquests that created the greatest empire of ancient days. The eagle seems to have been adopted as an American symbol, as the result of its amazing power of vision, and the height to which it can soar in the sky. The eagle sees everything and rises above everything. So may the marching army of industry under the blue eagle rise far above all our encumbering difficulties, and spy out the sure and safe path to a better economic life.—Milford (Del.) Chronicle.

ECONOMIC HIGHLIGHTS

Muscle Shoals, fortunately, is not an important spoke in the Roosevelt wheel. It gained an altogether unjustified prominence because it had long been the pet of the Senate Progressives, of whom Nebraska's able, hard-bitten George Norris is the leader. It has been a sharp pain to all the administrations since Wilson's. Mr. Roosevelt put Muscle Shoals to work under government auspices, but that isn't the end of it by a long shot. At first, press response to the Tennessee Valley proposal, was polite, vague, distant. Most newspapers adopted the watchful waiting attitude, and held to the course of giving the Administration an even break and then some, so far as editorial comment was concerned. Now a definite note of acidity is appearing in Muscle Shoals editorials in papers of all political leanings, Tory to Anarchist, and of all sizes from the New York Times to the smallest weekly.

Muscle Shoals can't apparently realize the Norris dream of power for next to nothing. First test came the other day in the city of Birmingham, largest community in the Muscle Shoals Area, which voted on a number of projects involving building facilities to use "cheap" Muscle Shoals power. The power was offered to the city for 7 mills per kilowatt hour. The fact was produced that the private utility now serving Birmingham buys its power wholesale for a mill less than that. Uphold was that all proposals were defeated. Common opinion is that the Birmingham vote will be the South's bellweather—that as she went, so will go other towns. That will be proven or disproven shortly, when other and smaller towns vote on similar measures. Muscle Shoals took it on the chin again when the state utilities commissioners held their annual convention at Cincinnati. Bulk of the delegates expressed themselves as being opposed to government power, foresaw disastrous results if government goes into competition with private industry. They pointed out that the production cost of power, where Muscle Shoals has an advantage over most private plants, is magnificently important; distribution cost and taxes constitute almost all of the power-user's bills. When it came to the proposal that Muscle Shoals can supply domestic power at two cents per kw, the commissioners said it couldn't be done and still allow the plant to break even.

FEDERAL CREDIT BANK INTEREST REDUCED TO 3%

The livestock men and farmers of the Northwest who have access to credit through livestock loan companies, agricultural credit corporations or qualified cooperative marketing associations doing business with the Federal Intermediate Credit Bank of Spokane, realize the importance of a reduction of the bank's interest rate from 3 1/2% to 3%, effective November 15. The rate has been lowered 2 1/2% in two years as on November 16 1931 the rate was 5 1/2%.

The Credit Bank's system relies primarily on funds for its use from the sale of debentures which have always been well regarded as high class investments. Debentures are readily purchased by commercial banks and investment houses because of their liquidity. The Credit Bank has discounted loans from livestock loan companies agricultural credit corporations and banks in excess of \$115,000,000 from organization to date—a ten year period. It has also loaned approximately \$41,000,000 to cooperative marketing associations.

Loans outstanding at the close of business October 31, were \$28,500,000 which according to types of security,

are classed approximately as follows: Dairy Cattle, \$386,000. Range Cattle, \$10,170,000. Sheep, \$13,640,000. Crop Production, \$2,740,000. General, \$200,000. Commodity Loans, \$1,900,000.

"Due to the recent increased demand for agricultural products, cooperative associations have not borrowed as heavily this past season," stated Mr. Ehrhardt. "A reduction of one-half of one per cent in the Spokane bank's interest rate means a saving in interest charged to farmers over a twelve month period of approximately \$140,000."

DRAWING FOR LOW LICENSE NUMBERS TO BE HELD NOV. 27

Automobile owners in Oregon will receive reminders this week of the approach of another registration year, when more than 250,000 letters are released in the mails by Hal E. Hoss, Secretary of State.

A twelve-month license may be purchased for \$5 for private passenger cars to be registered for the year 1934, the new rate being the lowest enjoyed by car owners for many years. A return to the earlier plan of registering motor vehicles on a calendar-year basis brings a renewal season twice within the twelve months, as well as restoring Oregon to a registration year on a similar schedule with other states in the union.

"Those desiring to make application for plates for the new season at an early date may send in their remittances and their registration cards properly signed, at any time and plates will be mailed from Salem to reach the applicants on December 15, the first date on which 1934 licenses may be used," suggests Mr. Hoss. A drawing for low license numbers will be held on November 27 and all applications received at that time will be included. Special numbers will not be assigned in order to continue the expeditious handling of plates.

NEW APPOINTMENT MADE IN N. W. BY CHEVROLET MOTOR CO.

Announcement of the appointment of S. M. Johnson, as Northwest zone manager of Chevrolet Motor Company, with headquarters in Portland, is made at this time by W. M. Packer, Pacific Coast regional manager. Mr. Packer arrived in this territory yesterday to conduct a series of business meetings with the zone staff and to install Mr. Johnson as zone manager.

The new Chief of Chevrolet's factory operations in the Northwest is being promoted to the zone manager-ship as a direct result of his untiring efforts to improve Pacific Coast Chevrolet sales, according to Mr. Packer. Announcement also is made at this time by the regional manager of the appointment of P. J. Maassen as assistant zone manager. The latter was formerly Pacific Coast regional accounting manager and prior to that time was zone accounting manager at Portland and Oakland zone offices respectively.

"Mr. Johnson's appointment as zone manager in the Northwest is a reward for the highly efficient manner in which he has performed every duty assigned to him," said Mr. Packer yesterday. "His rapid rise in the five years he has been with Chevrolet is one of the most outstanding in the country. He is widely known throughout the Northwest and the Pacific Coast and has established a highly enviable reputation for business sagacity, friendly cooperation, initiative and unflinching perseverance," Mr. Packer said.

Mr. Johnson was most recently assistant Northwest zone manager. He was transferred to this area from Pacific Coast regional headquarters at Oakland, where he was regional promotion manager. He joined Chevrolet in 1928 at Pittsburg as a field representative. Later he was promoted to the zone sales promotion manager-ship of the Syracuse and Detroit zones before coming West.

He is remembered by all football enthusiasts as an All-American center at University of Pittsburg under Coach Sutherland. After being graduated from Pitt he was assistant coach under Sutherland before joining forces with Chevrolet.

Mr. Maassen came with Chevrolet in 1926 and is widely known throughout the West and Northwest. Both he and Mr. Johnson have served in responsible capacities on Mr. Packer's Pacific Coast regional staff. "Constant improvement in Chevrolet sales activity throughout the Northwest is a clear indication of the manner in which Chevrolet's popularity continues to increase and the Northwest's buying power is being maintained," said Mr. Packer yesterday. "During October of this year sales of Chevrolet passenger cars and trucks were three times those of last October," he stated. "We are prepared for a continued increase in the remaining months of the year. This territory is destined to prove one of the most important from a sales standpoint in the entire country," he believes.

Turtle Dated in 1767 Is Found in Massachusetts

Stoughton, Mass.—The Methuselah of turtles, a box turtle apparently at least one hundred and sixty-six years old, was seen by Mrs. William B. Holmes at Dry pond here recently.

Timeworn carvings on the turtle's shell showed four dates, 1767, 1821, 1828, and 1840. Since the latter year the old fellow apparently had been in hiding.

Mrs. Holmes said she was convinced the markings were genuine.

Palace Neighbor Given Auto as Gift From King

London.—Motoring past Buckingham palace gardens recently, King George saw a car standing at the gate. Its paint work was spotless, but the lines betrayed its age.

A few days later Sister Agnes Kessler, to whom it belonged, was astonished to find in its place a brand new car of the same make as the king's and in the royal colors of maroon and scarlet. It was a gift from his majesty.

Sister Agnes, who conducts a hospital near the palace, is a close friend of the king and queen. She has her own key to the royal gardens and often strolls with the king.

Parrot Dies at 60

Marcellus, Mich.—A pet parrot owned by Mr. and Mrs. A. E. Sill, of Marcellus, died recently at the age of 60 years.

Believe Egyptians Discovered America

Paris.—Neither Leif Ericsson nor Christopher Columbus discovered America, if Abbot Th. Moreux, director of the Bourges observatory, is right.

"An Egyptian expedition by the sea is very likely to have taken place in the days of the Pharaohs, says Abbot Moreux. "It is most probable that these Egyptians reached Central America long before the Christian era. They carried there the fruits of their own civilization and a very advanced astronomical science."

The Bourges astronomer recalls that the explorers of Columbus' day noticed the natives of America had the same names for constellations in the sky as the Europeans with whom they had had no relations whatever up to then.

V. P. REIMER

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SCHOOL DAYS

By DWIG



FARM PURCHASING TO BE IMPROVED

National Agricultural Outlook Indicates Better Times; Some Doubts Remain

Definite indications of an improved purchasing power for American farmers during the coming year is foreseen in the national agricultural outlook report just issued by the United States department of agriculture, reports L. R. Breithaupt, extension economist at O. S. C., who was Oregon's representative at the national conference which prepared the report.

Printed copies of the report have not yet been received in Oregon but are expected late in November when a limited number of copies may be obtained direct from the college or from county agents. Sixty delegates from the states cooperated with the federal officials in preparing the report.

Prospective improved purchasing power is based partly on improved demand conditions and partly on the workings of the agricultural adjustment administration, the conference decided. In this connection the greatest improvement in the general agricultural commodity situation is expected in those basic commodities included under the farm act.

The sheep industry, so far outside of the basic commodity list, also shows evidence of real improvement as it is now on the downward side of its more or less regular production cycle. The ultimate effect of this depends, however, somewhat on the developments in the corn-hog adjustment program in the middle-west. This program may, in fact, influence the whole western range livestock industry.

The questions yet to be settled that will affect vitally this industry are those concerning possible compensatory taxes on competitive products with pork, and the use to which rented or contracted corn acreage will be put. Certain policies, western delegates believed, might stimulate the production of cattle and sheep in the corn belt.

State outlook reports will continue to be released from Mr. Breithaupt's office, based partly on the national report and timed according to seasonal demands. The fall report on livestock and horticulture has already been distributed.

EUGENE—M. P. Elder of route 3, Eugene, is cooperating with O. S. Fletcher, county agent, in conducting a trial of crimson clover as a cover crop. The seed was sown October 17 on a plot adjoining a new planting of purple top turnips.

The Tillamook fire of August 1933, burned over more acreage than has been covered by fires on private lands in Oregon during the last 20 years, according to the Pacific Northwest Forest Experiment Station.

Your action becomes my business when its influence reaches me or society.

COMMITTEE TO HASTEN APPLICATIONS FOR LOANS

Farmers whose properties are threatened with foreclosure are assured that their applications for farm loans will receive prompt attention by the Federal Land Bank of Spokane, according to E. M. Ehrhardt, President.

At the suggestion of the Farm Credit Administration of Washington

D. C., a committee on emergency cases has been organized in each Federal Land Bank. The purpose of this committee is to hasten consideration of applications for loans sought for the purpose of paying encumbrances on which foreclosure is pending or close at hand.

An average of eight cases a day have been referred to the Land Bank Committee for attention during the last two weeks. Not all can be solved but those which can be worked out make the effort of the committee worth while.



My wife runs to the baby and pets him every time he even whimpers. He's going to be the darndest sissy you ever saw.—Walter W. WHAT DOES YOUR WIFE DO?

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THIS IS WHAT A LOAN COSTS YOU. The following shows the total cost of loan paid on our 20-month plan. Other amounts are figured in proportion.

	\$50	60	70	80	90	100	120	140	160	180	200	220	240	260	280	300
1st Payment	4.00	4.80	5.60	6.40	7.20	8.00	9.60	11.20	12.80	14.40	16.00	17.60	19.20	20.80	22.40	24.00
2d Payment	3.93	4.71	5.50	6.28	7.07	7.85	9.42	10.99	12.56	14.13	15.70	17.27	18.84	20.41	21.98	23.55
3d Payment	3.85	4.62	5.39	6.16	6.93	7.70	9.24	10.78	12.32	13.86	15.40	16.94	18.48	20.02	21.56	23.10
4th Payment	3.78	4.53	5.29	6.04	6.80	7.55	9.06	10.57	12.08	13.59	15.10	16.61	18.12	19.63	21.14	22.65
5th Payment	3.70	4.44	5.18	5.92	6.66	7.40	8.88	10.36	11.84	13.32	14.80	16.28	17.76	19.24	20.72	22.20
6th Payment	3.63	4.35	5.08	5.80	6.53	7.25	8.70	10.15	11.60	13.05	14.50	15.95	17.40	18.85	20.30	21.75
7th Payment	3.55	4.26	4.97	5.68	6.39	7.10	8.52	9.94	11.36	12.78	14.20	15.62	17.04	18.46	19.88	21.30
8th Payment	3.48	4.17	4.87	5.56	6.26	6.95	8.34	9.73	11.12	12.51	13.90	15.29	16.68	18.07	19.46	20.85
9th Payment	3.40	4.08	4.76	5.44	6.12	6.80	8.16	9.52	10.88	12.24	13.60	14.96	16.32	17.68	19.04	20.40
10th Payment	3.33	3.99	4.66	5.32	5.99	6.65	7.98	9.31	10.64	11.97	13.30	14.63	15.96	17.29	18.62	19.95
11th Payment	3.25	3.90	4.55	5.20	5.85	6.50	7.80	9.10	10.40	11.70	13.00	14.30	15.60	16.90	18.20	19.50
12th Payment	3.18	3.81	4.45	5.08	5.72	6.35	7.62	8.89	10.16	11.43	12.70	13.97	15.24	16.51	17.78	19.05
13th Payment	3.10	3.72	4.34	4.96	5.58	6.20	7.44	8.68	9.92	11.16	12.40	13.64	14.88	16.12	17.36	18.60
14th Payment	3.03	3.63	4.24	4.84	5.45	6.05	7.26	8.47	9.68	10.89	12.10	13.31	14.52	15.73	16.94	18.15
15th Payment	2.95	3.53	4.13	4.72	5.31	5.90	7.08	8.26	9.44	10.62	11.80	12.98	14.16	15.34	16.52	17.70
16th Payment	2.88	3.45	4.03	4.60	5.18	5.75	6.90	8.05	9.20	10.35	11.50	12.65	13.80	14.95	16.10	17.25
17th Payment	2.80	3.36	3.92	4.48	5.04	5.60	6.72	7.84	8.96	10.08	11.20	12.32	13.44	14.56	15.68	16.80
18th Payment	2.73	3.27	3.82	4.36	4.91	5.45	6.54	7.63	8.72	9.81	10.90	11.99	13.08	14.17	15.26	16.35
19th Payment	2.65	3.18	3.71	4.24	4.77	5.30	6.36	7.42	8.48	9.54	10.60	11.66	12.72	13.78	14.84	15.90
20th Payment	2.58	3.09	3.61	4.12	4.64	5.15	6.18	7.21	8.24	9.27	10.30	11.33	12.36	13.39	14.42	15.45

SHORTER TERMS MAY BE HAD IF DESIRED. LARGER PAYMENTS THAN AGREED UPON MAY BE MADE, AND LOANS PAID IN FULL ANY TIME—WITH ONLY INTEREST TO DATE.

Portland Loan Co.

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WITH HIM—PATRONIZE
HIM WITH PRINTING AN'
ADVERTISING—HE'S
HUMAN, AND APPRECIATES
SUCH THINGS, AND HE IS
IN A POSITION TO DO
YOU A LOTTA GOOD!

