

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by the Pioneer Publishing Co., at Beaverton, Ore. Entered as second-class matter at the postoffice at Beaverton, Ore.

Subscription Rates
 One Year \$1.00 Three Months .35c
 Six Months .50 Subscriptions Payable in Advance

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 Portland Office—408 Dekum Bldg., Phone ATwater 5914

SAME PROBLEMS HERE

Advertising is misunderstood to a considerable extent by many merchants. Some of them take it for granted that the people in their trading area know that they are in business, what they sell and will give them such business as they may have.

These business men are aware of the fact that large department stores in metropolitan areas occupy buildings that are sometimes outstanding and the object of amazement to their customers. Certainly, everyone in the trading territory knows that the department store exists and because they sell practically everything, what they have for sale.

Nevertheless, it is not uncommon to see a large department store using from three to four pages of advertising in a single issue of the large news paper at a tremendous cost. However, measured in results, the cost dwindles and, in the end, the wise manager of these stores knows that "advertising pays."

This paper has not, of course, the circulation of the large dailies of the nation, nor have the merchants here the stocks of the large metropolitan stores. However, in essence, the advertising problem in this town is the same for local merchants and they must use judicious advertising expenditures in the best way possible, seek in not only to acquaint the public with their firm and its business but to stimulate reasonable sales and introduce new goods.

THE REDSKINS ARE COMING!

A short time ago the Chicago Tribune printed a cartoon that hit the predicament of the average American neatly on the head. It pictures "John R. Taxpayer" and family, attired in frontier dress, hiding in and under a covered wagon, surrounded by an attacking "Tribe of Taxeaters," who have come out of the "American Tax Wilderness." The unfortunate "John Taxpayer" is saying in response to frightened appeals from his wife and children, "There are so many of 'em I don't know where to start shooting!"

Every citizen is in that position now. The tax Indians, of course, won't do him physical harm—but they are highly cannibalistic so far as his pocketbook, his savings, and his property are concerned.

They are destroying jobs by draining the springs from which payrolls flow.

They are capturing homes and farms—because their owners, in these days of reduced income and increased taxes—can't pay the levies against them.

It's hard all right, to know where to start shooting—but unless that start is made, through the united efforts of the millions of both workers and employers of the country, the Indians are going to have an easy time at the massacre. The cure lies in opposition to extravagance and to legislation which goes outside the proper sphere of government, at the taxpayers expense, and opposition to officials who propose or foster such practices. A genuine movement along these lines should be started. And every citizen who has a job, owns a piece of property, or has a few dollars invested, belongs in it.

Attempt to Help Industry

The next major step in the Administration's recovery program is scheduled to bolster up heavy industries—those producing steel, cement, lumber and similar products which are principally bought by other industries rather than by the ultimate consumer. There has been great business improvement during the last few months, but almost all of it has occurred within consumer industries. Heavy industry is still in the doldrums—and that is serious because these industries normally employ the most workers, and the great bulk of unemployment that still exists can be traced to their lethargy. Practically every business leader, irrespective of what kind of a company he belongs to, has sung the same theme-song: will never get far so long as heavy industry remains in a state of coma.

The government's answer to industry's request, according to the U. S. News, will have three phases. First will be a program of Federal aid in financing home building and repairing. It is hoped that this will liberate \$1,500,000,000 of the private capital which is now more or less non-productive.

Second, the government will loan directly to industry through the federal reserve banks and the Reconstruction Finance Corporation, so that basically sound concerns need no longer look vainly around for working capital.

Third, the liability provisions of the

securities act—one of the most fought about bits of legislation the Administration has passed—will be softened. The act is so stringent in its present form that it has practically brought an end to the issuance of even the most legitimate securities.

It is believed that this program can be followed at a comparatively small cost to the government. In the matter of home financing, the government will simply guarantee a portion of the loans—from 10 to 20 per cent. The experts say that is enough to loosen a vast amount of dammed-up credit. Also, it will make possible long-time financing, with amortization over as many as 20 years, eliminating the type of mortgage which matures every three years or so and must be refinanced at a substantial cost to the borrower.

Funds can easily be made available for the loans to industry. Senator Glass is now sponsoring a law which would permit the federal reserve banks to make loans that regular banking channels are unable to handle under the present set-up.

Generally speaking, the reaction to this program is very favorable, inasmuch as it lays all the stress on stimulating private business, and does not involve any great extension of government activity.

Political Note: State primaries, and the elections that follow next November, are unusually interesting this year. The pregnant question they are arousing is: "Can the democrats maintain their hold on the electorate—or are the millions of republicans who switched party last year returning to the fold?" All observers agree that Mr. Roosevelt's personal following is as large as ever—but many doubt if even that is enough to prevent heavy democratic losses when the ballots are cast.

Even a hard face will smile at a compliment and a few words of good cheer.

It is a wise adult who refuses to believe more than one-tenth what the gossips say about anybody.

Our own idea is that its just about time for China to take care of herself, or make an effort.

Speaking about people who want more money, we wonder if they ever thought about working for it?

Selfishness expresses itself in many ways but every now and then some man or woman develops a new method.

MULTNOMAH CHAPTER OF OREGON REPUBLICANS TO MEET

A state-wide convention of Oregon Republicans interested in the rejuvenation of the party and dedicated to the preservation of constitutional representative government has been called for May 25th in Portland with the Multnomah Chapter of Oregon Republicans serving as hosts.

Lamar Toozie, president of the chapter, has named Lowell C. Paget as general chairman of the convention committee. The committee is now contacting representative party members in all parts of the state as representative of groups similar to the Multnomah county organization or as individuals.

While the Multnomah chapter has called the state convention, this action was taken only after many parts of the state had expressed the opinion that such an action should be taken. It is expected that at least 500 will be present and the afternoon business session at the Masonic Temple in Portland will be followed by a dinner also at the Masonic Temple.

Delegates or individuals from various parts of the state who plan to attend the meeting are asked to communicate with Mr. Paget at 412 Southwest Stark street, Portland.

The Multnomah Chapter of Oregon Republicans recently organized, is open to all members of the party resident of the county and is now in the midst of a program designed to acquaint its members with the background of our present governmental organization in this country.

Skate

AT OAKS RINK
 Sunday and Get a FREE Ticket for WEDNESDAY

Dance

AT OAKS PARK
 FRIDAY 15c
 SAT. Before 9.30 15c

Twelve New Cases of Mumps Reported in Washington County

Twelve new cases of mumps were reported from Washington County for the week ending May 5. This number was greater than reported from any other county. This continued spread has been due chiefly to the unfortunate belief that mumps is merely an amusing experience of childhood. Tales are told of school programs in which the leading lady was afflicted with a greatly swollen lower jaw and in which half of the remainder of the cast were similarly adorned but little attempt is made to control the disease.

With the close of school the entire responsibility must rest upon the individual and family to see that the full two weeks of isolation is kept and that care is taken to prevent the spread throughout this and adjoining counties.

The seriousness of this disease, which is one of the outstanding causes of sterility cannot be too strongly emphasized.

The Oregon State law requires that mumps and other contagious diseases shall be reported to the county health officer by anyone who knows of the case. The responsibility is placed equally upon the family doctor, the teacher, the parents and the neighbors. If precautions are not observed which will protect all other persons of the vicinity, the entire family may be quarantined for a period of two weeks from the time that the last swelling appears on the last jaw of the last member of the family.

Cases of mumps and all other diseases that may be caught from another person should be reported to Dr. J. B. Dinsmore of Hillsboro. The infected individual should be put to bed, the family doctor called and every one except the person actually caring for the patient should be kept from the room. No public gatherings should be attended by any member of the family until the nature of the disease has been determined.

1934 CHICKS ARE FEWER HATCHERY REPORTS SHOW

Indications are that the number of saleable chicks hatched in the United States is running less than a year ago, although future bookings might suggest some increase, says a summary of the government hatchery report just released by the agricultural economics department of the OSC extension service.

Saleable chicks hatched by commercial hatcheries of the United States during March were 6.3 per cent fewer than in March 1933. The total output for January, February and March is about 8 per cent less than for the same months last year. Decreases in March as compared with a year ago occurred in the middle and south Atlantic states and in the northeast central and south central states. The Pacific coast, mountain and New England states reported increases. However, the only section in which the commercial production of baby chicks is showing a consistent expansion over a year ago is the New England group, and here most of the increase is believed to be for broiler production. Official reports on farm hatchings are not available.

Bookings by commercial hatcheries in the whole country for April or later delivery were nearly 6 per cent greater than a year ago in spite of a decrease of 14 to 15 per cent in the Pacific coast and mountain states. This is a greater increase than was reported on March 1. It does not necessarily mean, however, that more chicks will be hatched, as the close adherence of hatcheries to their code is encouraging buyers to place orders earlier than last year.

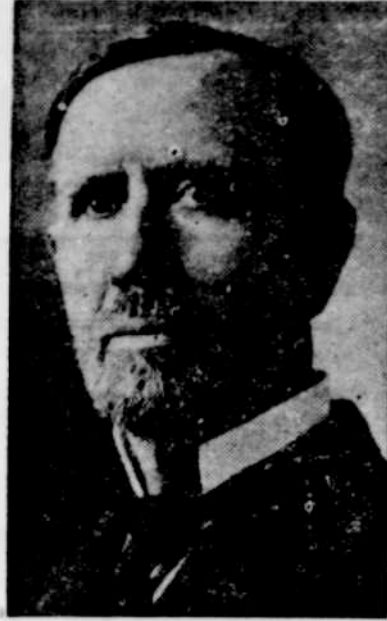


PEAKE
 the Shade Man
 On the Job 20 Years
 MAKING SHADES
 CLEANING SHADES

SPRUCE UP YOUR HOME
 BEGIN WITH THE SHADES

Phone LAncaster 1681
 2122 N. E. Sandy Blvd.
 Portland, Oregon

Judge William Ramsey



Judge William M. Ramsey, Mc Minnville, Oregon, is to be the guest of honor at the Fiftieth Anniversary Banquet of Willamette University College of Law to be held at Salem on May 26. Judge Ramsey, former Circuit Judge and Supreme Judge, organized and was the first dean of the law school. He came to Oregon when but a few months old and is now past eighty-six.

Child Needs Milk, Fruit, Vegetables

Diet Requirements for Growing Children Outlined by Commissioner Rice

Every child, from babyhood to adolescence, should be reared according to the cardinal rules of health if that child would be healthy, strong, vigorous and happy. He must have ample sleep, plenty of fresh air and sunshine, and a "balanced diet."

Essential of Diet
 There is nothing mysterious about a balanced diet, for such a diet demands merely plenty of fresh vegetables, fruit, a quart of milk daily, and dairy products in addition to the ordinary staple foods.

Sleep, and plenty of it, is absolutely necessary for the growing child. Tests have demonstrated that sleep actually is almost as important as food. In fact, it has been shown that animals and human beings may go longer without food than without sleep. Physicians agree that a baby should have twelve to fourteen hours

sleep, every day, until he reaches the age of six. From that year on to ten his sleeping hours may be reduced to ten, and after that he should have at least eight hours, and if possible nine.

Every growing child should also have plenty of fresh air and sunshine. From his first month on up to five or six years he should be clothed as lightly as possible so that the sun will have an opportunity to reach every part of his body. This daily-sunbath is needed to tone up the child's system, but care must be taken that he is not sunburned. He then should be allowed to creep, romp or play in the open, and even in the winter he may play in the snow, providing his wet clothing is removed when he enters the home.

Vital Elements
 The minerals in fresh vegetables, fruits, milk and dairy products assist the child in building up strong bones

and healthy teeth. Plenty of vegetables, particularly apples, oranges, bananas and grapefruit, not only furnish bulk to aid in daily elimination, but they give us important vitamins so necessary in maintaining health.

Cork Floor Products Co. Sell Drainboard Covers

To tie in with our Cooking School the Cork Floor Products Co., at 950 S. W. Broadway St., in Portland, are featuring a drainboard covering that will brighten your kitchen and make cooking a real pleasure. If you will take the measurements of your old drainboard in to them they will gladly show you how to make a new drainboard out of the old and will also give you an estimate on the cost.

SAFeway STORES

DISTRIBUTION WITHOUT WASTE

at the ENTERPRISE-NEWS
FREE COOKING School
Airway Coffee



Was Used Exclusively

AIRWAY COFFEE

When you buy
 AN AUTOMATIC REFRIGERATOR
 you want "the facts..."
 Here they are!

WE BELIEVE that the New Air-Cooled Electrolux is the very best of all automatic refrigerators. And we want to tell you why.

Electrolux operates upon a different principle than the others... a simpler, more efficient principle. A tiny gas flame circulates a simple refrigerant. Ordinary air cools it.

For that reason it is inexpensive to operate, has no moving parts to wear and need repairing, is permanently silent, and gives constant steady cold.

Only Electrolux can offer you all those things. In addition, the new Air-Cooled Electrolux has the modern conveniences that women appreciate so much.

Here are a few of them: Interior lighting. Vegetable freshener. Rubber ice-cube grid. Temperature regulator. Split shelf. New gleaming white Newtonite finish. Trigger tray release. And many others.

Fuller food protection

You buy more than a kitchen appliance when you buy an automatic refrigerator. You buy fuller protection for foods... new pleasure in preparing salads and desserts.

And remember. Your own gas company stands back of Electrolux—promptly and willingly services every one sold.

QUICK FACTS

Permanently silent
 Has no moving parts
 Frees you from costly repairs
 Temperature regulator
 Non-stop defrosting
 Ample food space
 Plenty of ice cubes

EASY TERMS
 AT ALL DEALERS



PORTLAND GAS & COKE COMPANY

BEAVERTON, OREGON