

# BEAVERTON ENTERPRISE

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## Let's Go After

### Some Business

It's about time for merchants and business men of this town to look ahead and resume plans for business as usual.

While there has been an excusable let-down in the past few years the tide is beginning to turn, the buying power of people is improving and trade will naturally come to the merchants who go after it.

In this connection we point out that one of the greatest factors in advancing the commercial and business interests of any city is a first-class newspaper.

We do not mean and would not advise that merchants in any city should support a newspaper solely because it is published where they have their places of business. But we do say that, where a newspaper is published in a given city, with adequate coverage of the trading area and a comprehensive service to the people of that section, merchants and business men would do well to advertise in the publication.

It would, perhaps, be unbecoming for us to say that this paper is such a worthy representative of the publishing world and the question is left for answer from our business interests. If they conclude that this newspaper is a good salesman for this section and will give us the support that such representative deserves there will be a decided improvement and, among the first to feel it will be the advertising business men of the town.

## President's Message

There were no surprises in the President's Message to Congress. Mr. Roosevelt confined his talk almost exclusively to explaining what he hoped to do on behalf of the needy, the ill, the old, and the unemployed. His new program, dealing as it does with reform rather than recovery might be termed the second phase of the New Deal.

Briefly described, there are six definite factors to the program he wishes

Congress to enact. The purpose, first, is to provide every able-bodied worker with a job. Second, the dole system of relief is to be abandoned. Third, relief of the unemployed, which is now being carried by the Federal government with a modicum of state aid, is to be transferred to local authorities. Fourth, all public works activities are to be included under a new plan. Fifth, the existing Federal Emergency Relief Administration is to be gradually displaced by a new emergency works agency. Sixth, and the most important—old age and unemployment insurance are to be provided, and a start is to be made toward perfecting legislation for financially assisting children, mothers, and others handicapped by dependency or illness.

Mr. Roosevelt outlined these matters, but gave little in the way of detail. He said that he would shortly issue a statement as to their cost—and added that it would be well within the credit of the government. This, of course, is a debatable point—no subject is more bitterly disputed than how much drain the Treasury can stand. Irrespective of that, it can be safely forecast that Congress will enact the program in its entirety. While support of the President's ideas by the legislative branch of our government may not be as unanimous as in the past, his power is still extraordinarily potent.

The average man is willing to do almost anything to make money, except hard work.

Do you know anything about the foreign policy of the United States? It might pay you to take some interest in what is going on in world affairs.

There are people in this country anxious to build homes and the government is anxious for them to get the money and give out work. This combination ought to get along.

Have you ever tried praising your child as often as you find fault with it?

Such men as Elbert Bede, Cottage Grove editor, was removed as reading clerk. And he was a good one at that and always knew the members in order by heart after several days of session.

The lines were closely drawn in the House, the Democrats at the outset of the session being virtually "drunk with power" and insisting on all major committee appointments and all patronage. But in the Senate they were outvoted by 18 to 10, with two members absent, on all elective officials. It looks like a long session with the Senate standing in close check upon the activities of the House, with the possibilities of administration measures passing satisfactorily.

The outgoing Governor gave his farewell address prior to the incoming Governor. It was twice as long and possibly said twice as much. Martin's speech was not a "heavy" one, but he did intimate some very definite views of centralized government through "decentralized operation." Speculators are wondering just what he meant.

In other words, it appears upon the surface, that Martin will ask the Legislature to give him complete control of Board of Control activities, then he in turn will delegate authority to others, creating new departments, who will be responsible to him alone.

## Coal-tar Creosote best Treatment for Fence Posts

The most thorough and practical method of treating fence posts on the farm with coal-tar creosote is the so-called hot and cold bath open tank process, according to the U. S. Forest Products Laboratory. County agents, experiment stations, and other agencies can give helpful advice in the erecting of treating plants, where to buy creosote cheaply, and more details concerning operations.

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## 4-H Club Members' Income \$20,240,000 in 1934; Better Year in Prospect

Achievements of rural boys and girls in 4-H clubs reached a new peak in 1934, announces G. L. Noble, managing director of the National Committee on Boys and Girls Club Work.

Livestock, crops, and handwork of the approximately 920,000 club members in 1934 will total in value about \$20,240,000 according to careful estimates. Prizes won in local, state and national exhibitions and contests provided by hundreds of individuals, business firms and civic educational and agricultural groups reach nearly \$1,000,000. These include over 35,000 educational trips and scholarships of \$10 to \$400. All of these have been effective and wholesome incentives.

## Business Management

At a time when business management and trade practices are under critical examination and much is being said of reform, it is well to consider what constitutes sound business management, what are the qualities which lead to success.

Business management expresses certain qualities of thinking. Every business or trade policy, whether of local or far-reaching effect, is first formulated in thought before it can be given expression in the conduct of business affairs. It is essentially mental in origin and nature. The merchant, executive, or board of directors has in thought some method to pursue or object to attain. The policy or practice evolved is directly the product of the kind of thinking which has formulated it; hence the importance of carefully choosing the right mental qualities, thus making use of the power for good which they express, instead of the unsatisfactory and unreliable qualities of narrow and selfish thinking.

Honesty is plainly an essential quality in the councils of sound business management. If honesty is expressed in business, it will be founded on a rock that can never be shaken under investigation. Honesty has nothing to hide and nothing to hide from. This quality of thought helps one to know what is the right thing to do, and when to do it. It does not change with the shifting winds of argument. It is respected by all right-thinking people, and it carries within itself the law of its own success. By contrast, dishonesty, even in a degree, is foolish and futile. "Provide things honest in the sight of all men," counseled Paul, who was well qualified to write on sound rules for business.

Justice is another divinely derived quality which insures fair dealing with all, under all circumstances. It never misleads, and does not permit false impressions to go abroad. It takes into account the interest of all concerned and establishes for those who exercise it a permanent reputation for trustworthiness. Justice does not risk the future for an unfair temporary advantage, and avoids questionable alliances. It leads men to mind their own business, and mind it well, and to enjoy the fruits of their work. By contrast, injustice and greed are poor substitutes for trust with the management of any business.

Obedience to law is another of the qualities of true wisdom. Much complaint is heard today of restrictive and regulatory legislation. Strict obedience to law, both moral and legislative, would unquestionably result in less need for legislation. In any event, obedience to law will make for a sound business management, while intentional disobedience is never a sign of wise management.

If in the thinking of those concerned faith in the right, thoroughness, peace, courtesy, constructive vision, courage, and joy are combined with honesty, justice, and obedience to law, business management is certain to be in good hands. These qualities of thought carry the positive force of true wisdom. "Against such there is no law."

Christ Jesus, while still young, was about his Father's business. The Master knew well that, whatever form or organization it might have in human activity, true business is always the expression of God, infinite Mind. He taught the ground work of sound business. He stressed love for God and man as the first requirement. He gave the rule that needs no further law or supplement: "All things whatsoever ye would that men should do to you, do ye even so to them." He gave also the unerring business forecast, based on that rule: "With the same measure that ye mete withal it shall be measured to you again."

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ing and demonstrating the divine rules of life which the Master laid down for the permanent good of mankind. Many thousands of men and women today are finding their lives enriched and blessed by the earnest study and application of this Science of Christ, or Truth. They are finding it applicable to every manner of problem.

In the Christian Science textbook, "Science and Health with Key to the Scriptures," Mary Baker Eddy has written (p. 128): "The term Science, properly understood, refers only to the laws of God and to His government of the universe, inclusive of man. From this it follows that business men and cultured scholars have found that Christian Science enhances their endurance and mental power, enlarges their acuteness and comprehensiveness and an ability to exceed their ordinary capacity." Wherever it touches business, Christian Science broadens men's vision and reveals ways and means of attaining good by doing good—of attaining right results by doing right; and thus achieves the only real success which can ever withstand the buffeting of economic cycles. It teaches a strict observance of true law, for it is only in accordance with the spiritual laws of God that anything truly worthy and enduring can be established and sustained.

Mrs. Eddy sounds the call to a new, yet old, dispensation among men when she says (ibid., p. vii): "The time for thinkers has come. Truth, independent of doctrines and time-honored systems, knocks at the portal of humanity."—The Christian Science Monitor.

## "Life" Subject Sermon

"Life" is the subject of the Lesson-Sermon in all Churches of Christ Scientists, on Sunday, January 20.

The Golden Text is "The life was manifested and we have seen it, and bear witness and shew unto you that eternal life, which was with the Father, and was manifested unto us" (I John 1:2).

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "Strait is the gate, and narrow is the way, which leadeth unto life" (Matt. 7:14). The Lesson-Sermon also includes the following correlative passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy.

"We all must learn that Life is God. Ask yourself: Am I living the life that approaches the supreme good? Am I demonstrating the healing power of Truth and Love? If so, then the way will grow brighter 'unto the perfect day.' Your fruits will prove what the understanding of God brings to man." "The way through which immortality and life are learned is not ecclesiastical but Christian, not human but divine, not physical but metaphysical, not material but scientifically spiritual" (pp. 496, 98).

## THAT'S SOMETHING



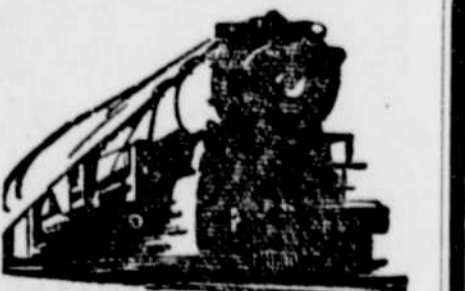
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"She told me she had six new ways to fix her hair."

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# HI-WAYS TO HEALTH by ADA R. MAYNE OREGON DAIRY COUNCIL

## Vegetables in the Winter Diet

Winter vegetables are what we have to plant with now and since choice, in most cases, is limited to a few old standbys as carrots, turnips, cabbage, onions, and a few greens, all of these vegetables have the same or better food value than those of higher price. The question is how to find ways to make these old standbys seem new and different. It is important to serve an abundance of vegetables during the winter months as they, along with milk, fruit, and eggs, make up our list of protective foods. This means that these particular foods are our best sources of the minerals and the vita-



## Versatile Corn

Put corn in a rabbit or some combination—  
You'll find the results are just swell!  
Just make this a habit for your delectation,  
And use it in salads as well.

Here's the way to make the first dish mentioned in this doggerel. **Corn and Pea Rabbit on Toast:** Make a cheese sauce of two tablespoons butter, two tablespoons flour, one and one-half cups milk and one cup grated cheese. Drain the contents of an 8-ounce can of the whole kernel corn and of an 11-ounce can of peas, and sauté a few minutes in two tablespoons butter, then add to the cheese sauce. Season to taste with salt and pepper, and serve on toast. Serves six to eight.

## It Cottons to Carrots

The next two are combinations of corn and carrots and you'll find that they go very well together. The first costs only twenty-five cents.

**Carrots and Corn O'Brien:** Melt two tablespoons butter in a skillet, add one-half a green pepper, shredded, and half the contents of a No. 1 flat can of whole kernel corn, and sauté five minutes. Add the drained contents of an 8-ounce can of diced carrots and one tablespoon chopped pimiento, and season to taste with salt and pepper. Continue cooking until a golden brown. Serves four.

The second will serve two dozen people unless too many of them call for more.

**Corn Salad:** Marinate the contents of three 12-ounce cans of whole kernel corn and one and a half cups of grated or finely-chopped raw carrot in one cup French dressing for an hour or so in refrigerator. Add one cup shredded ripe olives, and serve in a nest of lettuce.\*

mins and are just as important during the winter months as during the summer when gardens are producing.

There are many ways to serve winter vegetables. Panned cabbage or five-minute creamed cabbage are delicious, as are creamed greens or greens panned in milk. Mixed vegetables au gratin, or a cream of vegetable soup are nourishing main dishes. Here are a few winter vegetable recipes:

**Panned New Cabbage**  
3 quarts shredded or chopped cabbage  
4 to 6 tbsp butter  
Salt  
Pepper

Put the butter in a frying pan, add the cabbage, cover to keep in the steam. Cook slowly and stir occasionally. When the cabbage has lost some of its crispness but still green, sprinkle with pepper, more salt if needed, and serve at once.

**Carrots in Parsley Butter**  
8 or 10 medium-sized carrots  
½ teaspoon salt  
¼ cup butter  
2 tsp lemon juice  
1 tsp finely chopped parsley  
Wash and scrape the carrots and cut them in slices, or dice them. Cook in a small quantity of boiling salted water for 10 to 15 minutes, or until tender, drain, add the butter, lemon juice, and parsley, and serve at once.

**Cream of Vegetable Soup**  
2 tbsp finely chopped turnips  
2 tbsp finely chopped carrots  
2 tsp finely chopped onions  
2 tsp butter  
1 tsp flour  
1 quart milk  
½ teaspoon salt

Cook the finely chopped vegetables in the butter for 10 minutes add the flour and stir until all are well bleached. In the meantime heat the milk in a double boiler, add a little of it to the vegetable mixture, stir well, combine with the rest of the milk, add salt, and cook for 10 minutes. The flavor is improved if the soup is allowed to stand for a short time to blend before serving. Reheat and serve.

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