

# BEAVERTON ENTERPRISE

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LARGEST CIRCULATION IN EASTERN WASHINGTON COUNTY

BEAVERTON, OREGON, FRIDAY, SEPTEMBER 27, 1935

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## Babson Says...

### Fall Trade Making Up for Lost Time

Babson Says Rising Sales Real Test For Lost Time

Babson Park, Mass., Sept. 27—Preliminary reports of September trade now coming to my office are distinctly encouraging. Average sales for the country as a whole are running ten per cent ahead of last September with the best reports coming from the West and the Pacific Coast. In all sections, the backbone of this improvement is rural trade.

### SEPTEMBER TRADE AT RECOVERY HIGH?

As every reader realizes, retail trade is the acid test of business improvement. The fact that local merchants are hiring more clerks and buying more delivery wagons is concrete evidence that business is recovering. That is why the volume of sales should be followed closely, not just by merchandizing people, but by all business men. To give readers a perspective of retail trade since the Coolidge boom, I am listing in the table below some department store statistics. These give annual sales from 1929 through 1934 and the monthly figures since January 1, 1934.

Yearly Av Index	Monthly Av Index
1929	100
1930	100
1931	100
1932	100
1933	100
1934	100

A few minutes with pencil and paper will show that sales so far this year have averaged four per cent above a year ago. This improvement would have been much more striking if it had not been for the poor spring season and the let-down in late August. As I have said above, reports for September now show that retail trade is making up for lost time. I anticipate that the index figure for September will be around 82 or 83. If this estimate proves correct, dollar sales for September will be the best for any month during the recovery and the highest since November, 1931!

### PRICE RISE FIRST IN MONTHS

An interesting side-light on these figures is the fact that the actual number of sales has shown an even more striking improvement over a year ago than the dollar volume. This is due, of course, to the drop in retail prices. Most readers sadly recall how quickly the great bargains which existed in 1932 and 1933 disappeared when the NRA Blue Eagle was hatched. Retail prices—especially apparel—jumped thirty per cent within a year. The high point was reached in March, 1934, and since then they have been gradually falling. Last month, however, sales tags were marked up again, but even so prices are still 2.3 per cent below August of last year. Therefore the three per cent August gain in dollar sales really represents a five per cent rise in the number of articles sold.

The above remarks do not apply to food. Every household knows that food prices have gone on a rampage in the last eighteen months. They are now at the highest point in five years and ten to fifteen per cent above a year ago! Meats—especially beef and pork—flour, eggs, and a few fruits have become relatively expensive. This has hurt grocery and meat stores for food sales are barely equaling those of a year ago. Alert retailers, however, are maintaining their volume by promoting the substitution of more reasonably priced foods such as fish and certain vegetables in place of meat.

### COUNTRY STORES DOING RUSHING BUSINESS

The general upping of food prices, plus good crops, is naturally boosting the income of the average United States farmer. This year he will probably receive more than \$1,000 cash income, which represents about \$50 more than he took in last year. The tremendous gain in rural trade is sound evidence of recovery on the farm. Mail order concerns, the backbone of whose business is farm population, report gains in sales ranging up to twenty per cent over last year. Furthermore, business in country stores is running twenty to thirty per cent higher than last year and promises to make a new recovery high in September.

The fine showing in rural areas is a good answer to the question: "Where are the best sales territories at the present time?" On my September map for sales managers, there are thirteen "gold" or good sales states. With the exception of Michigan and Delaware, these are all in the farm sections—the West, South and Southwest and Far West. Of the five "blue" or poor sales states today, but two are farm states. Last September there were only eight "gold" states but there were nine "blue" states on the "Sales" map. Below is a sample group of cities where sales are good today. In all there are sixty-six good. Continued on Page 3

Work books, school supplies, Browns Pharmacy, Beaverton.

## Walter A. Duffy New Head of Resettlement

### Directs Regional Land Use, Rehabilitation and Resettlement

Walter A. Duffy, Madison, Wis., has been officially named regional director of the Resettlement Administration for Washington, Oregon and Idaho, replacing Rex E. Willard, who is being transferred to Washington, D. C., effective October 1 as chief of the project development section, Land Utilization Division. Regional headquarters will remain in Portland. Duffy plans to carry on the comprehensive program already set in motion by Willard, and follow closely the national policies of the Resettlement Administration as applied to the region. Continued close cooperation with the Pacific Northwest Planning Council, state extension services, forest service, experiment stations, and allied agencies is planned.

Resettlement work in the three states falls into general divisions of land utilization and rural resettlement, or rehabilitation.

Duffy emphasized that the rural rehabilitation division is not a "relief" agency, but rather an organization to keep farmers off relief and to rehabilitate farm families forced on relief through circumstances beyond their control.

"Land use planning must be worked out from a social point of view, in formulating our program for the future," said Duffy. "Decline in our rate of population increase, changes in food requirements, increasing agricultural efficiency through mechanization and scientific progress are only a few of the important factors demanding consideration in any effective land utilization program."

"Fortunately for those three states, mistakes made in the past can still be rectified for the most part, and instead of mourning for dissipated riches of the past, we can join together in the forward-looking work of keeping and improving the rich farm lands, beautiful forests and wide ranges of this region."

Born and reared in Bayfield county, Wis., Duffy is experienced in practical phases of farm work. As a youth, he cleared a tract of cutover land, which he built into one of the outstanding farms of the county. As a result of his activity in farm cooperative agencies and other community projects, he was elected to the state legislature for 1914 and 1915.

Duffy graduated from the agricultural college of the University of Wisconsin, served as county agent in Barron and Douglas counties, and was appointed state commissioner of agriculture in 1927. He is credited with outstanding work in farm cooperatives, development of seed grains, and pioneering in land utilization programs which have placed Wisconsin in the front rank of progressive land legislation. Duffy took up his work in Portland September 20.

### Much Merriment at Party Friday Evening

A party was held at the Congregational church Friday evening under the sponsorship of the Ladies Aid with Miss Fern Haines as chairman of arrangements.

Much merriment was caused when an old fashioned school was called to order. Mrs. M. H. Metcalf took the part of the principal, I. M. Wise, assisted by Mrs. Gladys Tucker as Dora Dumb. Roll call, lessons in games kept the pupils and audience in a gleeful mood. A lunch served in paper bags was in accord with the occasion.

### Concert Scheduled at Congregational Church

There will be a concert at the Beaverton Congregational church tonight. The noted negro singer Lauling Williams, who comes well recommended. This concert has been arranged by the Methodist, Christian and Congregational churches. There will be no admission charge, but a silver offering will be taken.

### Veterinary Tests 7651 Cows

Dr. E. W. Almquist, county veterinarian, states that 7651 cows in Washington county have been tested for Bangs disease this year, with 9 per cent reactors. There remains about 3500 to be tested. Testing will be carried on in 1936.

### Recent Incorporation

Salem, Ore., Sept. 27—Washington County Tax Payers League, Inc., Beaverton, Ann Kruger, Earl E. Fisher, Florence Johnson, Charles L. Billstin, J. A. Asbury, Johanna Ekstrom, Emma Nilson. Work for property tax reduction. Charitable. Filed by Mrs. Kruger, route 2, Beaverton.

### COUNTY COUNCIL TO MEET

Washington County Council of the American Legion and Auxiliary will meet at Forest Grove, Wednesday evening, October 2, at 8 p. m.

## MARRIED 50 YEARS



Mr. and Mrs. O. W. Cantrell celebrated their golden wedding anniversary Wednesday of last week.

### Aloha Couple Observe Golden Wedding at Party

Mr. and Mrs. O. W. Cantrell, of Aloha, celebrated their golden wedding anniversary Wednesday of last week with a party at the family home, for relatives and a few intimate friends. The Cantrells have resided in Oregon since 1906.

Mr. and Mrs. Cantrell were married in Grayville, Ill., September 18, 1885, and moved to Texas in 1893. They also lived in Indiana before coming to Aloha.

They have two children, Mrs. C. A. Kling of Aloha, and F. W. Cantrell, of San Francisco.

### Aloha Man Retained Chairman of County Red Cross Group

W. F. Norman of Aloha, has been retained as chairman of the Washington county Red Cross group. Other officers are: Mrs. E. L. Moore, secretary; Mrs. Dorothy Seymour of Forest Grove, first vice-chairman; Reuben Well, Hillsboro, second vice-chairman and Richard Fendall of Forest Grove, treasurer.

Red Cross headquarters have set the 1935 Roll call quota for Washington county at 1250 members.

A meeting will be held in the Hillsboro chamber of commerce rooms Thursday, October 10, for the purpose of selecting the board of directors.

### Pair Given Party in Appreciation of Work

Members of the Methodist church gathered at the church parlors Friday evening for a party, honoring O. Beaver and Henry Shunk, in appreciation for the splendid work done in the renovating and general repairing done to the edifice. The work was donated.

Mr. Shunk was unable to be present. Mr. Beaver was presented with a gift for his labors. Refreshments were served at the close of a very pleasant evening.

### Eastern Star Members Visit Orenomah Lodge

A large delegation of Beaver chapter O. E. S. attended Orenomah chapter at Multnomah Monday evening. Local officers were special guests in observance of Friendship night. At the close of the meeting an interesting program of songs, and reading was enjoyed, followed by the serving of refreshments.

### GENORA DOHREY

Funeral services were held at McMinville Sunday for Mrs. Genora Dohrey of Lafayette. She will be remembered as Miss Rhinehart, who attended the Beaverton school as a child. Her parents operated the hotel here about fifty years ago.

## Beaverton Hi Students Elect Class Officers Girl Reserves Meet

Class meetings were held Wednesday, after the student body meeting and class officers were elected. In the Senior class, Helen Benson was elected president; Wallace Wheeler, vice-president; Helen Kurowski, secretary; Don Sipe, treasurer; Charles Barry, reporter.

The Juniors elected Charles West, president; Massa Hayshi, vice president; Marian Metzler, secretary; Marilyn Miller, treasurer; Edwin Blotter, reporter; Stanley Truiman, sergeant-at-arms; Dan Haack and Willard Johnson yell leader.

Sophomores—Lyman Webb, president; Richard Moshofsky, vice-president; Gene Brown, secy-treas; John Barnes and Margaret Petrovich, yell leaders; Elma Niland, song leader; Lois Ann Selby, reporter.

Freshman class—Robert Campbell, president; Dorothy McBreen, vice-president; June Boswell, secretary; Jane Domogella, treasurer; Jack Culbertson, sergeant-at-arms.

A Girl Reserve meeting was held Friday morning during the last half of the third period, for the purpose of electing a new advisor. The girls selected Miss Breeding, one of the new teachers. A few of the club songs were sung led by Martha Lehman. Katherine Denney told us of her experience at Seabeek.

Beaverton high school football team played Franklin high reserve team. Winning from the Quakers nineteen to nothing. The line up for Beaverton at the start of the game was: Wallace Wheeler, left end, George Klein, right end, Beryl Sipe, left tackle, Don Sipe, right tackle, Theodore Hetu, guard, Charles Isaacson, guard, Elden Replogle, center, Beverly Bledman, half back, Charles Barry, half back, Frank Emmons, full back. Geo. Klein made two of the touchdowns. One of these was a very exciting play since he intercepted a pass and ran for 70 yards. Frank Emmons made the other one and converted for the extra point.

There has not been as many season tickets sold as anticipated, but the sales are expected to soar by the end of the week. The high school attendance is now approximately three hundred and fifty students, but more are expected at the first of the week.

Football schedule for this year is as follows: Sept. 27, Commerce High, here, Oct. 4, Milwaukie High, here; Oct. 11, Rainier High, there; Oct. 18, Corvallis, there; Oct. 25, Vernonia, here; Nov. 1, Hillsboro, there; Nov. 11, Forest Grove, here; Nov. 15, Scappoose, there; Nov. 22, McMinnville, here; Nov. 28, Tigard, there.

### Deer Hunters Cautioned Against Fire in Forests

A friendly warning against carelessness with fire was urged this week by the Forest Service upon deer hunters who will join the annual trek into the national forests of Oregon for the deer season beginning September 22. Forest officials point out that the fire danger is not over and that the favorable effect of the recent rains easily may be nullified by a few days of dry weather.

### O.-E. Ry. News

Nick Noto, former section foreman on Section No. 7, Beaverton, is recently "bid in" Section No. 2 Wild-bridge, first out of Portland on N. P. main line. Nick was here in 1920 when \$4.58 per day prevailed—the golden age.

O. E. logging trains from the Santiam for some time have been delivering logs to Salem, then transferred to S. P. lines for Dallas sawmills. Jim Henneshan former popular section boss at Beaverton is still at Seaside, says "all are feeling fine."

Roy Stewart who has charge of O-E lines—Garden Home, Forest Grove, also Oreno cut-off, placed new crossings this week at Cedar street and Beaverton Dam road. His gang consists of Martin Doeschler and Henry Rittenhaler. Doeschler sends best regards to his Beaverton friends. You bet Hello Martin!

## YOUR CONGRESSMAN



Congressman James W. Mott, who will be principle speaker at county pension club rally at Hillsboro Sunday.

### James Mott Speaker for County Pension Rally at Hillsboro Sunday

A large county-wide rally is being sponsored Sunday afternoon, September 29th, by the Hillsboro Town-ship club No. 1. The meeting will open at 1:30 p. m. with a short business session to elect a representative for the Chicago Townsend club convention in October. After the business meeting until 2:30 at which time Congressman James W. Mott will deliver his address, a program will be held consisting of musical numbers and learning of new Townsend songs.

A public address system will be installed so that everyone will be able to hear Congressman Mott's address.

### Co-op. Council Meeting Draws National Leaders

Some of the leading national authorities in the field of cooperative marketing will be in Portland Friday, September 27, to appear on the program of the special meeting of the Oregon Co-operative council called for that day.

The meeting will be held in the Multnomah hotel starting at 10 o'clock. Invitations to present council members as well as to officers and members of all other cooperative associations in Oregon have been extended by Paul Carpenter, secretary-treasurer of the council.

Among the speakers on the program will be H. M. Bain, deputy commissioner of the bank for cooperatives in the Farm Credit administration for Washington, D. C. He is in charge of the division of research, education and service. Another prominent speaker will be Rob-in Hood, secretary of the National Cooperative council from Washington, D. C., who is one of the pioneers in the cooperative marketing movement and conversant with the relation of cooperatives to the AAA. A number of other speakers from Oregon and neighboring states are listed.

### Tigard Tolls Bell On High Taxes

Last Monday taxpayers of Tigard school district turned down the proposed \$25,000 school bond issue. The vote was 243 yes to 261 no!

Recently Beaverton and Aloha-Huber taxpayers voted down proposed school bond issue of \$25,000 and \$27,500, respectively.

It is this conservative policy of economy of East End communities that help make Washington county one of the four counties in all Oregon that have no bonded indebtedness—a glorious record Tigard. Congratulate them from Beaverton and Aloha-Huber taxpayers. We are with you!

### Wild Morning Glory

Morning Glory is the toughest weed in the Tualatin Valley to eradicate. O. S. C. recommends Sodium Chlorate for killing morning glory vines. This chemical is procurable at local drug stores—ask your druggist what precaution to take—it is very inflammable.

Some farmers place tar paper over small patches of morning glory. Properly weighed down they claim good results.

### Ditch Work Begins

Cleaning the Beavertan Ditch began Thursday with 15 men, to be increased to 21 immediately, and possibly more soon—Depends on what property owners desire. K. E. Tiltonson Res. Engineer and timekeeper, signed D. Seymour and Earl E. Fisher, superintendent for the property owners, were on the job. All new tools were issued to the men. Al Pesenti hauled tools and equipment to the job Wednesday evening. Fisher says the men sent are A. L. 1905 was the last time the ditch was fixed up O. K.

All property owners interested are invited to come and see what's doing. From Beaverton go West to Huber store, take road to right one half mile to the creek. Rossi brothers were present Thursday.

Thomas Jacobs, Sr., who formerly owned the R. W. Cook place at Sorrento, called on old neighbors Tuesday.

## Interesting News From the Town and Environs

### Deer Hunting Leads Events For Week—Card Parties and Luncheons Next

Mr. and Mrs. Joe Keller drove to Seaside Monday to spend the balance of the week in their cottage at that place.

Mr. and Mrs. Pete Johnson are on a deer hunting trip near Bend.

Miss Alma Whittier, high school student, has been confined to her home for the past week suffering from an attack of appendicitis.

Mr. and Mrs. Ed O'Neil of Tillamook, and Mr. and Mrs. Arthur Myers of Portland, spent Saturday with Mr. and Mrs. Sam Ojda. Both ladies are sisters of Mr. Ojda. Sunday guests of Mrs. J. C. Wilmot and Mrs. W. H. Boyd were Mr. and Mrs. Don Myers of Oswego, Mrs. Orin, Donaldson, Mrs. Kate Fanno and Miss Ella Welch all of Portland. Miss Welch was the Southern Pacific operator here fifty years ago.

Mrs. J. W. Anderson of Portland, visited at the home of her daughter Mrs. Guy Carr Tuesday. Miss Grace Johnson left Saturday for McMinnville where she is a senior at the Normal school.

Mrs. R. M. Miller entertained members of her bridge club at luncheon Thursday. Cards were played during the afternoon.

Mr. and Mrs. Ray Foxton were hosts to the Rose City Motorcycle club and their wives Sunday, when they entertained with a picnic dinner in the Boyd Grove.

Myron Gray returned to his home in San Francisco Tuesday after spending the past two weeks with his parents here.

Miss Gilchrist, of Great Falls, Montana, visited part of last week with Mrs. W. C. McKell.

Mr. and Mrs. LaRude of Sorrento, are the parents of a daughter born at Emanuel hospital Friday.

E. M. Harnden is absent from Deans Drug store this week, having accompanied a party of friends on a deer hunting trip in the Blue Mountains. Mrs. Harnden is spending the week with her sister Mrs. Oscar Effenberg at Tillamook.

V. A. Wood, L. Adams and G. Classen drove to John Day Friday for a deer hunt. They returned home Tuesday each having bagged a nice big buck.

Billy Wood left Friday for Fossil, where he joined his brother Dr. Robert Wood and Dr. Boyd Sprague of Condon on a deer hunting trip.

Mrs. W. H. Fowler of Portland, visited her sister in law Mrs. H. R. Nelson Saturday.

A. M. Freil and Malcolm Clements departed last week on the steamer San Angelo, where they are employed, for a four months trip to the eastern coast.

Guy Carr, Henry Nelson, Leonard Stresler, Henry Jacobsen and Hugh Lewis left early Saturday morning for a deer hunt in eastern Oregon.

Mr. and Mrs. Essex Marsh and Jack are spending the week near Pineville hunting deer.

Mr. and Mrs. Fred Omstead of Portland are visiting Mrs. Omstead's sister, Mrs. J. W. Sprague, for a few days.

The enrollment at St. Cecilia school has increased considerably over that of last year.

Miss Catherine Denney was an overnight guest Friday, of Miss Pauline Winslow in Portland. Miss Winslow entertained the same evening with a birthday party.

Rhoda Thying is attending a business college in Portland.

Mrs. E. E. Sipe and Mrs. R. R. Summers visited Mrs. Al George and her mother Mrs. John Huntley on Tuesday.

Mr. and Mrs. Harris Hanson returned home Tuesday following a weeks visit at Cathlamet.

The 1932 Past Matrons club of the Eastern Star were guests of Mrs. Catherine Fisher at her home in Portland Friday at a luncheon. Mrs. J. W. Sprague was among those present.

Mr. and Mrs. Orrin Nelson and son of Gaston, visited Mr. Nelson's parents, Mr. and Mrs. Emil Nelson Sunday.

An Oregon Products Dinner is to be given by Beaver social club at Masonic hall Friday, October 13, followed by a program.

Mrs. G. A. Gilmsite of Kirkwood, Wash., visited from Thursday of last week to Friday of this week with friends in Portland and Beaverton.

Mrs. James Douglas of Portland, spent several days this week visiting at the home of her parents, Mr. and Mrs. Ray Hayes.

Mr. and Mrs. W. C. Kamp of Portland, spent Sunday visiting at the home of their son in law Mr. and Mrs. Roy Marlies.

Mrs. Jerry Coger of Portland, was a dinner guest of Mrs. M. C. McKecher Saturday.

H. A. Bushnell, musical instructor at Beaverton high school, is organizing an orchestra at the Banks schools. He has also been retained as instructor of the band at the Hillsboro Union High School.

## Corn Husking This Year Is a Problem



GEE DAD, IT ONLY TAKE A COUPLE OGS TO MAKE A PUSH!