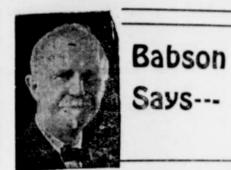


LARGEST CIRCULATION IN EASTERN WASHINGTON COUNTY

PUBLISHED WEEKLY



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 improve-The fact that local merchants ment. 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 1934 1934 1935 1935 1929 111 Jan. 71 July 73 Jan 74 July 80

1930 103 Feb 71 Aug 77 Feb 75 Aug 79 1931 92 Mar 78 Sept 75 Mar 82 1932 70 Apr 74 Oct 73 Apr 73 1933 67 May 77 Nov 74 May 76 1934 75 June 74 Dec 78 June 80

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

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 Resettle-

Walter A. Duffy

New Head of

Directs Regional Land Use,

Resettlement

Rehabilitation and

Resettlement

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 f orced 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 fu-"Decline in our ture," said Duffy. rate of population increase, changes in food requirements, increasing agricultural efficiency through mechaniza-tion and scientific progress are only Aloha Man Retained 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 moruning for dissipated retained as chairman of the Wasariches of the past, we can join to- ington county Red Cross group. Othgether in the forward-looking work of er officers are: Mrs. E. L. Moore, keeping and improving the rich farm secretary, Mrs. Dorothy Seymour of September now show that retail trade lands, beautiful forests and wide ran-Born and reared in Bayfield county. ber will be around 82 or 83. If this Wis., Duffy is experienced in practical phases of farm work. As a youth, he cleared a tract of cutover land, which month during the recovery and the he built into one of the outstanding ton county at 1250 members. farms of the county. As a result of his activity in farm cooperative agen- boro chamber of commerce rooms cies and other community projects, he Thursday, October 10, for the purwas elected to the state legislature pose of selecting the board of direcfor 1914 and 1916. Duffy graduated from the agricultural college of the University of Wis- Pair Given Party in consin, 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 was donated. his work in Portland September 20.

MARRIED 50 YEARS

BEAVERTON, OREGON.

-Courtesy Journal

Mr. and Mrs. O. W. Cantrell celement Administration as applied to the brated their goiden wedding anniversary Wednesday of last week.

Aloha Couple Observe Golden Wedding at Party

Mr. and Mrs. O. W. Cantrell, 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.

Chairman of County

Red Cross Group

W. F. Norman of Aloha, has been Rice-chairman, Forest Grove Reuben Weil, Hillsboro, second vicechairman and Richard Fendall of Forest Grove, treasurer. Red Cross headquarters have set the 1935 Roll Call quota for Washing-A meeting will be held in the Hills-

Beaverton Hi Students Elect Class Officers Girl Reserves Meet

Class meetings were held Wednesiay, 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.

FRIDAY, SEPTEMBER 27, 1933

The Juniors elected Charles West. prsident; Masao' Hayshi, vice presi-dent; Marian Metzler, secretary; Marlyn Miller, treasurer; Edwin Blotter, reporter; Stanley Truiman, sargeantat-arms; Dan Haack and Willard Johnson yell leader.

dent; Richard Mdshofsky, vice-president; Gene Brown, secy.-treas.; John Barnes and Margretta Petrovich, yell leaders; Elna Niland, song leader; Lois Ann Selby, reporter.

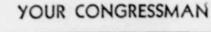
Freshman class-Robert Campbell, president; Dorothy McBreen, vice-James Mott Speaker for resident; June Boswell, secretary; Jane Domogella, treasurer; Jack Culbertson, sergeant-at-arms.

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. send club No. 1. The meeting will open at 1:30 p. m. with a short Katherine Denney told us of her exbusiness session to elect a represenperience at Seabeck. tative for the Chicago Townsend

Beaverton high school football team club convention in October. After played Franklin high reserve team. the business meeting until 2:30 Winning from the Quakers nineteen td nothing. The line up for Beaver-Mdtt will deliver his address, a proerton at the start of the game was: Wallace Wheeler, left end, George Klein, right end, Beryl Sipe, left tack-le, Don Sipe, right tackle, Theodore gram will be held consisting of mu-Hetu, guard, Charles Isaacson, guard, Elden Replogle, center, Beverly Bielman, half back, Charles Barry, half address. back, Frank Emmons, full back. Geo. Klein made two of the touchdowns. One of these was a very exciting play Co-op. Council Meeting 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.

program of the special meeting of The high school attendance is now approximately three hundred and fifty students, but more are expected at the first of the week.



County Pension Rally

A large county-wide rally is being

sponsored Sunday afternoon, Sep-

ember 29th, by the Hillsboro Town-

which time Congressman James W.

sical numbers and learning of new

A public address system will be

Some of the leading national au-

thorities in the field of cooperative

marketing will be in Portland Fri-

eratives in the Farm Credit adminis-

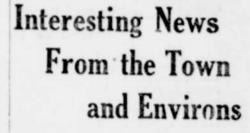
tration for Washington, D. C. He

is in charge of the division of re-

search, education and service. An-

Townsend songs.

at Hillsboro Sunday



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 pension club rally at Hillsboro Sun- student, has been confined to her home for the past week suffering

from an attack of appendicitis. Mr. and Mrs. Ed O Niel of Tillamook, and Mr. and Mrs. Arthur Myers of Hortland, spent Saturday with Mr. and Mrs. Sam Olds. Both ladies are sisters of Mr. Olds.

Sunday guests of Mrs. J. C. Wilmot and Mrs. W. H. Boyd were Mr. and Mrs. Don Myers of Oswego, Mrs. Orrin, Donaldson, Mrs. Kate Fanno and Miss Eila 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 Monmouth 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 installed so that everyone will be able to hear Congressman Mott's 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 Draws National Leaders 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 Sorento, day, September 27, to appear on the are the parents of a daughter born at Emanuel hospital Friday.

the Oregon Cooperative council called for that day. The meeting will be held in the Multnomah hotel deer hunting trip in the Blue Moun-Invitations to present council mem- tains. Mrs. Harnden is spending bers as well as to officers and mem- the week with her sister Mrs. Oscar Effenberger at Tillamook. V. A. Wood, L. Adams and G. by Paul Carpenter, secretary-treas- Classen drove to John Day Friday for a deer hunt. They returned Among the speakers on the prohome Tuesday each having bagged a gram will be H. M. Bain, deputy nice big buck



is making up for lost time. I antici- ges of this region." pate that the index figure for Septemestimate proves correct, dollar sales for September will be the best for any 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 hatch-Retail prices-especially apparel ed. -jumped thirty per cent within a 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 householder 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 to order. Mrs. M. H. Metcalf took become relatively expensive. have has hurt grocery and meat This stores for food sales are barely equalling those of a year ago. Alert retailers, however, are maintaining their volume by promoting the substitution in paper bags was in accord with the of more reasonably priced foods such occasion. 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 nine "blue" states on the "Sales" map. Below is a sample group of cities where sales are good In all there are sixty-six good today. Continued on Page 3

Pharmacy, Beaverton.

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 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 ing of refreshments.

Concert Scheduled at

Congregational Church

Beaverton Congregational church tel here about fifty years ago. tonight. The noted negro singer Lulling Williams, who gomes 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 veterinary, 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, I. A. Asbury, Johanna Ek-Work for strom, Emma Nilson. 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 Work books, school supplies, Browns meet at Forest Grove, Wednesday evening, October 2, at 8 p. m.

tors.

Appreciation of Work Members of the Methodist church ness with fire was urged this week by 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

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 chapthe close of the meeting an interest- mills. was enjoyed, followed by the serv-

GENORA DOHREY

Funeral services were held at Mc- Grove, also Orenco cut-off, placed Minnville Sunday for Mrs. Genora new crossings this week at Cedar She will be street and Beaverton Dam road. Dohrey of Lafayette. remembered as Miss Rhinehart, who His gang consists of Martin Doescher attended the Beaverton school as a and Henry Rittenthaler. Doescher There will be a concert at the child. Her parents operated the ho- sends best regards to his Beaverton



Football schedule for this year is as follows: Sept. 27, Commerce High, here, Oct. 4. Milwaukie High, here; bers of all other adoperative associa-Oct. 11, Rainier High, there; Oct. 18, tions in Oregon have been extended Corvaliis, there; Oct. 25, Vernonia, here; Nov. 1, Hillsboro, there; Nov. 11, urer of the council. Forest Grove, here; Nov. 15, Scappoose there: Nov. 22. McMinnville, here; Nov. 28, Tigard, there, commissioner of the bank for coop-

Deer Hunters Cautioned Against Fire in Forests

other prominent speaker will be Robin Hood, secretary of the National A friendly warning against careless-Cooperative council from Washingthe Forest Service upon deer hunters in the cooperative marketing movewho will join the annual trek into the ment and conversant with the relanational forests of Oregon for the deer season beginning September 22. tion of cooperatives to the AAA. A number of other speakers from Ore-Forest officials point out that the fire gon and neighboring states are listed. danger is not over and that the favorable effect of the recent rains

easily may be nulified by a few days Tigard Tolls Bell of dry weather.

O.-E. Ry . News

man on Section No. 7, Beaverton, is school district turned down the pro- sister, Mrs. J. W .Sprague, for a few recently "bid in" Section No. 2 Will- posed \$28,000 school bond issue. The days. bridge, first out of Portland on N. P. vote was 243 yes to 251 no! main line. Nick was here in 1920 Recently Beaverton and Aloha-Hu- school has increased considerably when \$4.58 per day prevailed-the ber taxpayers voted down proposed over that of last yes.

golden age. O. E. logging trains from the \$27,500, respectively. ter at Multnomah Monday evening. Santiam for some time have been It is this conservative policy of

tion boss at Beaverton is still at Sea-

Wild Morning Glory

Morning Glory is the toughest weed in the Tualatin Valley to eradicate. O. S. C. recommends Sodium gist what precaution to take-it is present. very inflammable.

small patches of morning grand Properly weighed down they claim day . An Oregon Products Dinner is to

Ditch Work Begins

Cleaning the Ecaverdam Ditch began Thursday with 15 men, to be Wash, visited from Thursday of last increased to 21 immediately, and possibly more soon-Depends on what friends in Portland and Beaverton. property owners desire. K. E. Til- Mrs. James Douglas of Portland lotson Res. Engineer and timekeeper, spent several days this week visiting signed D. Seymour and Earl E. Fish- at the home of her parents, Mr. and er, superintendent for the property Mrs. Ray Haynes. owners, were on the job. All new tools were issued to the men. Al land, spent Sunday visiting at the Pesenti hauled tools and equipment to the job Wednesday evening. Fish- Mrs. Roy Marliss. er says the men sent are A 1.

was fixed up O. K. All property owners interested are

invited to come and see what's doing. at Beaverton high school, is organ-From Beaverton go West to Huber store, take road to right one half schools. He has also been retained Rossi brothers mile to the creek. were present Thursday.

Thomas Jacobs, Sr., who formerly dwned the R. W. Cook place at So- Dave Pitt house on Watson street. rento, called on old neighbors Tues- He also built an addition to the day.

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.

MIRS. W. H. Powell of Portland, visited her sister in law Mrs. H. R. Nelson Saturday. A. M. Feii and Malcolm Clements

ton, D. C., who is one of the pioneers departed last week on the steamer San Angelo, where they are employed, for a lour months trip to the eastern coast.

Guy Carr, Henry Nelson, Leonard Stresser, Henry Jacobsen and Hugh Lewis left early Saturday morning tor a deer hunt in mastern Oregon. Mr. and Mrs. Essex Marsh and On High Taxes Jack are spending the week near Prineville hunting deer.

Mr. and Mrs. Fred Omstead of Nick Notos, former section fore- Last Monday taxpayers of Tigard Portiand are visiting Mrs. Omsteads

The enrollment at St. Cecelia

Miss Catherine Denney was an overnight guest Friday, of Miss Pauline Winslow in Portland, Miss Win-

Rhoda Thyng is attending a busi-ness college in Portland. Mrs. E. E. Stipe 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. Chloriate for killing morning glory Catherine Fisher at her home in vines. This chemical is procurable Portland Friday at a luncheon. Mrs. at local drug stores-ask your drug- J. W. Sprague was among those

Mr. and Mrs. Orrin Nelson and son Some farmers place tar paper over of Gaston, visited Mr. Nelson's par-

> be given by Beaver social club at Masonic hall Friday, October 18, followed by a program . Mrs. G. A. Gilmore of Kirkwood,

week to Friday of this week with Mrs. James Douglas of Portland,

Mr. and Mrs. W. C. Kamp of Porthome of their son in law Mr. and

Mrs. Jerry Coger of Portland, was 1908 was the last time the ditch a dinner guest of Mrs. M. C. McKercher Saturday.

H. A. Bushnell, musical instructor izing an orchestra at the Banks as instructor of the band at the Hillsboro Unidn High School.

Henry Shunk has completed the plastering of the downstairs of the dwelling.

school bond issue of \$25,000 and

O-E lines-Garden Home, Forest

Roy Stewart who has charge of Huber taxpayers. We are with you!

Local officers were special guests in delivering logs to Salem, then trans- economy of East End communities slow entertained the same evening observance of Friendship night. At ferred to S. P. lines for Dallas saw- that help make Washington county with a birthday party , ing program of songs, and reading Jim Hennehan former popular sec- that have no bonded indebtedness-



a glorious record Tigard. Congratu

one of the four counties in all Oregon

side, says "all are feeling fine."





