

BEAVERTON ENTERPRISE

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Make Every Week Fire Prevention Week

Fire Prevention Week, which began as an annual national event during the Wilson administration, has been productive of much good. It has lessened the toll of lives that fire takes each year. It has saved millions of dollars worth of property from destruction. But, in spite of this splendid record, the results obtained have been far less imposing than they should have been.

It is the common experience for the national fire loss to fall during the week and for a relatively brief period immediately following. Then it again rises to "normal" levels. In brief, while the lessons of the week are fresh in their minds, citizens are careful—when time has dimmed the enthusiasm the week gave them, they again return to their old careless habits.

There is but one solution for that unfortunate state of affairs—a solution that, if it is to be a success it deserves to be, must be applied by every property-owner and citizen. Figuratively speaking, we must make every week Fire Prevention Week. We must realize that the fire demon never sleeps—and that it is of little use to eliminate hazards and take protective measures once each year, and then allow that good work to go undone for the balance of the twelve-month.

This year, Fire Prevention Week offered the motto "Fire destroys life, property, progress, prosperity." That minimizes the consequences of fire, rather than exaggerating them. Fire is the enemy of our homes, our industries, of our communities, of the lives of our loved ones. Fire prevention is their friend and protector. Don't forget—make each week Fire Prevention Week so far as you are concerned.

Braking Unemployment

On several occasions the New Deal has admitted failure in its efforts to reduce unemployment figures. In the first instance, Relief Administrator Hopkins announced early in the year that he would take a census of the unemployed. It has never been taken, and because it would probably prove embarrassing politically, it is doubtful if it ever is taken. Secondly, the President recently stated that governmental efforts to put men to work had moved more slowly than he had hoped. Finally, during his trip thru the West, the President said that it was now the task of industry to absorb unemployed workers.

Respectfully, and in a spirit of co-operation, Clinton L. Bardo, president of the National Association of Manufacturers, points out that industry has never doubted that this was its task, and has driven ahead toward that goal in spite of legislative handicaps. He showed that positive progress had been made by revealing that a preliminary survey of association members indicated an increase of four per cent in employment between the date that the Supreme Court outlawed the NRA in May and the end of August. "American industry is affording more employment daily and is ready and anxious to take up the full unemployment slack in this country," Mr. Bardo said. "Only through increased activity and employment of more workers can industry prosper with a return of economical stability. No group is more desirous of attaining this goal. To this end we have urged that reemployment be the fundamental objective of our war on depression, and that any legislative obstacles which may delay the return of the unemployed to jobs be eliminated."

Unemployment is obviously the problem of the business man, and because the business man must think constantly about its solution, it is not surprising to find that industry has succeeded where government has failed. However, it is no more unreasonable to buckle gashes on a runner's feet and ask him to break a track record, than it is to saddle industry with punitive laws and ask it to break unemployment.

It may be the smart and the wise thing to do but somehow it goes against our sense of fairness to see

an embargo placed on the shipment of arms and war supplies into Ethiopia, forcing her to fight with bare hands, a nation equipped with every modern implement of war. It isn't our idea of a fair fight. Ethiopia is truly a pacifist nation, and her fate in the present difficulty isn't one that will encourage the practice of total unpreparedness to become a very wide spread policy among the nations.

Linguists tell us that the English language is largely derived from several other languages, but regarding the source of the language used by the average high school graduate linguists are strangely silent.

Everybody has a certain amount of worrying to do. The fellow in debt worries until he gets out and the fellow out of debt worries for fear he will get into debt.

The wealth referred to in the share the wealth program of course means the wealth belonging to the other fellow.

It takes 52 muscles to scowl and only 14 to smile. Why not smile and give the rest of your face a vacation? —The Forest Log.



Statehouse Gossip

By ERNEST L. GRAY

While preparations were in progress for the extraordinary session of the legislature reports have filtered in here from Portland of a new move for a change in the taxation program of the state, a new tax, in fact, that would wipe out all property taxes as well as income and excise taxes.

The new proposal however, will not be introduced into the legislature, but may go on the ballot the following November as a constitutional amendment. The measure, known as a Syncro Tax, was attempted in the California legislature but was not passed. The term is a new name for a sales tax, but the proposal goes further.

Impetus to the movement was given when it was learned that such experts in the matter of taxation as L. B. Smith, the Portland Eastside Tax Reduction League, and others in Portland were giving the matter serious consideration. In fact, competent reports state, Mr. Smith is one of the figures behind the initial move.

It has been stated by noted lobbyists that it would cost between \$30,000 and \$50,000 for a campaign to put anything over in Oregon, and that a constitutional amendment, as would be necessary in this case, would cost all of that. Many of the larger taxpayers in the state, notably utilities and railroads, are scrutinizing the proposed bill, but it was believed they would turn it down for the moment at least.

Your columnist's informant states the one man whose name has been made public in regard to the tax picture is one Elwood Wiles of Portland. He has been active in the work and has as a yardstick the proposed California law. But regardless of the results of the initial campaign the Oregon electorate sooner or later will have to consider the measure.

Among the arguments used by the proponents is that "a large part of the present wealth of the state is invisible and intangible. It is entirely possible for a man to be a millionaire and never form the acquaintance of a tax assessor. Our system of taxation has not kept pace with the evolution of the form of our wealth and with the changing conditions of our country."

Farmers and large real estate holders will listen to that plea and it is not a wrong guess that readers within the next few months will hear more about the matter. We have no opinion about the matter, all we wish to do is to acquaint our readers of what

Full-up



they will be called upon to decide within the very near future.

But to continue with the statement by Wiles, which to date has only been made to large taxpayers in an effort to obtain funds with which to finance the program. "This tax is a consolidation of our property tax, intangible tax and many other forms of taxes into one tax," says the proponents.

"This tax," they say, "is levied on the gross receipts from all sources. It will equitably distribute the tax burden and will raise all the money required to operate the cities, counties, schools and the state by one tax." Now for the analysis of the new proposed new tax program for the state of Oregon. And don't forget, this will be presented soon in one form or another.

"This tax," in the words of the promoters, "would be paid on all moneys received from sales, service and income, and its operation may be illustrated as follows:—A home, farm or improved property would be exempt from taxes. Taxes would be on income, such as rents from property, sales of produce from the farm, or any other income that may be received.

"Taxes would be paid monthly, if no income were received during a month you would pay no taxes that month. The rate of tax would vary, the average rate would not exceed two per cent, but because there would be higher rates on certain incomes, probably 90 per cent of the people would pay a rate considerably lower than two per cent, perhaps as low as one and one-half per cent.

"This tax will protect homes and encourage home-ownership. A person would no longer be penalized for owning or improving a home as he is under the present system. This tax will increase business, will increase employment, and increase the value of property. Nothing could help Oregon so much as to be able to say to the

ing in paid-for business for the month of September which showed an increase of 100 per cent over September, 1934. Increase for the nine months of 1935 was 33 per cent over the same period in 1934.

Mr. Larson believes that this increase is due to several things, namely: that while general expenses, both business and personal, have increased steadily during recent months, this insurance organization has comparatively small increase in cost of new policies; constructive work in helping humanity and in enabling policy holders to retain their pride and financial responsibility during trying times through loans made to policy holders; and the general public realization of the absolute necessity of carrying sufficient insurance.

We are sure that our readers will be interested to note that the Northwestern Mutual Life Insurance Co. is still offering life insurance at reasonable rates despite additional services rendered clients. Mr. Larson points out that this fact brings us to the type of insurance in an exceptionally strong company at prices far lower than is generally expected by clients who are interested in stabilizing their future incomes or in safeguarding their dependents.

Mr. Larson has offered to explain more fully any questions which may arise in our reader's minds in line with costs and benefits to be derived from life insurance. Mr. Larson suggests that, before considering the purchase of new life insurance, you have a careful analysis made of your present insurance, for you should buy your life insurance as carefully as you do your family necessities. Mr. Larson has indicated his willingness to advise our readers at his offices, American Bank building, Portland, or by telephoning to BEacon 7336.

Independent Tire Merchant Installs Unique Credit System

Mr. Clifford C. Jack, proprietor of Jack & Van, Inc., Portland, has installed a credit service for his merchandise whereby car owners are enabled to purchase tires, batteries, radios, car heaters and all general automobile necessities at little or nothing down, merely by displaying their license certificate which is usually carried in the driver's compartment of your car.

Mr. Jack is able to offer this unique instant service without red tape due to his long connection with the tire

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and accessory business which dates over a period of ten years in his present location. Jack & Van, Inc., are distributors for all of Oregon and the Columbia River Counties of Washington for the well-known Diamond Tire Line. Diamond Tires have been on the market for forty years and Mr. Jack mentioned the interesting fact that Diamond Tires were the first pneumatic tires built for motor vehicles.

The fact that Jack & Van, Inc., is an independent concern makes possible noticeable savings as the firm buys only merchandise found to be of merit and is not therefore overstocked with merchandise which the head factory or office usually loads up branch concerns.

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cold weather
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NO MONEY DOWN

Here's a sensational offer! You don't have to pay one penny down on one — two — or a complete set of Diamond Super Service tires. Come in — set your own easy terms. No red tape.

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The Independent Tire Merchant

Leaf tobacco being sold to highest bidder

From 1900 up to 1934 the leaf tobacco used for cigarettes increased from
13,084,037 lbs. to
326,093,357 lbs.;
an increase of 2392%

It takes mild ripe tobacco to make a good cigarette.

During the year ending June 30, 1900, the Government collected from cigarette taxes
\$3,969,191
For the year ending June 30, 1934, the same taxes were
\$350,299,442
an increase of 8725%
—a lot of money.

Cigarettes give a lot of pleasure to a lot of people.

More cigarettes are smoked today because more people know about them—they are better advertised. But the main reason for the increase is that they are made better—made of better tobaccos; then again the tobaccos are blended—a blend of Domestic and Turkish tobaccos. Chesterfield is made of mild, ripe tobaccos. Everything that science knows about is used in making it a milder and better-tasting cigarette.

We believe you will enjoy them.

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