

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 .50c Subscriptions Payable in Advance

Beaverton Office—Broadway at O. E. tracks, Phone Beaverton 7503
Portland Office—408 Dekum Bldg., Phone ATwater 5914

County Conferences Set For Farm Outlook Study

A complete picture of the present status and future possibilities of the agricultural industry of Oregon by counties is the objective sought in a series of 23 county farm outlook conferences to be held early in 1936 by the Oregon State college extension service in cooperation with local agricultural leaders. This picture is wanted not to be filed away in the archives of forgotten statistics, but to serve as a practical guide for future development.

These conferences, which will be open to all farmers in the 23 counties where they are to be held, will be conducted along lines somewhat similar to the economic conferences held 10 years ago. As with those, much important work is to be done in advance of the general conferences by committees already being arranged.

A committee of from 7 to 12 outstanding farm leaders is being set in each county, one of whom will act as general chairman, while the others will head commodity sub-committees, each dealing with a separate crop or division of agriculture in that county. Each of these committees, assisted by state and county extension specialists and other authorities if available, will assemble in advance of the main conferences all available information concerning its particular field and be prepared to make tentative recommendations to the entire conference.

Before a final report is adopted, however, every farmer attending will have opportunity to take part in the discussions affecting his chief interest. The final report to be adopted by the conference will thus contain facts agreed upon as representing the studied conclusions of the farmers of that county.

If the experiences with the conferences of 10 years ago are repeated, these reports are sure to prove valuable guides to profitable and orderly agricultural development. Following is the schedule of dates for the county farm outlook conferences:

January—Lane 14, 15; Polk 16, 17; Marion 21, 22; Yamhill 23, 24; Linn 28, 29; Multnomah 30, 31.

February—Washington 4, 5; Benton 6, 7; Clackamas 11, 12; Wasco 13, 14; Douglas Union 18, 19; Jackson, Malheur, 20, 21; Clatsop, Klamath 25, 26; Columbia, Deschutes 27, 28.

March—Crook 2, 3; Hood River 4, 5; Baker, Coos, 10, 11; Wallowa 12, 13.

Raise Your Own Potatoes

There is a great rumormongering about whether the AAA is to enforce the Potato Control Act or not.

Just what discretion has the AAA, or any officials, to do other than enforce the law? They have not been given the power to nullify or change any law.

It is not the function of any board or bureau charged with enforcement duties to say whether it will or will not administer an act.

The courts still have the duty of deciding on the legality of the acts of Congress and this constitutional provision of our government has not yet been abrogated.

The quickest way for our citizens to break the legislative program to drive up potato prices is for every citizen with a back yard or front yard, to raise potatoes for his own use.

That would also be an expression of disapproval of the new doctrine of food scarcity that is advocated to raise prices. "Every family raise its own potatoes" may become a national slogan.

Skating Masquerade

Imperial Roller Skating Rink, East Madison, near Grand avenue, will be the gathering place for many of our residents on Halloween, Thursday evening, October 31st.

Everybody always has a wonderful time at the Imperial—but especially so on Halloween. Cash prizes, a new maple floor and beautiful organ music attracts the crowds—but no increase in prices for Halloween.

To be sure, the butcher, the baker and the candle stick maker who consistently advertise, let people know what is new, what is convenient, what is helpful service, and find that it is easier to stay in business profitably.

Advertisements Best Guides to Value

EXPERTS can roughly estimate the value of a product by looking at it; but even experts are sometimes fooled by imperfections.

A more certain method for judging the value of manufactured goods is a knowledge of the maker's name and what it stands for.

This is a sure index of value and an assurance against careless workmanship, or use of shoddy materials. Advertised products are worthy of your confidence and you'll find it pays to read advertisements and to buy advertised goods.

Five Year Plan Adopted For Pacific University

Pacific University, Forest Grove, Oct. 25—A five year plan for Pacific University was adopted last week by a "planning committee" of the board of trustees in a "set-up" for the development and promotion of the college. President John F. Dobbs had reported a credit balance for the year 1934-35 which included the campus improvements of new lawns, landscaping, new floors and redecorating of buildings. Frank L. Knight of Portland, is chairman of the planning committee and the other members are William B. Rasmussen, Harold A. Miller, and Lawrence R. Wheeler, all of Portland, and Judge R. Frank Peters, Hillsboro.

Central Oregon Land Use Project Given Allocation

Government purchase of approximately 140,000 acres of wheat and grazing lands in the arid section of Jefferson and part of Deschutes county is officially approved and an allocation of \$482,904 made for acquisition of land now under option in the conservation area, established by the Resettlement Administration and cooperating agencies, announces Walter A. Duffy, regional director, Portland. Options are now being accepted and the purchase program is expected to move forward rapidly.

The world wheat crop is estimated as the smallest since 1925.



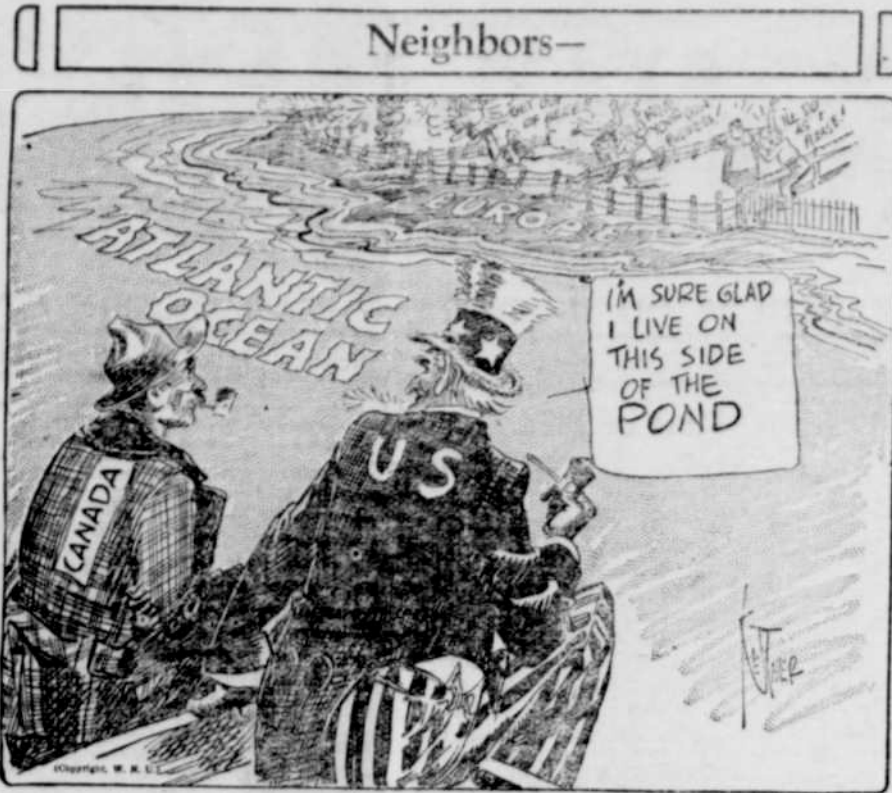
Babson Says---

Getting Government Money

Babson Forecasts Higher Taxes as Government Spending Hits High Peak

Babson Park, Mass., Oct. 25—Everybody who is interested in public works of any kind should get the new point of view on the Works Progress Administration and its aims. It affects taxes, municipal bonds, and especially all projects in which you may be interested. Officials naturally want to do those things which will please the largest number of voters. This is both common sense and good politics although hard on taxpayers.

ICKES VS HOPKINS
The original purpose of the federal



government was too create useful and self-liquidating public works to re-employ labor until business came back and industry naturally absorbed these people. The President arranged with Secretary Ickes to take over the work under the name of PWA. Mr. Ickes an able and conscientious man, soon found that the plans and engineering consumed so much time that the emergency unemployed situation was little help. He further found that on most worthwhile jobs the labor expense is comparatively small. Therefore, although Secretary Ickes' cialy sound, it was not politically program with the PWA was financial.

Thereupon, the President arranged with Mr. Hopkins to organize the ERA to give work irrespective of whether the project was of any real value. Mr. Hopkins started a multitude of "projects" from leaf-taking to tap-dancing. While these furnished relief, the tremendous loafing on the jobs, and the uselessness of so many of them, brought about great criticism and finally Presidential action. Washington feels, however, that the President's orders to stop ERA work were given largely for political effect, like the original order to cut government salaries, reduce veterans' pensions, and "balance the budget." All of these latter orders were loudly heralded when given, but since have quietly been withdrawn.

The WPA is sort of a companionate marriage of PWA and ERA. The PWA works too slowly and the ERA received so much criticism that a combination plan, supposed to have the good qualities of both the PWA and ERA was devised. This new "mongrel" is known as the WPA. Projects of \$25,000 or over go to Mr. Ickes as PWA projects as heretofore. Everything else is SUPPOSED to go to Mr. Hopkins as the head of WPA. The ERA is to continue its present projects, but is SUPPOSED to accept no new projects. As a matter of fact, however, I prophesy that the ERA will continue. ONLY OLD ERA METHODS WILL MAKE MUCH OF A DENT ON UNEMPLOYMENT BETWEEN NOW AND NOVEMBER 3, 1936.

Every community should apply for twice as many projects as it needs or hopes to get ratified. Approved projects do not all have to be started, but each city can pick and choose from those that have been sanctioned. The greater the number and the greater

the variety of projects that have been approved, the greater your ability to take care of all your jobless at all times. UNIMPROVED DIRT ROADS ARE ESPECIALLY RECOMMENDED AS THEIR COST IS ALMOST WHOLLY LABOR. It is true that some one department of a community must sponsor each project BEFORE YOU GET THE MONEY. This is not necessary, however, when the application is made, provided this statement is added: "The city's contribution will be determined by the proper department head later."

BIG JUMP IN RUNNING EXPENSES

Of course, I do not approve of all this spending of money by the federal government. It seems a useless attempt to uphold our standards of living on the artificially high level that developed between the War and 1929. Only a change of character and a determination on the part of every man to be self-supporting and independent—that is a spiritual revival—can now prevent a decline in the standard of living. Just at the moment there is some official talk about tapering off this reckless spending program. The income and expense account of the Treasury for the first quarter of the fiscal year, however, reveals that spending has reached the highest level in our peacetime history. Here are the figures for 1934 and 1935:

U. S. Treas. Report—July 1 thru Oct 7

1934 1935

Total Receipts \$1,200,000,000 (approx) for 1934; \$1,073,000,000.

Ordinary Expenses, \$732,000,000 for 1934; \$1,036,000,000 for 1935.

Emergency Expenses: \$943,000,000 for 1934; \$973,000,000 for 1935.

Total Expenses: \$1,675,000,000 for 1934; \$2,009,000,000 for 1935.

Net deficit \$475,000,000 (approx) for 1934; \$935,000,000 for 1935.

Note in the above figures that the character of government spending is rapidly changing. The big increase since last year has come in the ordinary running expenses. Emergency outlays are not much larger than a year ago. This is extremely important for the permanent running costs will be far more difficult to reduce than the emergency or relief expenses. Surely this huge outgo of funds means higher taxes for everybody sooner or later. So invest some of your money now in good non-taxable securities.

However, I am sympathetic with the President in his determination

that relief money shall go almost 100 per cent to labor. Also from a practical standpoint, I am sympathetic with communities who try to get their share of the money for truly useful projects. But do not be too fussy. Have many projects as "aces up your sleeve", to use this winter if you get into a jam, especially dirt road projects. Otherwise you will find that other cities, who have filed a multitude of applications, will be getting the money. SO GET YOUR SHARE OF THE GOVERNMENT HAND-OUTS NOW; BUT NEXT NOVEMBER PUT AN END TO THIS CRAZY ERA OF SPENDING BY ELECTING THOSE CANDIDATES WHO KNOW THAT MONEY IS EARNED AND SAVED—NOT ENGRAVED AND PRINTED!

Business, according to the Babson-chart, though 22 per cent below normal, is 15 per cent above a year ago. Copyright 1935.

Trademark Made Popular Through Newspaper Ads

Further evidence of the effectiveness of the continued newspaper advertising campaign, in which a well-known trademark is the central feature, has been brought home to C. J. Barnes, local manager for the General Petroleum Corporation, judging by an announcement he has just made.

"As a result of our advertising including the Beaverton, Tigard, Multnomah and Aloha papers," he says, "we have had an overwhelming demand from motorists for metal replicas of the Red Flying Horse, so

that this advertised emblem could be attached to their cars. We issued a large quantity of them, but the supply was soon exhausted.

"Recently, to meet the demand—which we recognized as having been created by regular appearance of this trademark in our advertising space—we have had a million more of these Pegasus replicas issued. These we have supplied to thousands of service stations," says Mr. Barnes.

FLY
PORTLAND AIR SERVICE
HANGAR 2
Portland Airport
Charter and Scenic Trips
DAY OR NIGHT
Learn to Fly for as Little
as \$3.25 Per Week
WALNUT 0016

FALL HATS
NEW SHIPMENTS
MALLORY HATS \$4-\$5
THE HAT BOX
177 S. W. Morrison—Corner Second

WRESTLING
All Star Card
MONDAY EVE 8:30
Labor Temple
Gen. Adm. 55c Ringside \$1.00

HALLOWEEN

Masquerade
ON
Skates
Cash Prizes !!

No Advance
in Price
25c
TO EVERYONE
INCLUDING FINE SKATES

NEW
MAPLE
FLOOR

THURSDAY
OCTOBER 31st
SKATING 7-11

SPECIAL
MUSICAL
PROGRAM

IMPERIAL RINK

East Madison—near Grand, Portland

...but, after all is said and done, it's the cigarette itself that counts

... the question is, does it suit you?



Now, when it comes to a cigarette that will suit you... you want to think whether it's mild, you want to think about the taste

That Chesterfields are milder and taste better is no accident...

The farmer who grows the tobacco, the warehouseman who sells it at auction to the highest bidder, every man who knows about leaf tobacco will tell you that it takes mild, ripe tobaccos to make a good cigarette.

In making Chesterfields we use mild ripe home-grown and Turkish tobaccos.

Outstanding
.. for mildness
.. for better taste