

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 .50c
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

Fore-sight vs Hind-sight

Our State's authority is in session to make a decision which seriously affects the future of Oregon. A new capital will be built of necessity. Now the important thing is, where will it be located. Some are anxious to see it built on the old site and want to build just large enough to care for the present needs of our state government referring to the idea that if the old Capitol had not burned it would have lasted for many years.

The logical progressive thing to do most people will admit is to build a building of modern design, large enough for present and future needs and natural expansion and growth of our State.

Now as to the location. Civic pride is natural with the progressive citizen so why not build our Capitol on a hill, so that it can be seen for miles in every direction and be the outstanding spot of our great State.

Let's put our light on a hill, where it can shine and be seen, and not hide it under a bushel.

A Capitol on Candalaria Heights, the pride of the future generations to come, or a colossal mistake, criticized and regretted by coming generations.

Business is Improving

How does business compare with a year ago? It depends on where you live—but for the majority of people, it is better.

In all but six states of the union September business activity was greater than it was a year before, according to the U. S. News. In three of those states—New York, Virginia and Louisiana—it was worse. In the other three—Nevada, North Carolina, and Texas—it was unchanged.

Throughout the country, reports show that improvement is continuing, and at an accelerating rate, in almost every industry regardless of the NRA.

Taxes Exceed Dividends

In a letter to stockholders, the president of a representative large American merchandising corporation, points out that it pays a dividend of \$1.00 a share—while its taxes amount to \$1.12 a share. The letter says, in part: "Your thoughtful consideration of tax figures will bring to you a realization of the burden of your company's tax bill and will perhaps indicate the present tendency toward excessive taxation, which obviously must be borne, directly or indirectly, by Mr. and Mrs. John Citizen."

Hundreds of other businesses, large and small, find themselves in a position such as this. For a while it may be possible to meet increased taxes by lowering the return to stockholders. But sooner or later, the tax burden must be reflected in the cost of whatever the company sells, whether it be a locomotive or a can of beans.

The entire public must always eventually foot the bill caused by reckless extravagant and wasteful government.

Out of Experimental Stage

The farm cooperatives have passed out of the experimental stage. They have become as essential to modern agriculture as the plow.

They have demonstrated that only through cooperation can supply be adjusted to demand—that only through cooperation can the farmer obtain a fairer share of the final selling price of what he produces—that only through cooperation can scientific farming be extended to millions of farms, making smaller acreage better, more profitable crops.

The establishment of the first cooperative marked one of the greatest days since the dawn of farm history—though few realized it at the time. The cooperative ideal is the most dominant characteristic of farm activity today.

President Abandons Democracy

It would appear that President Roosevelt has deserted the Democratic Party. His career of two and a half years as chief executive of the nation has found him violating practically every pledge made by the convention which nominated him. He has violated the principles on which the party was founded. The pathway marked by Jefferson, Jackson, Cleveland and Wilson is not followed by Mr. Roosevelt. When he speaks of or defends his policies he refers to them, not as those of the Democratic Party, but as the New Deal.

The critic of the administration is not a critic of the Democratic Party any more than he is of the Republican Party, for the principles of the New Deal are neither Democratic nor Republican. There is nothing in common between the beliefs of Jefferson and those of Roosevelt—the former was a constitutionalist. Roosevelt agrees with Jackson in one thing only—"to the victor belongs the spoils." Cleveland advocated strict economy in governmental affairs; he believed in a balanced budget. Roosevelt, if we are to judge him by his acts, believes in waste and extravagance in administration affairs. It seems that he regards the balancing of the budget as a problem for future generations to solve. The principles of Cleveland were in entire opposition to practically everything that Roosevelt has advocated or done. Woodrow Wilson was an individualist. He did not believe in the government acting as "wet nurse" to the entire

population. Mr. Roosevelt would do well to take to heart the following statement of Woodrow Wilson:

"I do not want to live under a philanthropy; I do not want to be taken care of by the government, either directly or by any instrument acting; I want only to have right and justice, and I will undertake to take care of myself. I will not live under trustees if I can help it. I do not care how wise, how patriotic the group may be, I have never heard of any group of men in whose hands I am willing to lodge the liberties of the Americans in trust."

Mr. Roosevelt regards the constitution as "horse and buggy" document. If Jefferson, Jackson, Cleveland and Wilson were alive today Mr. Roosevelt would find them as drivers of the horse and buggy—Oregon Common Sense.

When you are impelled to say "Business is so-so"—accept it as a reproach to yourself rather than an alibi on "the times" for business has always been "so-so" to those who let the details of today delay their plans for tomorrow.—Ex.

Dairy Supply Firm Expands its Business

Monroe & Crisell, Inc., established in 1898, is now well settled in its new location which it purchased in June. The firm is now located in a five story brick building at West Park and Davis streets in Portland and has a branch in Salt Lake City.

Almost every article for handling milk from the time it leaves the cow until it is consumed either as whole milk or as other dairy products is sold by the firm. In addition, Monroe & Crisell, Inc., are now in a position to engineer and equip dairies, creameries, meat markets and ice cream parlors with all types of cooling, refrigerating and air conditioning engineers who work with designers of methyl-chloride compressors.

Milk and cream pasteurizers, refrigerators, coolers, milk cans, boilers, churns, separators, milk bottles, are part of the merchandise handled. The firm sells a complete line of machinery for creameries, cheese and ice cream factories, and has special engineers who work with designers of those plants. In addition, the firm manufactures Simplex Silos and milk bottle crates.

The company handles Star Barn Equipment and Stewart Electric Clippers for cows, horses, mules and dogs. W. H. Monroe, president of the firm, organized the concern and it is now owned entirely by the Monroe family. Two sons, M. P. Monroe, secretary, and W. W. Monroe, head of the Salt Lake branch, treasurer, complete the organization. Both sons are graduates of Oregon State College.

The new location will give the firm more room for larger and more complete stocks and will mean a permanent home for a business started nearly four decades ago.

Fall Invasion



New Invention Produces Results

Rol-A-Ray is a new scientific invention that combines the best massage methods with the purifying and vitalizing qualities that control high frequency electricity. Rol-A-Ray, described by many users as "Miracle Rol-A-Ray", is beneficial in cases of arthritis, neuritis, asthma, sinus, and prostate troubles.

The beneficial results are achieved by newly discovered methods of producing a spray of cold, refreshing, invigorating ozone carrying a vitalizing laxative that awakens sluggish processes of elimination and assists Nature in her efforts to bring about a cure.

Rol-A-Ray is a definite ray of hope which has blossomed into the full bloom of the new era of health and relief from pain for many sufferers.

Rol-A-Ray has performed miracles in relieving those who had lost all hope of ever enjoying normal health again. Rol-A-Ray users feel that there is now no necessity of suffering or handicapping yourself and your family spending the best part of your life in pain or worry over conditions that can be corrected by this means.

If you are discouraged after faithfully following your physician's directions which have not resulted in permanent relief, consider the use of Rol-A-Ray—Nature's way to health, without use of medicine or resorting to operation.

Rol-A-Ray Company, 310 Oregon Building, Portland, Oregon, will be glad to consult with our readers regarding their sufferings and will attempt to show the manner in which you may be relieved at no cost or embarrassment to you.

The Heart of the Home—the Fireplace

The fireplace in the home possesses certain virtues which means much to our cultural development and to family affection and to the kindly regard for others. We are finding out that the absence of a fireplace is in reality a lack of something essential to our well-being and greatest happiness.

We are becoming so impressed, unconsciously perhaps, that we now suppose our homes with several fireplaces, if our plans and purses permit. A

new innovation is the outdoor fireplace for summertime use in the garden or on the terrace.

The fireplace is very properly a part of the furnishing of a room—a built-in feature. It should conform to the dominant architectural style and period. To assist you in planning or designing your fireplace, Columbia Brick Works in Portland or its affiliate, Sylvan Brick Company, Sylvan, have plans and specifications as well as photographs of finished fireplaces at their offices for your examination. Those companies sell their products to your local dealers and are always glad to give their cooperation gained through research and long connection with the brick and tile manufacturing business.

Special Armistice Day

Dance at Lonesome Club

Armistice Day, November 11th, coming on Monday, will find a large and congenial group of people dancing to the music of Claude Brereton at the Lonesome Club, 821 S. W. Fourth Avenue, Portland.

The Lonesome club will not only have its usual good music and happy crowd, but prizes and favors will be waiting for you—assuring you that you will have an enjoyable evening with something happening every moment. Old or young, escorted or single, an Armistice Day Dance at the Lonesome club assures you that you will meet congenial people and dance with old and new friends who enjoy being your partner.

Cost of Living Climbs

NEW YORK—(IPS)—Food, rent, clothing, and coal all showed upward trends during September, according to surveys of the National Industrial Conference Board. With an increase of 0.6 per cent over August, living costs were 3.1 per cent above the level of those of September 1934, and 16.8 per cent over the low of April 1933.

Purchasing power of the dollar was 119.8 cents, as compared with 120.5 cents in August, and 123.5 cents in September 1934.

The Board found that food prices had risen 1.3 per cent from August to September; rents had advanced 0.8 per cent for the same period; clothing, 0.1 per cent, and coal, 1.2 per cent, slightly less than seasonal. Sun-

dries remained stationary for the period, but were 0.8 per cent higher than in September 1934.

In Washington, meanwhile, the Post reports: "Forced recognition of outraged consumer demands, marked by critical challenge of AAA parity price objectives and soft-pedaling of 'scarcity' policies, is apparent throughout the New Deal set-up as wholesale and retail prices worked upward."

"Lost the new high cost of living become an issue reminiscent of the World War period, New Deal agencies which have read the writing on the wall from food strikes and housewives protests, are keeping a speculative eye on price advances."

"Department of Agriculture officials, in mapping a corn-hog program for next year, plan to lift restrictions to permit expansion of hog production and consequent easing of pork prices. Complaints of high prices have caused much of the prevailing consumer resentment, and have led thousands of housewives to turn to substitutes."

Washington Snapshots by JAMES PRESTON

Of outstanding interest to Mr. and Mrs. John Citizen is the sudden, if rather tardy, attention that the Administration is giving to the protests of irate consumers at the steady upward climb of wholesale and retail prices. Quietly, behind the scenes, New Dealers are studying carefully those key commodities that reflect a rising cost of living as they climb the price ladder. With the revolt of the pocketbook reaching proportions too large to be ignored, alphabetical bureaus have been given something more vital, if less pleasant, than boondoggling to think about.

Here is an issue that anyone can understand. When a man is forced to reach down in his pocket and pay for something, he can be counted upon to show considerable interest in what is going on. That his wife shares his concern is evident from her outspoken complaints over high pork prices. Much maligned as a result of her resentment, merchants intend no longer to "take it" sitting down. Chicago restaurateurs have arisen in protest.

Tired of serving as shock absorbers for the AAA, they have torn a leaf from the butcher's policy of "playing down" high-priced pork in his advertising. Henceforth, their menus will give secondary importance to all foods on which the AAA collects taxes at the expense of the consumer. There is a polite way of reminding the AAA of that ancient adage: Let him who makes the bed sleep in it. They insist that it is not their fault because there are thorns between the sheets.

The "playing-down" game is also being played by the government. Embarrassing unemployment figures were perhaps the first to be hushed. Now federal agencies are placed in the paradoxical position of having to soft-pedal "scarcity" policies brought about by the very representatives of "more abundant life."

While our foreign trade balance is anything but a balance, with imports greatly exceeding exports, farmers

are losing domestic markets because of the scarcity of their produce, curtailed under governmental restrictions, and cotton planters are losing their foreign markets because of too high prices in the face of world competition. Intrigued by the prospect of a wallet filled with federal subsidies, the husbandman may find himself living in a fool's paradise when the effects of the consumer's revolt begin to be felt.

IN PORTLAND
DANCE
at the
ODD FELLOWS BALLROOM
10th at Salmon
25c
MON.-WED.-FRI.-SAT.

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

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

Capitalize On These LOW Prices

| | |
|----------------------------------|-------|
| '31 Chev. Sport Rdstr..... | \$285 |
| COUPES | |
| '29 Dodge Coupe..... | 185 |
| '30 Austin Coupe..... | 150 |
| '28 Buick Coupe..... | 175 |
| '30 Ford Cabriolet..... | 275 |
| '34 Austin Coupe..... | 275 |
| '27 Nash Coupe..... | 75 |
| '34 Willys 77 Coupe..... | 395 |
| SEDANS | |
| '34 Willys 77 Sedan..... | \$435 |
| '33 Willys 77 Sedan..... | 350 |
| '31 Graham Sedan..... | 385 |
| '28 Oakland Sedan..... | 125 |
| '25 Willys Knight Sedan..... | 75 |
| '29 Dodge Sedan..... | 250 |
| '29 Whippet Sedan..... | 150 |
| '28 Whippet Sedan..... | 125 |
| '28 Buick 6 Sedan..... | 185 |
| '27 Chev. Sedan..... | 115 |
| '28 Chev. Coach..... | 125 |
| '28 Essex Coach..... | 45 |
| '28 Rickenbacker Brougham..... | 100 |
| '29 Essex Coach..... | 175 |
| '26 Buick Coach, real value..... | 175 |
| '28 Whippet 6 Coach..... | 135 |
| '27 Pontiac Coach..... | 115 |
| TOURING | |
| '25 Studebaker Touring..... | 45 |
| '25 Willys Knight Touring..... | 75 |
| Cadillac Touring..... | 75 |

CAPITAL MOTORS
WILLYS 77 DISTRIBUTORS
25 NE GRAND AVE., EA 0769

Outstanding

**— for Mildness —
— for Better Taste —**

© 1935, LOBBETT & MYERS TOBACCO CO.