BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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Portland Office—408 Dekum Bldg., Phone ATwater 5914

AN INVOCATION OF PEACE.

Let the Forces of Light bring illumination to mankind.
Let the Spirit of Peace be spread abroad.
May men of goodwill everywhere meet in a spirit of cooperation.
May forgiveness on the part of all be the keynote at this time.
May power attend the efforts of Christ and His Church.

This invocation is being used in churches and other group meetings, and by thousands of individuals all over the world, throughout the month of May It is metaphysically sound. Read it over, study it, memorize it, and then say it over frequently with real good will behind it. If enough people thought that way, sincerely, there just wouldn't be any more war. And a lot of other injustices and cruelties that some people think are such an ineradicable part of human nature would be wiped out the same way. It is a long process, but it is the only way the world can be lastingly improved. The sooner each of us sets our own mental house in order, the more swiftly will the Millenium come.

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"MARCHING ON"

To the Blue, the Grey, and the Khaki, we pay tribute, . Those courageous men who fought for their country defending the principles which they believed were right, those who marched forth never to return—these men we salute. On May thirtieth, an entire nation will pause in respectful memory of those gallant troops who fought and died for their country both here and over there.

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PENNY-ANTE LEGISLATION NICKS CONSUMER

The public has heard a great deal about the Robinson anti-chain store bill, already passed by the Senate. Its avowed purpose is to promote fair merchandising practices, supposedly in the interest of independent merchants.

Under it, large-scale buyers would be permitted no price advantages not accruing to the smallest buyers. The interest of the consumer seems to have been an entirely secondary issue. Why this point goes unchallenged remains a mystery.

The bill was passed with little debate. A carefully appointed commission competent to study marketing practices might easily have taken two years to investigate a question so vital to consumers, before any bill was even framed.

Authorities on this tremendously important subject of legislation affecting the price of necessities, forecast that the results of such a bill, if it becomes a law, will increase cost of food alone $750,000,000 a year; eliminate stabilized production whereby manufacturers sell goods to larger buyers during off-peak seasons at favorable prices, thereby keeping plants running steadily and lowering cost of goods to ultimate consumer; "freeze" the price level and subsidize the middleman at the expense of the consumer.

The bill would affect practically every business in the country. Independent merchants as well as chain groups would feel its influence. The consumer would pay the bill.

Congress should give the most thorough consideration to, instead of hasty passage of any legislation that penny by penny drives up the costs of necessities and commodities, thereby increasing the cost of living with resulting loss of savings in every home.

* * * *

THE FIRE WASTE CONTESTS

Beginning in 1923, a large number of Chambers of Commerce have participated in an annual fire waste contest. The object of the contest is to reduce fire loss, and each year awards of merit are presented to winning communities.

To say the contests have been successful is to understate the case. During the years since 1923, the participating cities have shown a steady improvement in their fire records, and each year their proportional fire loss has been under that of the country as a whole.

It would be difficult to find a more worthy community endeavor than this. Every time a fire is prevented, everyone in the community is economically benefitted. By the same token, every time a fire occurs, everyone in the community must chip in to pay for the loss. One of the greatest tragedies of fire is that it is almost entirely preventable—a little knowledge, a little time, a litle money, will eliminate practically any hazard.

* * * *

"Exalt the citizen . . . . Make him self-respecting, self-reliant and responsible."—Henry W. Grady.

* * * *

A business commentator recently observed that the best thing that can be said about business today is that there is nothing to say. Answer to that riddle is that business is holding its own, is gradually improving, and that no signs of a let-down can be seen. Earnings, as well as volume and activity, are likewise showing highly encouraging upward trends.

Babson Says

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prestige, and by offering the finest buys in the community, merchants have been able to increase profits through boosting volume without raising prices.

DANGER IN INSTALLMENT SELLING

The very latest method of stimulating sales is swelling consumers' purchasing power through easier credit terms. In some communities, this trend has gone so far that it practically amounts to "nothing down and nothing a week until paid for." I am not attacking installment selling when I make this statement. I believe that it is sound so long as the "down payment" is substantial and the subsequent installments are sufficient to give the buyer a rapidly growing equity in his purchase. Easy credit, however, can be abused again just as it was in 1929. **Too strong competition for such business is dangerous.** It eats into the future buying ability of consumers and overloads the merchant with long-drawn out receivables.

I suspect that the lowering of installment standards is one of the reasons why collections have not recovered as rapidly as retail sales. Failures have been abnormally low for several years and there is no immediate danger of wholesalers and retailers getting into trouble. However, this trend toward "installment inflation' 'must be watched. **My father, a very successful drygoods merchant, often used to say to me. "Roger, a sale is not a sale until the bill is paid,"** and I can recall but few instances of any "credit" troubles he had: So I say to retailers: "Don't let the desire to increase your sales make you forget your old-time credit precepts!"

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Glance over the various advertisements and note the character of business men who are appealing to you for your business through this newspaper. Note the quality and wide variety of services and the different products that are advertised.

Cold Storage Lockers at N. W. Ice & Cold Storage

The Cold Storage Lockers of the Northwestern Ice & Cold Storage Company at S. E. Washington and Water streets near the East end of the Morrison bridge, were constructed with the thought in mind to give to customers the finest in sanitary conditions, refrigeration efficiency, air circulation, and convenience. They are located in a room that is extremely accessible to the street, so that customers are not forced to walk more than a few feet from their cars to the lockers. The room is well lighted to assist in placing and withdrawing stored goods without trouble, and an edequate freezing temperature will be maintained. Each and every locker has a private lock, and alone possesses the key to it. Customers may place or withdraw goods between 8 a. m. and 6 p. m. every day of the week.

For a small charge of $12 a year, or $1.50 per month, one may rent a locker containing 11.6 cu. ft. of refrigerated storage space. By test, this locker will hold over 350 lbs. of meat that is cut and wrapped. A smaller locker having a cubical capacity of 6.92 cubic feet are also available with a meat capacity of 200 lbs. for $7.50 per year or $1.00 per month.

Berries and soft fruits of all types may be frozen at less expense than canning, and the resulting flavor is finer. To obtain best results it is suggested that the fruit be placed in waxed cartons that are available at the Northwestern Ice & Cold Storage Co. office for 1c apiece. These fruits may be frozen in their own juice or with sugar. Meats may be bought in large quantities at wholesale prices, thus offering a saving of nearly 50%. Poultry and rabbits, in fact meats of all kinds can be frozen when prime ,thus avoiding high feeding costs and loss of tenderness.

As a special premium to anyone having an annual locker whose annual rental has been paid, and who brings in another annual locker customer ,a credit of one dollar to apply on their next years locker rental, will be given.

People of this district come in often to Portland and find handy parking at this plant just as handy, more convenient as to facilities than any other cold storage firm, no carrying, hand trucking facilities. Storage checkers to assist.

For further information please write us or visit the Northwestern Ice & Cold Storage Co., at 73 S. E. Washington Street, Portland.

Blue Bell Potato Chip Co.

WANTS 3 TO 4 THOUSAND SACKS OF POTATOES

They are the Manufacturers of the well Known and Popular Blue Bell Potato Chips. Located at 4532 63rd Ave., S. E., Tel. SUnset 1200. Truly a Firm that Merits the Support, Consideration and Patronage of Everyone in Multnomah and Washington Counties Having a Record of Years of Satisfactory Service Under the Admirable and Expert Management of F. V. Sabin.

Those who have never tried the products from the Blue Bell Potato Chip Co. are missing one of the accomplishments of the perfect meal as hosts of people are praising the products of this concern.

Any business to be permanently successful must be founded on principle, honesty, fair dealing and full value for the price asked. From these there can be no deviation regardless of economic or any other conditions.

In such a period as the one through which we are passing, manufacturers and merchants are confronted with many problems. In seeking the solution there is often strong provocation to resort to expediences that in normal times never would be considered. One cause of this temptation is the appearance on the market of sub-standard products put out to create so-called price-competition."

Every successful business in America the ones that have endured year after year, started from a small beginning and are built on an ideal, that ideal has always included a self-imposed obligation to keep faith with the public by maintaining quality and service the year around regardless of conditions.

The Blue Bell Potato Chip Co. started with an ideal. Through good times and bad that ideal has never been violated. To it, all subsequent success must be credited.

Here the public has as its disposal the services of men who posses the know-how and who observed their modern business education in the school of practical experience. From the inception of the enterprise, quality has been the aim and the standard has been maintained from the beginning.

The Blue Bell Potato Chip Co. is a local concern under the competent management of F. V. Sabin, a man interested in local development and its substantial and well merited progress is a matter of actual fact well known to the public.

The products manufactured by this concern are recognized by the trade as the very best. They are sold all over the country and users have atways been well satisfied and demand their products when buying again.

In making this review of the progress of Portland and vicinity we are glad to call the attention of the people to the advantages accruing to the public by the location of this industry here, the high quality of the products, and the commanding position they occupy in the industrial world, by determinedly living up to their original ideal—to furnish the public with the finest products at a fair price—they have won and retained the respect and confidence of the dealers and their many satisfied customers.

We wish to state here that they have brought the largest part of their potatoes from this district and we should support them. They are now in the market for 3 to 4 thousand sacks of potatoes and would like to have 10 pound lots brought in as samples.

Monroe & Crisell, Inc.
Manufacturers & Distributors
EVERYTHING FOR THE DAIRYMAN
PORTLAND, ORE. - SALT LAKE CITY

AIR CONDITIONED
Chicken Dinner
Open Till Midnight
BIXBY'S COFFEE SHOP 1121 S W Stark
Mrs. Bixby Does the Cooking

WOODEN BOXES
AND
CRATES
PORTLAND BOX & LUMBER CO.
2634 S. W. HOOD AT. 0433

Magnolia The Deluxe Lawn Food
Have You Tried the New
PENNA-LITE MOWER
Great American — Tough Aluminum — One Third Lighter— Indorsed by Jobbing Gardeners
USE MAGNOLIA for Lawns & Flowers
These items exclusive at
WESTERN GOLF COURSE SUPPLY CO.
1514 S. E. 10th, Near Hawthorne
Telephone EAst 9492

Wanted
3 to 4 Thousand Sacks of
POTATOES
Bring in 10 lb. Sample Lots
Blue Bell Potato Chip Co.
4532 S. E. 63 Ave.
SUnset 1200 : Portland, Ore.

MAN-KIND DOG FOOD
So Good You Can Eat It Yourself!
MAN-KIND
FIT FOR HUMAN FOOD
DOGS AND CATS
U. S. Government Inspected and Passed Food

Try a classified ad. You will be surprised at the results.

MONEY
FOR MORTGAGE LOANS
6%
LIBERAL TERMS
Oregon Mutual Sav. Bank
AT. 9363 6th at Oak, Portland

Brick & Building Tile
SEE YOUR LOCAL DEALER
Sylvan Brick Company
Columbia Brick Works

Want to Save Money?
For a Small Amount
YOU CAN RENT A REFRIGERATED LOCKER AND FREEZE YOUR MEATS, POULTRY, FRUITS AND VEGETABLES
at the
Northwestern Ice & Cold Storage Co.
73 SE Wash St., Portland
For Further Information, Call, See or Write Us

"Knee Deep in Clover" in mid-August is the result of irrigation of pasture land on the dairy farm. One instance on record: 50 Holsteins pastured on 12 acres of Ladino clover during the 1934 season. Production for that year averaged 450 lbs. of butterfat, compared with 385-lb. average for the year previous!

Irrigation Now Practical and Economical On Large and Small Tracts

● In scores of instances it is proving downright economical to install adequate irrigation systems on small and large tracts alike. Western Oregon farmers in particular are finding irrigation a source of profit. It is doubling vegetable and alfalfa crop returns, improving quality of crops and furnishing abundant pasture to maintain high dairy production all summer long. Get the facts—all the facts—about modern irrigation on the farm. It may result in important profits to you. For complete information just write Oregon State College, see your County Agent, or your local Pepco Farm Service Man.

This Message Published by FARM SERVICE DEPARTMENT of the PORTLAND GENERAL ELECTRIC COMPANY

PROFIT with IRRIGATION

GENERAL PETROLEUM CORPORATION