

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by the Pioneer Publishing Co. at Beaverton, Oregon. Entered as second-class matter at the postoffice at Beaverton, Ore.

Subscription Rates	
One Year	\$1.00
Three Months	\$.35c
Six Months	.50
Subscriptions Payable in Advance	

Enterprise Bldg., Cor. Short St. and Tualatin Valley Highway Phone 7503
Portland Office—408 Dekum Bldg., Phone ATwater 5914

INDEPENDENT MERCHANTS IMPROVE SERVICE

A recent national query asking the opinions of rural editors on the chain store question, brought forth a large percentage of replies to the effect that chains are not a curse to the independent grocers, but an aid. Reason: They have shown him how to better his service to his customers, have forced him to "get on his toes" and adopt modern merchandising methods, and have demonstrated to him the merits of mass buying.

It is a matter of fact that a hundred illustrations could be cited where independent merchants have run chains out of business—by offering lower prices, or by giving better service. And limitless illustrations could be cited where chain and independent stores exist side by side, each catering to its trade, and each prospering.

This kind of competition is sound. It keeps merchants, chains and independent—up to date. It protects the interest of the consumer—which, after all, is the most important matter at stake. And it gives the American people the highest standards of merchandising service existing in the world.

LESS AND CHEAPER GOVERNMENT

We hear much said along the line that the crying need of the country is less government and cheaper government, but there is not a session of any legislature that does not have its harvest of new laws and new expenses, while everyone talks of lower taxes, everyone works to increase taxes. A new tax, a gas tax or an income tax is levied, and immediately a new crowd is put on the payroll. It isn't long until the new levy is used up and a deficit is created. Then another new levy is worked out and the vicious never ending circle is begun again. The best way to reduce taxes is to refuse to credit new jobs that call for tax money and abolish a lot of jobs that have been created merely to reward some political worker. All the talking that is done in a million years won't reduce taxes as much as abolishment of a collection of useless jobs.

COMING CAMPAIGN ONE BASED ON PERSONALITIES

Governor Landon's speech of acceptance—which pledged the encouragement of private initiative and enterprise, and followed the pattern everyone anticipated—has inaugurated the campaign in earnest. From now on, the political fur will fly thick and fast, with hostilities reaching their most tense point in October.

Interesting aspects of the campaign is the contempt some unbiased and distinguished political commentators are displaying toward both party platforms. These commentators tend toward the belief that the Republicans missed a great opportunity when they made their platform general, vague, filled it with "escape caluses." They also seem to believe that the Democratic platform, while it lacks much in exactness, is the better written, more appealing document.

But chances are that the platforms will play very little part in the campaign, aside from giving political spokesmen opportunity to "point with pride" and "view with alarm." The candidates themselves are the great factor. It will be a contest between the plain Landon personality and the glamorous Roosevelt personality.

The later years of life are largely spent getting rid of many false ideas that have been acquired during the early years of life. One also often acquires a lot of positive convictions during his earlier years and finds as he gets older that more knowledge often makes him less positive.

With the improvement of business, prices are bound to increase. Prices always advance when business is on the uptrend. Better business will see advances in all of these.

In the good old days the moth used to eat holes in the woolen garments stored in the closet. Moths have a harder time these days especially in the summer. Any well conditioned moth can devour the average woman's entire outfit and still leave the table hungry.

- PATRONIZE OUR ADVERTISERS -

COL. FRANK KNOX



Colonel Knox, Republican candidate for vice president, will take an active part in the coming campaign. He plans to speak in all parts of the United States.

Deaf Dog Learns to Obey Master's Sign Language

A six-year-old Pomeranian dog, owned by Louis Moe of Everett, Wash., has mastered the sign language. The dog has been deaf since it was six months old. From simple movements of Moe's fingers, the dog will obey such signals as "come" and "go," "stop barking" and "sit 'em, Tip!"

COUNTY COURT

REAL ESTATE TRANSFERS
 Wm. O. Fuller to Sarah V. Sook, Lots 1 to 5, Blk 5, Lots 9 & 10, Block 6 Talbots Add., Corvallis.
 R. L. Burke, et ux, to Louise A. Nelson, Pt Blk 7 Walkers Add, Forest Grove.
 C. A. Kling, et ux, to J. P. Dowell, et ux, Pt Lot 88 Johnson East Add to Beaverton-Redville Acreage.
 C. L. Lein to Wallace J. Ehler, et ux, 1 acre sec 22 T1SR1W.
 Andrew Kallunki to Hilja Johanson 5 acres sec 35, T1NR1W.
 Max Lystrup, et ux, to W. E. Masters, Lots 1 & 2 Blk 1 Doughtys Sub., Fairview Add., Hillsboro.
 Gunner Berggren to Blanche Berggren, Lot 9, Blk 19, North Plains.
 Edward H. Chalmers et ux, to Alfred A. A. Guenther et ux, 1 acre sec. 13, T1SR1W.
 Fritz Elmsner, et ux, to Elias Wick, Lot 24 Hoffarber Tracts sec 35, T1SR1W.
 Alfred Stein, et ux, to Pauline Singer, 13 acres sec 25, T2SR2W.
 Pauline Singer to Valentine Adamik, 13 acres sec 25, T2SR2W.
 Valentine Adamik to W. W. Martin, 13 acres sec 25, T2SR2W.
 E. C. Wilson, et ux, to City of Banks, 153 acres sec 36, T2NR4W.
 Blue Lake Logging Co. to Hammond Lumber Co., Sec. 3, 4, Pt of 5, 6, 7, 8, 9, T2NR6W; Pt sec 31, 32, 33, 34, T2NR6W, Pt Sec 36, T3NR7W.
 J. R. Caples, et ux, to Albert H. Lindenman, et ux, Tract Wm. Beagle DLC No. 38 T1SR4W.
 Joseph Connell, et ux, to W. J. Enschede, et ux, 73.75 acres W Pomeroy DLC No. 39 T1NR2W.
 Dora S. Gilbert to W. P. Boley, Pt Lot 4 Blk 3 Humphreys Add Hillsboro.
 Frank Vandehy, et ux, to Myrtle A. Vandehy, Pt Lot 3 Blk 39, Forest Grove.
 Oda Irene Wilson to Ota Iray Arthur Pt Lot 3 Blk 33 Forest Grove.
 J. W. Connell, Shf. to Harriet Booth 1 acre R Williams DLC No. 42 T1NR2W.
 Emma Benz to Geo. Gordon Murray et ux, Lot 3, 1st add Benz Park.
 Hilja Johanson, et vir, to Earle J. Hammond, et ux, Tract sec 35, T1NR1W.
 Blanche M. Richards to J. M. Richards, Pt Blk 2 Walkers Add Forest Grove.
 Marie Rasmussen to Jennie Rasmussen Price, et vir, Pt Lot 3 Blk 39 Forest Grove.
 Roland Hornecker, et ux, to Leta Epler, Tract sec 3 T2NR3W.
 Will Hensley to Alice Ranslam, Pt Lot 6 Yerex Sub.

TAYLOR
 Thurs-Fri-Sat.
 "Anne of Green Gables" with Anne Shirley and Tom Brown plus "Red Salute" Robert Young and Barbara Stanwyck Sun-Mon-Tues-Wed. Aug. 9-10-11-12 "Mutiny on the Bounty" Clark Gable, Charles Laughton Plus "Gay Deception" Frances Dee and Frances Lederger

DANCE
 THURS. MON. FRI. SAT.
 With Claude Brereton and His Music
 The Lonesome Club
 821 S. W. 4th Ave. Portland
 ADMISSION ALWAYS 25c

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

U. S. Living Costs Rise Another 2% During June

NEW YORK—(I.P.S.)—Cost of living in the United States for wage earners showed a further rise from May to June of 1.7 per cent, according to an announcement of The National Industrial Conference Board. The rise was due to a substantial increase in rent and in the price of food.

Living costs in June were 4.0 per cent higher than in June, 1935, and 29.3 per cent higher than in April, 1933. The price of food increased 4.7 per cent from May to June. During June, food costs alone were 5.7 higher than in June of last year and 43.8 higher than in April, 1933. Rents during June were 11 per cent higher than a year ago and 23.8 per cent higher than January, 1934, the low point.

BABSON SAYS

The attitude of railroad people has definitely changed. The "defeatist" complex has been routed from most systems. When traveling about the country I sense a completely new spirit on the part of all employees from presidents to trainmen. More innovations have been jammed through during the past three years than in the previous quarter of a century. Faster schedules, streamlined trains, air-conditioned cars, electrification, crude-oil-burning locomotives, attractive excursions, and floor-to-door freight service are a few of the improvements which have focused public attention on the rails. At the same time operating costs have been cut to the bone. Most important of all is the slash in passenger fares, which I believe is a real "leap for life."

RAIL-EQUIPMENTS INTERESTING
 A resumption of earning power of the railroads would be a great boon to national prosperity. Of the rolling stock now in use, a very high percentage is obsolete or in bad condition. For instance, 250,000 freight cars and 10,000 locomotives need to go into the repair shops. The present volume of traffic is being handled easily, but an increase of say 20 per cent, should force managements to place large contracts for all types of rail equipment. The tremendous savings which are made possible by the use of modern equipment might release huge orders, as soon as working capital permits. In fact, I believe that one of the best ways to participate in the recovery of the carriers is to buy the securities of certain railroad equipment companies. Recovery so far has been very selective. Business is today 70 per cent above the low, according to the Babsonchart, but this is an average of all industries. Some groups, such as electric power, radios, and refrigerators are at record high. Others, such as automobiles, textiles and shoes are back to normal. But a third classification, which includes railroads, building, and certain heavy industries, is still far below normal. The materials used in these industries—coal, cement, iron ore, lumber, steel—are the biggest freight items in normal times. Every year since the recovery set in a new group of industries has come to

the fore. Next in line may be the railroads and their common stocks which are known as "leverage" issues

LEVERAGE POSSIBILITIES

The railroads' big expenses are labor, fuel, taxes, and the interest on their capital investment. It costs very little more to carry 10 cars filled with passengers than to pull 10 half-filled cars. Last year the New York Central made enough money to pay its bills and to meet the interest on its bonds but showed only two cents per share profit. Yet only a 12 per cent increase in last year's gross revenue could boost net income roughly \$30,000,000 which would be equal to \$6 per share. Thus, only a 12 per cent gain in gross revenues would represent a fantastic per centage gain in net income accruing to stockholders. That's what is meant by "leverage."

There are, however, some bearish factors in the rail outlook. The industry is dominated by four of the strongest labor unions in the country. They will attempt to skim the cream just as fast as it rises. Then there is the tremendous funded debt which should be cut down as rapidly as possible. Taxes and inflation are also serious menaces. Finally, there is the pace set by the other methods of transportation which must be met, continued improvement in business however, should offset these bearish influences during THIS recovery period. After that be ready to clean out your rail securities both stocks and bonds.

Copyright 1936.

V Dinners That End the Day Happily
V COFFEE SHOP
 in the Lobby
 American Bank Bldg.
 Portland, Oregon

J. O. JOHNSON
 Attorney at Law
 Portland office 925 Yeon Bldg.
 Tigard office Johnson Bldg., Wednesday and Saturday
 Phones Tigard 52 and 0351



Cutting a Lane Thru the Dark

Clearly, concisely, briefly: To Help You In Your Thinking

The United States News presents the news of national affairs—organized for your convenience in special divisions as follows:

- The Congress Week**—what the House and Senate debated—measures passed—clock-room attitudes—implications.
- The President's Week**—the visitors the President saw what he said and did—the meaning of these conferences.
- State of the Union**—a five-minute explanation of the high spots in the national news keeps you informed on the essentials.
- The Political Week**—up-to-the-minute reports on what the political leaders are doing and planning—the kettle boils.
- What the Press of the Nation Thinks**—quick, interesting survey of public opinion, including the percentages of the press for and against on leading issues.
- Washington Whispers** and Tomorrow—what is going on back of the scenes in the different departments, bureaus and administrations—the news behind the news!
- Voice of the New Deal**—signed articles by Administration spokesmen. Voice of Business—how business leaders view national problems and propose to solve them.
- Trend of American Business**—a remarkably complete statement of business conditions, boiled down to a page.
- AND IN ADDITION**—A critical appraisal of the Washington scene by David Lawrence written especially for The United States News, and appearing in no other publication.

These are days when unprecedented things are happening in national affairs to affect you, your living, your income and your buying power. The United States News, the weekly magazine of national affairs, cuts a lane through the dark for you. The United States News gives you, in from half an hour to an hour a week, a straightforward, connected narrative and interpretation of everything essential in national affairs. So well does The United States News do its job of gathering, relating, condensing and explaining the important news that it is read regularly by more than 50,000 subscribers. Thousands of business executives, organization leaders, thinking men and women, read it to keep posted.

Special Introductory Offer
 The regular subscription price of THE UNITED STATES NEWS is \$5 a year. As a new reader, you are invited to receive it each week for the next EIGHTEEN WEEKS for only \$1.00.

THE UNITED STATES NEWS,
 2205 M Street, N. W.,
 Washington, D. C.

Send The United States News each week for the next EIGHTEEN WEEKS for \$1.00—your special offer to new subscribers.

Name.....
 Address.....
 City..... State.....

SPECIAL

PAINT, Per Gal.	\$2.35
ROOFING, Per Roll,	\$1.20
2 ft Handy Household Step Stools	79c
Agricultural Lime, Per sack	.40
Self Polishing Floor Wax Per Pt	.45
Calsomine, Per Lb.	.07

See Us For
 Paints, Doors, Windows
 Drain Tile, Glass, Plywood

McCready Lumber Co.
 Our Red Trucks Deliver
 Phone 4603 Res. Phone 12505