

BEAVERTON ENTERPRISE

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THRIFT—BUSINESS AND PERSONAL

Ask yourself this question: "Would the depression have been more disastrous had not many families and individuals had savings when the crash came?"

There is only one answer. No one argues against thrift—against building up personal savings "for a rainy day." We all know that savings come in handy in lean years.

If this principle is sound for personal savings, it is equally as sound for corporate savings. Yet there are many who are objecting to corporate surpluses and arguing that these surpluses are in the form of hoards of cash lying idle, unused and unproductive.

Actually, the great bulk of corporation surpluses are not held in cash at all, but in the form of property and productive assets. Perhaps the term "surplus" is misleading, and it might be well to make the actual meaning of the term more clear in financial statements.

Corporation surpluses are not held in the form of cash to any con-

There is only one answer. No one argues against thrift—against considerable degree, but are more often the certain part of corporation income which is "plowed back" into the business so that the business may expand and operate more efficiently. The years 1922 to 1930 saw only 2 to 3 1/2 per cent of the business income of the country held in reserve.

As a matter of fact, it is fortunate that business had the opportunity to build surpluses during the nine years preceding the depression, because from 1930 to 1934 inclusive American business paid out 27 billion dollars more than it took in.

Business spent a big part of its surplus to maintain wages and keep men on the job during the years when the actual current business income was far lower than the level represented by the actual money spent by business.

Savings by companies should be encouraged just as much as savings by individuals. They serve as insurance against the "rainy day" in business life.

Pacific Business College

1017 S. W. Washington Street, Portland, Oregon

Pacific Business College training will quickly qualify young people to hold a good position and the employment department will help them to find it.

EASY MONTHLY PAYMENTS

Pacific Business College located in Portland has merited distinction achieved by careful training of students, far above the average commercial college. The Pacific Business College is under the personal management of Mr. Turley, an experienced executive.

On a visit to this institution one instantly feels the atmosphere of business idealism and general educational interest. The visitor is immediately impressed that there is a wide-awake business college wherein students find specialized training.

Its chief asset, is the personality of the instructors revealed in their wholesome, dignified appearance, their earnestness in dealing with the students and their direct and intelligent discussion of school matters with the visitor. Many firms in this city and

for miles around have secured well trained employees through this reliable school, from the student body and through the licensed and very active employment service maintained by the school.

It is well deserving of its established reputation for thoroughness and quality.

The work is individually planned; equipment, text books and instructions are in accord with present day demands. At this institution, a business education means "a definite amount of training along definite lines for definite purposes." Each pupil that completes his course is adequately prepared to keep pace with the demands of modern methods, and in this edition we endorse this as a thorough school for students. It is a reliable institution.

Mr. Turley maintains in the institution only such policies and practices as will in the community and elsewhere reflect credit upon the cause of education. Everything new in modern business is taught here, therefore we recommend the college to the public without hesitation. You should visit the Pacific Business College in Portland to appreciate what it is doing for the community in preparing future business people.

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Advance Class, Monday, Sept. 21,
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At Ritz Theatre Beaver-
ton Sun. Mon., Tuesday.

Oregon Mutual Fire Insurance Company Rushes Payment of Losses

Checks were being issued Wednesday morning (three days after the fire) to policyholders who suffered fire loss at Bandon, by officials of the Oregon Mutual Fire Insurance Company, who have set up temporary headquarters at the scene of disaster.

The company is paying each loss as soon as any of their six adjusters completes his report and many of the insured received their checks while the ashes were still hot. Officials issuing checks, estimate that approximately \$50,000.00 will be the firm's loss of which \$50,000.00 is reinsured leaving a net loss of \$30,000.00. They estimate, too, that all losses will be adjusted and paid within one week's time, which is in keeping with the company's policy of rushing adjustment after all fires.

Day Music Firm Now Housed in New Place

The Day Music Co., which has been serving Portland for more than 20 years, carrying a complete stock of pianos, radios, musical instruments and sheet music, and which has been located for 10 years at S. W. Fourth avenue, and Taylor st., is now located in the music center of the city, 817 S. W. Ninth.

The company has purchased a tremendous amount of sheet music and music materials, making its stock one of the most complete in the city. The sheet music department will be under the management of Verna Christal, one of the city's most competent music advisors.

Ivy's Beauty Shoppe

Five and one half years effort builds attractive beauty Shoppe business. Equipped with all the modern electrical appliances that apply to the beautifying of the face and hair.

Increased business this year has necessitated the addition of an extra operator.

Ivy's Beauty Shoppe is one of the few that can boast of such a large increase in business. This is all due to her expert knowledge of the art of permanent waving and marcelling the hair.

The Oaks Rink
PORTLAND'S
Largest & Finest Skating Rink
NEW FLOOR NEW SKATES

MON. THURS. DANCE FRI. SAT.

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

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WHY SUFFER ANY LONGER?
Free Treatment at office
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hair so attractively that her customers often come great distances for a re-newing of the curly tresses.

She is famous for her fine hair cutting and shampooing, manicuring and facial work.

Only recently a Californian arriving in Hillsboro inquired for Ivy's Beauty Shoppe stating that her friends in her native state of sunshine and beautiful women had recommended Ivy's Beauty Shoppe as the best in beauty parlors.

Real Estate Transfers

F. A. Bucher to Willard C. Hall, 20 acres, sec 35, T1SR2W.

Commercial Natl. Bank to Eve Six, Pt lots 14 and 23 Kinnesswood acreage.

C. B. Kennedy, et ux, to F. C. Six and Eve Downs, pt lots 14 and 23, Kinnesswood Acreage. All equipment furniture and fixtures pertaining to gasoline filling station.

Ida Himman, et vir, Elva Howey, 20 acres sec 25 T1SR2W.

H. L. Subbauer, et ux, to Ross C. Tupper, et ux, lots 9 and 10 blk 14 Corneliuss.

Herman Frahm to H. W. Carrick, et ux, 5 acres sec 18, T1NR2W.

Mabel Behm to Bessie Behm, pt tract in sec 27 T1SR1W.

Universal Securities Corp. to John L. Clark, et ux, 2 tracts sec 18 T1SR2W.

Christiana Neuman to Ed. J. Karn, et ux, 151 A sec 2, 3, 10, 11, T3SR1W.

Chas. H. Hays, et ux, to W. S. Bow-er, et ux, and 1/2 int tract sec 32 T2SR1W.

Paul M. Marks, et ux, H. L. Hassel-brink, et ux, and 1/2 int sec 32 T2SR1W.

Howard Eiters, et ux, to J. A. Gad-baw, et ux, 1.77 acres sec 23 T1SR4W.

H. A. Kurath, et ux, to O. W. Hesterlee, et ux, lot 10 Willshire.

Joseph Peterkort, et ux, to State Highway Commission, rt of way thru tract sec 2 T1SR1W.

Elma L. Cuthbert, et als, to State Highway Commission rt of way thru tract sec 25 T2NR4W.

Esther Annie Dunlay, et als, to Mary Van Domelen, et vir, tract W Wilson DLC No. 37 T1NR3W.

Henderson Smith to Lloyd D. Reeves 40 acres sec 6 T2NR3W.

W. J. Priest, by atty., to Frank G. Pritzlaff, et ux, lot 2 Kennedy acres.

Ralph C. Pointer et ux, to West Hills Memorial Park 2.2 acres sec 1 T1SR1W.

Christiana Lung to James Huson, lots 1 to 3 blk 3 Talbott's add, Corneliuss.

H. O. Britton, et ux, to Malinda A. Rost, pt lot 146 plat No. 2 Bonny Slope.

Robert E. Gibbs, et ux, to U. S. Natl. Bank, pt lot 10 and 11 Garden Home.

Lester Sel, et ux, to State Highway Commission rt of way thru tract sec 24 T2NR4W.

Sam Phillips to Pearl Phillips, lot 5 Subdivision Lot 39 Virginia Place.

Emma Benz to Anna Helen Raab, confirmation deed strip land thru lot 27, 1st add Benz.

Ferdinand Y. Spicker, et ux, to Truman Boyd, et ux, lots 10, 11, 12 blk 6 South Const Add Hillsboro.

Glenn S. Ehle, et ux, to Albert P. Ishler, et ux, lots 9 to 12 blk 32 West Portland Heights.

John W. Gibson, et ux, to Geo. G. Appel, et ux, 2 1/2 acres sec 5 T2SR3W.

Chas. C. Hancock to Irl W. Spaulding, et ux, lot 2 Corneliuss Environs.

R. I. Forsyth to Howard Forsythe, et ux, lot 2 blk 8 Metzger Acre tracts.

Bertha Beers, et ux, to Howard Forsythe et ux, lot 2 blk 8 Metzger Acre tracts.

Mary Boy to R. J. Esther, et ux, 20 acres sec 19 T1NR2W.

Anna Kimsel, et vir, to J. J. Nuss-baumer, et ux, 1 acre sec 3 T1NR2W.

May Goodwin to Predetta Irene Helsler, lot 2 blk 6 Upton Park, (Multnomah Co.)

Clifford C. Frend to Lela B. Neher, 10 acres sec 5 T2SR1W.

Wm. T. Herndon to Anton Peterson, et ux, 6 acres sec 34 T1SR1W.

Manley Nelson, et ux, to Georgia Nelson, 4 acres sec 33, T1NR3 and sec 4 T1SR3W.

Mary A. Hancel to E. Klaisner, et ux, lot 8 blk 3 sub lot 7 Nichols add to Garden Home and pt lot 1 blk 1 Sub Stewart McCormick Acres.

Consistent advertising will bring certain and definite results.

JESSIE L. LEWIS
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A Poem on Contract Bridge pictur-
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Families. What readers have said
about it: "Convulsed with Laughter."
"Such humor is a gift of the Gods."
"An effervescent book of fun."
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Mail orders filled promptly

DAIRYMEN!
Now—abundant, low-cost hot water
for Grade B and Grade A Dairies

If you operate a Grade B dairy, a Pepco Hot Water system will keep scalding hot water on tap for you all the time at a monthly operating cost of from \$1.25 to \$2.25, according to experience of others. If you operate a Grade A dairy, you'll be interested in our Electric Steam Boiler installation that generates steam up to 60 pounds pressure, and operates at a monthly cost ranging from \$3.50 to \$7.50. Both of these systems are fully automatic, dependable and built to last. Both operate at the low rate of 8/10 of 1c per kilowatt hour! Ask the Pepco Farm Service man in your community for complete facts. It will pay you.

PEPCO FARM SERVICE DEPARTMENT
PEPCO Electric HOT WATER
Only 8/10 of 1c per kilowatt hour

Hiller Brothers

Realtors whose Field Office is Located on the Canyon Road
Opposite Multnomah Golf Course

Portland's Newest Subdivision, the Multnomah Country Club Addition, comprising 100 acres of home sites, is Open for Public Inspection, according to Announcement by J. A. Hiller of Hiller Brothers.

One of the essential qualities of successful operations in real estate, is the comprehensive knowledge of the business. Another is the inherent ability to bring deals to a successful and satisfactory close. That this office is in charge at all times of men amply endowed with the above attributes is evidenced by its successful operations throughout the state.

In this day and age when conservative men are constantly seeking investments where they are not only assured a permanent source of income, but a reasonable certainty of increase in value, the real estate dealer is doing more than his share in meeting the demands of such men. This locality is indeed fortunate in having in its midst such a firm as Hiller Brothers.

This institution has been closely identified with the growth and expansion of this county and has made a close study of real estate conditions so that they could offer the buying public the very best service.

Drop in at any time and talk it over with them. They are personally interested in the progress of the entire community and always anxious to dis-

cuss the advantages of this section and to learn of any manner in which the home community may be best improved. They have been tireless in their dealings and reliable in their policies. In all transactions their word is as good as their bond and the people have come to look for them when seeking desirable property.

Hiller Brothers realtors, located on the Canyon road, opposite the Golf course, are to be complimented for their past reputation of foreseeing the trend in real estate values and there is no reason why their future service will not retain the same foresight. When seeking properties in Portland's newest subdivision be sure to see Hiller Brothers.

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Lest You Forget

May we remind you that the erection of a memorial should be seriously and carefully considered. Memorials are important. They are necessary. The memorials you erect will be the one public, lasting, honoring record you can make of the deceased of your family.

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Now—abundant, low-cost hot water
for Grade B and Grade A Dairies

If you operate a Grade B dairy, a Pepco Hot Water system will keep scalding hot water on tap for you all the time at a monthly operating cost of from \$1.25 to \$2.25, according to experience of others. If you operate a Grade A dairy, you'll be interested in our Electric Steam Boiler installation that generates steam up to 60 pounds pressure, and operates at a monthly cost ranging from \$3.50 to \$7.50. Both of these systems are fully automatic, dependable and built to last. Both operate at the low rate of 8/10 of 1c per kilowatt hour! Ask the Pepco Farm Service man in your community for complete facts. It will pay you.



This system was especially designed to economically supply a Grade B Dairy with abundant scalding hot water—on tap all of the time.

PEPCO FARM SERVICE DEPARTMENT

PEPCO Electric HOT WATER
Only 8/10 of 1c per kilowatt hour