

# BEAVERTON ENTERPRISE

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## CONSUMER'S INTEREST VITAL

The controversy over merchandising practices and regulatory laws cannot be soundly solved if acrimony, prejudice and misunderstandings dominate the discussion.

Every American citizen has a stake in this problem. All of us are consumers—all of us will be affected by laws which directly or indirectly penalize low cost merchandising and thus boost the cost of commodities.

Proponents of laws designed to restrict mass production of commodities seem to feel that such a step is necessary to protect independent merchants. But the facts do not substantiate this. Independent merchants have not only met such competition, but have themselves expanded and prospered. Many experts think that mass production has just about reached the apex of its development.

It seems unreasonable to suppose that if laws are passed which cripple low cost distribution to consumers that independent merchants and the buying public will entirely escape the penalties imposed. Thousands of independents have joined in buying organizations based precisely on the existing mass buying and selling system of reducing overhead, transport and other in-between costs.

Unless the American people are willing to go back to the "crossroads store" idea of merchandising and pay more for everything they buy, with a smaller selection to choose from, it will be well to "make haste slowly" in passing laws that hamper efficiency and good service.

## FEDERAL RESERVE REPORTS PROGRESS

The report of the Federal Reserve Board for December calls attention to the fact that industrial production was 14 per cent greater than it was during 1923-25, the base period used by the board's statisticians. This is not a surprising figure; it simply confirms, in terms of our most nearly official index, what most persons who have followed the course of business in 1936 already knew.

On all sides the average citizen has seen friends and neighbors who desired to work finding employment back in business, industry or agriculture. The heavy Christmas buying was ample evidence that America has weathered the storm and is reaching steadily back toward normalcy without the panaceas and nostrums which have afflicted other depression-ridden countries.

What is of great importance in this official Federal Reserve statement is that production of durable goods has recently moved up sharply, "with output of automobiles and machinery showing the largest expansion" of all industries.

The report does not show the complete picture in the great auto and steel industries, however. As they have pushed production upward, more and more men have been added to the payrolls and millions of dollars have been added to the nation's purchasing power. Wages and employment are almost generally at or above 1929 levels.

The momentum of these two progressive industries is felt by practically every person in the land. Anything that interrupts the progress of steel and automobiles cannot but be a brake on economic progress.

Co-operation is the strong right arm of community progress. The community possessing all other natural assets but lacking a spirit of co-operation has a limited and circumscribed future. The community lacking many natural advantages but characterized by a pronounced spirit of co-operation among its citizens has indeed a brilliant and happy future before it.

## Sprague Electric Co.

Phillip E. Sprague  
723 E. Burnside

Glenn E. Sprague  
Portland

They are aiding in the raising of the standard of living and luxury by distribution of a complete line of Hot Point electrical household appliances, American-Borsch and G. E. Radios, and supplies.

They have a store that is typical of the late development of present day civilization and one that aids in making the homes of the people more comfortable than any other field of endeavor.

Steinmetz, the late wizard of the General Electric Co. forecasting the future said that soon people would work only four hours a day on account of the marvelous development of labor saving appliances. This applies both to the work of the household where the labor problem has long been a feature of importance as well as in the field of industrial endeavor.

At this store you can see most every modern electrical appliance that alleviates the work of the household.

The mistaken idea that these appliances are more expensive to operate than other help systems can easily be shown to be false by a visit to this store and a demonstration.

In the field of contract work they render complete service. They will make up a full set of plans for your electrical work, give you specifications estimates, make a contract and put a force of experienced men on the job who will complete the work in the shortest possible time. It will all be accomplished according to the latest code and be fire proof.

The men in charge of the Sprague Electric Co. are electric engineers of unusual versatility and judges of value in the electrical field. The store and contracting activities are aiding in the development of our superior, modern life.

## Roy's Tire Shop

GUARANTEED RETREADS

Smooth Tires Rebuilt at less than 1/2 the Cost of New Ones. Regrooving. Guaranteed Tire Repairing  
723 W. Burnside Portland BE. 3870

There is no concern more worthy of extended mention in this review than the Roy's Tire Shop, located at 723 W. Burnside, Portland. Under the direction of a man who is thoroughly conversant with every feature of the tire retread business, it is not strange that this has become one of the most important commercial assets of the community.

This is the day and age when the public demands not only magnificent service but the best at reasonable prices.

Thoroughly familiar with the present conditions and with an exceptionally wide experience in the tire retread service, the management of this

company has been able to render a service to the people in their line that is distinctly satisfactory. Real service at most reasonable prices possible has been the guiding influence in their policies and it has brought them trade from all the surrounding country.

In making a review of this onward progress of this section of the country we compliment Mr. Roy and his assistants on the manner in which the business of this modern tire retread company is operated. Real service and real prices are bringing them trade from all parts of the country. Convince yourself. Give them a trial. Telephone BE. 3870.

## East Side Rug Co.

Rug Manufacturers, Rug Cleaners  
4529 S. E. 67th Ave. Portland  
Mr. Edgar, Mgr. SU. 3012

In a review of the business interests of Portland and vicinity there is no concern more worthy of extended mention than the East Side Rug Co., located in Portland at 4529 S. E. 67th Ave. Here the public has at its disposal the services of men who obtain their very modern business education in the school of practical experience. From the inception of the enterprise, quality rug manufacturing has been the aim and the standard has been maintained from the beginning.

The name stands for quality, reliability and progress in this industry

and as the advances of the times have marked improvements in the trade, they have kept thoroughly abreast of the times.

In making this review of the onward progress of this part of the state we are glad to call the attention of the people to the advantages accruing to the public by the location of the East Side Rug Co. in the vicinity. The high quality of their rug manufacturing and rug cleaning and the commanding position they occupy in the industrial world excelling as they do in their special field of endeavor.

## Inlaid Hardwood Floor Co.

2912 N. Gantenbein Portland  
QUALITY HARDWOOD FLOORING

This section of the country, as a whole, has an added business advantage by having in its midst such a very well known concern whose commendable policies and inherent honest dealings have gained them an ever increasing business.

First they insist that their hardwood floor service is dependable. You know that you are going to get value received and courteous treatment when you trade here because past experience has taught you that they are personally interested in you and your trade. Next, they leave nothing undone in their effort to provide for you the very best hardwood flooring that can be had for the money.

Fair and honest business methods

at all times, excellent service to every patron has established for them a name that has extended in every direction from town. All of these business assets have been the reason for their success, and with these methods in mind we realize that their success has been deserved. These are but a few of the reasons that we wish in this review to direct the special attention of our readers to the Inlaid Hardwood Floor Co. as one of the essential factors in the life of the community. But what we particularly call our readers attention to is the fact that in trading here you deal with people who are here every day and who are interested in you and your welfare.

## Dr. John Brownlie

OPTOMETRIST  
828 S. E. Grand Portland

He has had long experience and wide knowledge as a specialist in eye troubles. Immediate attention to these delicate organs may save you much inconvenience and expense. His large patronage speaks for the quality of his service.

Some of us inherit eyes subject to certain defects. Others of us have taken bad care of our eyes when we were children. Any inherent weakness or any mistreatment of the eyes may cause us to need glasses. Because of the delicacy of the eyes no one but an expert should be allowed to examine and correct our vision. A mistake may mean a handicap for life in the way of extremely defective sight.

It should be a source of great satisfaction to the people of this community that they have conveniently located here a man whose fine technical skill and long experience make him an expert in examining for and fitting glasses. This up-to-date office is well

patronized and justly so. He has spent years in making a special study of the eye and is thoroughly competent in every detail.

If your eyes are causing you any trouble whatsoever, the wisest move is to see him immediately. Your trouble may be only slight and capable of being corrected at once with the proper glasses. Immediate attention to such matters may save you much expense and inconvenience.

If you have children it is a wise thing to have a regular examination made of their eyes, along with a complete physical examination. Dr. Brownlie optometrist, has made a study of the troubles affecting children's eyes, and he will be glad to give you the most expert advice on the matter.

This publication is glad to recommend this experienced optometrist to all its readers. He is a professional man of wide knowledge and experience and a valued citizen in the community.

## Superbilt Manufacturing Co.

An Oregon Concern 20 Years in Business Employing 200  
Portland People. Mr. Ben Rosenfeld, Pres.  
2511 N. E. Holladay TR. 1181

In recent years there is no occupation that has gained prestige more rapidly than the manufacturing of mattresses and bedding.

The day of the straw tick and feather bed is over and everyone should look over their household and equip it with the most modern mattresses as it not only is the most sanitary bedding, but makes one enjoy life the more, keeps the family in better health and helps in many ways.

They are equipped for the rapid and expeditious manufacture of mattresses of superior quality and makes them in all sizes. They are giving the best of satisfaction and when you fall into a bed equipped with a Superbilt mattress you never

awake until the "Crowing of the Cock". You feel rested and ready for the day's work. You are able to accomplish more in the waking hours and have greater efficiency.

When buying a mattress from your dealer, ask for a Superbilt. It is an Oregon concern and you will keep your money at home.

The people of this section owe a debt of gratitude to them which can best be paid by boosting for this house on all occasions and invariably asking for mattresses with the Superbilt Mfg. Co's label.

PLANT FRUIT TREES NOW  
SPECIAL Two-year-old 60c  
FRUIT TREES  
GROUP OF TEN TREES \$5.00

All varieties  
SHRUBS, NUT TREES, EVERGREEN  
Jess Thornton, Mgr.  
A. M. HAND NURSERY  
N. E. UNION & IRVING EA 3024  
1 Bk. W. SEARS and ROEBUCK

## New S. P. Freight Cars Would Make 109-Mile Train

If all the freight cars and motive power units ordered in 1936 by the Southern Pacific and the Pacific Fruit Express, in which it owns a one-half interest, were placed end to end, they would make up a train 109 miles long.

The train would consist of 12,325 new freight cars of various types and 46 new locomotives with a combined pull of 233,000 horse-power, according to J. H. Dyer, vice president in charge of operations for the railroads.

Traveling at the rate of 35 miles an hour, it would require more than three hours for such a train to pass a given point, Dyer stated.

## Organization of County Guernsey Breeders Meet

Twenty-five Washington county Guernsey Breeders met at the Hillsboro Chamber of Commerce, Monday, December 28 at the second regular meeting of the newly organized county association, reports L. E. Francis, assistant county agent.

The principal action of the group was the formation of a plan for awarding each year a Guernsey heifer calf as a breed special to the outstanding Guernsey 4-H club member at the county fair. Definite plans as to the donor and the awarding will be announced later.

Plans for the membership and dues were discussed by the group. C. W. Robinson, field representative for the American Guernsey Cattle club, was present at the meeting and showed moving pictures of the recent Byrd Antarctic Expedition and the part that the Guernsey cattle played on this scientific trip.

The next meeting will be held in February and will be announced later.

## Hazeldale Club Wins Electrification Contest

Edward Setniker, Rt. 2, Hillsboro, a member of the Hazeldale 4-H club and the Mountain Home Rural Electrification club recently received word from the Westinghouse Electric Company that he was the county winner in their national rural electrification contest, reports L. E. Francis, assistant county agent.

The rural electrification contest is one of several national 4-H contests and is sponsored by the Westinghouse Electric Company of Pittsburgh. The contest requires a group of drawings showing the present use of electricity on the farm and recommended improvements and also a written essay of about 1000 words discussing the use and advantages of electric power on the farm.

In recognition of this award Edward will receive a gold medal.

## Herwick Auto Body Works

Complete Automotive Body Maintenance  
Truck and Bus Bodies Built  
1425 S. E. 8th Portland, Oregon  
Ole and John Herwick, Props.

The Tualatin Valley is very fortunate in having within a short distance a firm which is famous for the expert work they execute in rebuilding wrecked cars and repairing damaged cars. As long as the automobile is on the street we will have accidents and when we do have one the Herwick Auto Body Works is at your service.

This firm is known for its complete service on wrecked cars. They have completely restored wrecked cars where owners had thought they were beyond repair.

A small scratch on your car they will take care of in a jiffy. Fenders can be fixed in a very short time.

Their service is known far and wide for its excellent work in the body re-

building department and has built many damaged bodies. This firm is considered an authority upon body rebuilding and is consulted by many on this work.

Better call and see them the next time you are in town and have a talk with them.

Associated with Ole & John Herwick you will find only the competent, for it is the policy of this establishment not only that each member of the management be expert but that each employee as well.

In making this review of the onward progress we wish to compliment Ole & John Herwick, managers, of this well known establishment, upon a superior service and one that is ever courteous and satisfactory.

## Chas. H. Hays Seed Store

Complete Stock, Make this Store Your Headquarters  
901 S. W. 1st Portland

"As ye sow so shall ye reap" is certainly a forceful expression and should carry a warning to the farmer, truck grower and poultry man to use the greatest care in selecting his seeds.

Many a valuable crop has been lost and weeks of hard labor have been for naught by planting seeds that would not sprout and grow.

Their stock includes only such commercial seeds as have a proven germination per centage. They stand behind their stock and give their years of experience and a large list of satisfied customers as reference.

The stock includes high quality field seeds of all kinds. The proprietor of this store invites the people to make this place their headquarters when in the city and are more than glad to render any service for your convenience.

It affords us pleasure to refer the Hays Seed Store to all our readers.

Approximately 81 per cent of the people of Oregon now use electricity or live within the limits of free service connections.



PORTLAND, OREGON

Flowers for all Occasions  
Funeral Designs Promptly Delivered  
Terwilliger Greenhouse  
Near Bertha Station Phone AT. 1026



FIFTH AT MONTGOMERY • AT. 2181

## Riverview Cemetery

Thirty Per Cent of Lot Receipts are set aside for Perpetual Care  
LOT \$30 UP  
Burial Service with Cement  
Grave Box \$27  
No Profits  
No Assessments  
West End Sellwood Bridge



## VISIT BEAUTIFUL WEST HILLS MEMORIAL PARK

ON CANYON ROAD AT WEST HILLS—WEST OF SYLVAN

Offers you the opportunity to choose a permanent resting place for some loved one within a park dedicated as a Memorial to all those who are resting there. A park of beauty, with its wooded hills, its bird songs and its peaceful sunny slopes overlooking the Tualatin Valley below.

Perpetual Care will Maintain it Through Future Generations

LOTS ARE SOLD AT REASONABLE PRICES—EASY TERMS  
For complete information call or write 420 Mead bldg., Portland, AT. 7810

DO YOU KNOW that more gasoline and oil are now being consumed than ever before?

DO YOU KNOW that substantial consistent profits are derived from Well Selected Oil Royalty Deeds to 1-8th of all the oil on said property?

DO YOU KNOW that the Standard Oil or whatever Company is purchasing the oil sends you a check every month for your 1/8th share of the oil.

DO YOU KNOW that you can obtain a recorded deed for the landowners' 1/8th royalty, or a part of same, at prices far less than you will be able to later on.

DO YOU KNOW that we have sold hundreds of royalty deeds to customers who report having received checks of from 1% to 2%, or more, monthly?

YOU SHOULD LOSE no time in looking into this profitable business while prices are low.

WE PREDICT much higher prices for well selected Deeded Oil Royalties— ACT NOW.

WE ARE OREGON'S OLDEST OIL ROYALTY DEALERS TO QUALIFY THE SALE OF PRODUCING LANDOWNERS OIL ROYALTIES IN THIS STATE.

## Leo A. McGrail & Co.

GOOD INVESTMENTS  
PORTER BUILDING Broadway 0454

USE THIS, RETURN

LEO A. McGRAIL & CO.  
601 Porter Building, Portland, Oregon

Dear Sirs: Kindly send me your Booklet "INCOME PRODUCING OIL ROYALTIES"

Name \_\_\_\_\_

Address \_\_\_\_\_