

# BEAVERTON ENTERPRISE

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## WORLD'S THRIFT RECORD

Probably the world's most powerful object lesson in thrift is the extraordinary ranking of America as the leading nation of life insurance owners. This country contains only seven per cent of the world's population. But Americans own 70 per cent of all the world's life insurance.

Equally astonishing is the growth in popularity of life insurance in this country in only a few years. For instance, in 1900, only one American in every eight had made provision for his dependents and himself through life insurance. Today, every other American is numbered in the ranks of life insurance owners—64,000,000 of them. And this army of provident people have pooled their resources to the extent of creating \$104,500,000,000 life insurance in force.

Those millions of Americans are expressing their American love for freedom—by banding together to achieve individual security—security against leaving dependent families (if they die too soon) and against their own dependence upon others (if they live too long).

These figures give added emphasis to Life Insurance Week, being observed throughout the United States May 17 to 22. They also lend powerful emphasis to the slogan of the week—"The sooner you plan your future, the better your future will be."

## LEADING DOUBLE LIVES

The average driver behind the wheel frequently toots his horn and spatters at the pedestrian who "doesn't know any better." Then, the driver becomes a pedestrian, and presto-change his gears shift into reverse psychology and he bawls out some driver who warns him of danger. That's not an unusual person.

Things happen all-of-a-sudden in crowded streets and highways. And so we should all drive along with every intersection and every car under suspicion. All too often where an accident happens, there is a quarrel about who is to blame. But, as drivers if we are sufficiently alert we don't let the other fellow's mistakes get us in trouble.

Expert drivers tell us there is just one thing to do—to give ourselves a margin of safety, a reserve of space and a reserve of time.

Traffic accidents furnish evidence that most of us lead double-lives. Become an "expert driver" and you will grow away from the weakness of "leading a double-life."

It's the skill behind the man that counts—or did count until organized labor forced his wages up.

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Submit a new name for the club and win \$25 cash prize. Deliver entries personally at 9 p. m.  
Special Announcement kWJJ at 11:45 P. M.

## Good Cows Need Grain with Grass

Corvallis — Feeding supplemental grain rations to cows on spring pasture may not seem economical right at the time but when considered over the entire lactation period it is definitely shown to be economical, says I. R. Jones, associate professor of dairy husbandry at Oregon state college. A cow in good flesh when turned on pasture may hold up in her production for a month or so, but in time she must decline in production to the level possible when eating grass alone, he says. To be of value, however it is essential that the supplemental grain be fed from the start because it is nearly impossible to restore the flow once it has been allowed to decrease considerably.

Never, since the world began, has a political agency anywhere created or developed a single wealth producing enterprise that makes for the continuous employment of men.—Nation's Business.

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## New Thrills With Huge Combined Circus

Great Al G. Barnes and Sells Floto Combined Circus Offers Vast Array of New, Thrilling Features

New and sensational arenic talent garnered from all corners of the globe will be seen with the great Al G. Barnes and Sells Floto Combined Circus that will arrive in Portland three days starting Sunday, May 23, grounds E. Irving and 16th street. Sunday performances benefit V. F. W. Post 81 for afternoon and night exhibitions.

The uniting of these two giants of the tented world has created a super-amusement enterprise offering the most prodigious program ever presented in America. Hundreds upon hundreds of the world's foremost arenic stars, as well as scores of Europe's leading headliners will be seen. One of the greatest thrills, with this super circus is the largest collection of ferocious jungle beasts ever assembled in the history of the world. These mean brutes, who defy all efforts to tame them are twice daily herded into a triple steel bar amphitheater, where Bert Nelson, the greatest wild animal trainer of all times, forces his charges to perform. The sight is a thrill that will be remembered for a lifetime. Yet this one offering is but one of the hundreds on the lavish and prodigious program.

Five herds of elephants, 60 clowns, 40 horses and a new menagerie of 800 furred and feathered creatures and over 1000 people comprise the personnel of this amusement colossus.

Some of the new and sensational European acts that will be seen with the great Al G. Barnes and Sells Floto Combined Circus are: The amazing Cristiani troupe of bareback riders, and the only riders in the world turning somersaults from the backs of galloping horses; daring and exotic Amerika who without holding on to any support performs breathtaking feats high on a swinging trapeze; The Two Karleys, offering aeroplans spins, the last gasp in man's daring; Haj Silver, unrivaled and most versatile genius of the tight wire; The Flying Arlonis, who without using a safety net cast themselves through great spaces high in the dome of the mighty tent, and Louise Schroeder, queen of the flying trapeze.

The opening spectacle, Old Mexico, that uses some five hundred performers clad in rich and bejeweled raiment, and three hundred animals, like wise lavishly caparisoned, was two years in the making. It is the most magnificent pageant ever witnessed, and once seen will be long remembered.

The World's Best Circus will give two performances in one, at 2 p. m. and the other at 8 p. m. In each case the doors will open one hour earlier to permit inspection of the mammoth menagerie, which contains many rare specimens.

## Test Shows Inoculation Value

Oregon City—Although no farmer ever thinks seriously any more of planting alfalfa without first inoculating the seed, Frank Coffield of Currieville last year left just a small strip through his field on which the seed was not inoculated. The seed came up, he reported to County Agent Inskip, but the plants soon disappeared and the strip is barren and must be planted over, while the inoculated plants on each side form a vigorous stand which will be ready to be cut in June.

## Early Cover Crop Plowing Best

Dallas—Leaving the orchard cover crop above ground too long often results in serious loss of moisture to the fruit crop if the rainy period does not continue, says County Agent W. C. Leth. The best time to plow under a cover crop is when the soil has the highest amount of moisture that it can hold for the summer fruit development. Leth points out, and holding off because the crop has not attained satisfactory growth is poor practice.

## Oregon's Auto Deaths

A Series of Weekly Articles on the Problem of Highway Safety

By EARL SNELL, Secy. of State

Three hundred and fifty-five men, women and children were killed and 7,725 injured in 34,880 motor vehicle accidents reported to my office during the year 1936.

Face to face with this ghastly record, can anyone doubt that this problem is the problem of all of us—can anyone longer refuse to admit that it must be met by an aroused public opinion, that conditions upon our streets and highways require immediate and drastic action?

The welfare and happiness—the actual safety of your family, your friends and your neighbors—is too inextricably involved in this problem of street and highway safety to allow of an attitude of indifference. The record is before us; it can be improved only through a strict adherence to traffic laws and regulations—the laws and regulations that were written and must be enforced for your protection.

The accident reports that reach my office daily are a written history of death and injury due to disregard of the law and an inexcusable carelessness on the part of motor vehicles operators. On our heavily travelled streets and highways, a moment's inattention on the part of anyone at the controls of a fast-moving car may well mean the difference between life and death, happiness or misery to many persons.

## BABSON SAYS:

Continued from page 1

some slight influence on commodity prices and business. But right now its biggest influence is psychological—and only important because its true influence is vastly over-estimated.

This gold case is typical of the fact that businessmen and investors are always jumping to conclusions. Their conclusions are often based on superficial factors. Fundamental statistics are frequently over-looked. This week, as I traveled through one bustling town after another in this great industrial area I found it hard to reconcile the general feeling of uncertainty. For instance factory payrolls have increased \$15,000,000 weekly in the last several months alone. Building is 30 per cent above a year ago in these eastern states. Cotton-textile activity is close to an all-time high. Shoe output is in a similar position. Commercial loans are expanding weekly. In short, basic statistics are bullish.

Summer Let-Down Probable  
Nevertheless there are other bearish factors in addition to the gold rumors which are destroying confidence—the European powder-keg, labor warfare, price uncertainties, and political jockeying. All sorts of catastrophes are being imagined.

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E. Ast 7058

Advertise—It Pays.

As a result I think that businessmen are more "at sea" today than at any time since the Summer of 1934. They are rapidly retreating to the side-lines until the skies clear again. This probably means a let-down in the industrial districts late this Spring or early this Summer. But I want to reassure readers again: Depressions start when people feel confident and cheerful—not when they feel uncertain and perplexed. Do not let near-term uncertainties obscure the favorable long-pull outlook!  
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**NASH**  
Actual photograph of Nash Lafayette "400" 4-Door Sedan with trunk

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