

BEAVERTON ENTERPRISE

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E. M. Golder, Field Representative



A GOVERNOR'S MESSAGE

"Today our most important task is to stimulate and develop a genuine co-operation between the principal functional groups in our society."

"Business recession, I believe, can best be overcome by a policy on the part of government which will promote greater co-operation and understanding between business, the workingman, the farmer and the consumer."

"Government must instill in all groups faith and confidence in the future. In turn, each of these groups must trust in and co-operate with government and with each other."

"If one group is not adequately compensated and protected, the others sooner or later will suffer. Business cannot prosper at the cost of labor. Labor cannot prosper by destroying business."

The above, from Governor Herbert Lehman's first message to the 1938 New York Legislature sounds, we think, a far better Democratic keynote for the present time than all the Jackson-Ickes fulminations against "aristocratic anarchists" and "lords of big business." Governor Lehman's message goes for the nation as well as the State of New York.

Chas. S. Mills is a Brick Mason of Note

Do the entire Brick Masonry on the New School at Beaverton

In this modern and progressive age specialization is needed in every line of endeavor and in every field of labor. The building trade is one of our basic industries. Indications of America's financial recovery and return to prosperity are in evidence everywhere, and the increase in building activities in general bears out the fact that better times are here again. History tells us that man's first desire was to own his home; and this is still true today.

Throughout this entire section there is no one more worthy of mention in this field than Chas. Mills. This able brick mason takes great pride in his work and leaves nothing undone that would prevent him from holding a conspicuous place in the building and contracting business.

His brick work is cleverly designed and well constructed whether it be residential or industrial. He employs expert masons who carry out his instructions to the letter. As his ideal is quality the best building brick possible is used, which in turn assures the prospective builder of a first class job.

Mr. Mills has learned this business from the ground up and his experience over years of actual practice has made him an outstanding masonry contractor. He has pleasing personality and is a welcome asset to any community. No job is too large or too small for him and it will be well worth your while to consult him regarding plans and estimates for any of your building problems.

Mr. Mills is located in Portland at 6615 SE 22nd, Telephone number is SELLWOOD 4587.

BABSON SAYS

Continued from Page 1

continue to slide off gradually. They are down six per cent since their peak in October, showing that inventories are being worked off. Bank debits are down 15 per cent. On the other hand deposits have halted their down-trend which set in almost a year ago and are \$100,000,000 above their December lows.

Retail trade is the most optimistic of all the barometers. Merchants have put on attractive "sales" to keep goods moving. As a result, retail trade had held up splendidly. Christmas volume was off only two per cent from 1936, while January clearances have been within 5 to 10 per cent of a year ago. Good retail trade is helping to hold and to boost volume in all lines.

Sentiment Barometer Weakest Now, what does the performance of these barometers mean? While they do not definitely show that we have rounded the bottom they do indicate that business is stabilizing and that we have probably seen the worst. The barometer which has the lowest reading of all right now is "Business Sentiment." Underlying factors have a more important effect in the long-run than surface conditions such as the present name-calling contest at Washington. But an end to the current "Era of Bad Feeling" would do more to heal sentiment and to help this midwinter upturn than any other single factor.

What Lights Must Show On a Highway at Night? If your car is parked on a highway at night, whether or not there is someone in it, it must show a white light on the roadway side visible at least 500 feet to the front, and a red light visible at least 500 feet to the rear. On lighted highways with, in cities local authorities may waive this provision by ordinance if there is sufficient light to reveal a person 200 feet away.

DEAFNESS

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Oregon Mutual Fire Co. Re-Elects Apperson As President

New records were established by Oregon Mutual Fire Insurance company of McMinnville in 1937 when it transacted the largest volume of business and made the greatest increase in the history of the company. And that is saying much for this 44-year-old mutual which was established in January 1884.

These facts were brought out at the 44th annual meeting in the report of E. C. Apperson, president.

President Is Re-elected And another feature which naturally did not appear in the report, was the re-election of Mr. Apperson as a director for five years and then his re-election by the directors as president for the ensuing year. This will make his first full year as head of the organization. He was elected president in February, 1937, while manager of the McMinnville branch of the United States National bank of Portland and resigned on March 1 last to assume his new post. He succeeded the late William C. Hagerly.

All other officers also were re-elected as follows: Gordon Baker, executive vice-president; C. K. Krickbocker, treasurer; L. M. Waugaman, secretary; J. F. Walton and L. R. Maloney, assistant secretaries.

In his report, Mr. Apperson said "the history of our company has shown a tendency to an increased volume of business during years of depression or recession as well as in normal years."

Resources Skyrocket Resources of the company increased in 1937 by \$187,600 to a total of \$1,401,707. It was shown by Mr. Apperson. Net premium income increased \$220,425 to \$1,113,675 or 24.67 per cent which he said he regarded as remarkable; insurance in force increased \$22,170,764 to \$191,174,103 and the reserve for unearned premiums rose \$127,651 to \$843,855.

In addition to the above, the company has a net surplus which represents accumulated profits over and above losses, expenses and all other contingencies of \$480,147 an increase of \$27,736 above 1936.

Mr. Apperson showed that cash on hand, United States, state, county, school district and municipal bonds plus accounts receivable that are classified as collectible aggregate \$1,345,700 or more than 95 per cent of the company's entire resources.

The company has 100,000 members. —Courtesy Leon B. Bakatel, financial editor Oregonian.

New Courses Offered By Local Institutions

Many new courses in day and evening classes are on the schedule of the Oregon Institute of Technology and Multnomah college for the second semester according to Dr. Edward L. Clark institute president. All divisions will open Monday January 31.

Radio speaking and announcing, radio drama and sound effect technique and social security accounting will be offered the first under direction of Professor Arthur H. Graper, and the other under Dale B. Worthington.

Multnomah college, Dr. George A. Odgers dean, will have 15 new courses. For freshmen there will be English composition, public speaking, mathematics modern European history, American literature, engineering problems mechanical drawing and psychology of personality development. For sophomores invertebrate zoology, qualitative inorganic chemistry, curves and earthwork, English literature, introduction to education, elements of finance and principles of marketing.

Registration offices are in the main lobby of the central Y. M. C. A. building and enrollments are now in progress.

Patronize Our Advertisers

ANOTHER SIT-DOWN



And He Finds Others In the Same Fix

By E. M. GOLDER

Old Man NuDeel came walking home one Friday night, slammed down his dinner pail with more of a bang than usual and, his wife Nancy set his crestfallen appearance, asked, "How come, Hank, you're fittin' it home this night instead of drivin' the old auto?"

"She's broke down, Nancy . . . she's gone haywire and here I am, about shot for ready cash and that garageman says he's just got to have the money as soon as the job's done and that's be Monday noon, if he hurries up with it."

"Too bad, Hank NuDeel, but as I said just last night and many other times, we should have kept that forty acre farm out yonder where we were doing fairly well, at least making our eats a wee bit besides, instead of comin' here to this city, getting into a business you know scarce nothing about and I don't care to know. You get your money out of that farm and bought in that small wholesale business and you lost it; you get two different jobs since and lost them both and the one you got now at the factory might not last till next pay day, no telling when you'll get the ax. But, no, you're just that way, you eat up everything about them fellers goin' to bring about better times . . . I aint forgot, back in 1933 they made flowery speeches over the radio about making lots more jobs, making business better and talked about the great advantages for the common people . . . you ate it up like pork sausages and hankered for more. Just because you wasn't layin' up a lot of cash every year off that farm you thought the city was the right place, and all my advisin' wouldn't change you, so you see, you've only got \$250 left from that farm and you're getting on in years and like as not you won't be able to hold a job much longer."

"Don't heap it on too much wife," said Hank as he washed up for supper, "you might be partly right, but I can't help it now. There's about everything of what business he is tryin' to conduct and a man in business can't help it 'cause he has to lay off men owing to lack of work. Same with this factory I am with, their markets are not anywhere near up to normal and that's all because of too much foolishness that brings about lack of confidence then there's union troubles of the worst kind, buying power cut down because of it and certain big shots striving for supremacy in unions and the union worker who has to be in the union in order to work has to go out on strike just because he is told to by his union bosses. Their set-up make it impossible for a business man to run his business . . . the unions run it. He can't even hire a man and their system of lettin' the union pick out his men makes it hard on other men, even though they are paying their union dues. They shut them out and won't take 'em into the unions a single person they don't want to even if the employer does offer the person a job, and so it goes, and it takes every cent I can get to keep things going and there's not much of a chance to meet big repair bills or an emergency."

"Anyway, Hank, old man, sit you down to yer supper while the coffee's hot and get on the outside of that bacon and them two fried eggs, and I think it will all turn out alright. Anyway you must have that car fixed up so's to keep goin' to work, so long as it may last; but next time take yer old wife's advise and don't be so easily led away from what you are used to. Farmers are having troubles, too, but they at least can earn their eats without so much worry."

The next morning Hank had a day off, as he had no Saturday work and as he was walking down the avenue he saw five boys playing with their toy boats at a pool near the roadside and decided to ask questions. Says he to the boy with the blue cap "Young man, what does your father work at?"

"My Dad works for WPA. He used to have to ride with another guy to work but just last week he bought a pretty good car. I have a paper route and earn a little to buy my clothes with."

"My Dad is a doctor," said a slender boy with a new suit of clothes

on, "but for the last two years people can't pay up very good, so lots of 'em are on WPA or direct relief and many others are afraid to part with the money when they get well."

"My father is in the manufacturing business," said the little boy with light curly hair, "and nowadays he comes home awfully cranky and tired out saying he is afraid he's got to lay off still more of his men, as things aint going right as a man can't tell what's coming up next to stop a man's progress."

"Well, my Dad's a policeman," said boy number four, "and he's on the trail of several crooks and racketeers . . . and it's just too bad for them when he catches up with them. He says, under the present system, things are gettin' worse, no matter how hard the police work to keep order."

"My mother and father have both been working," said a big husky lad of 14 years, "but Dad got sick of this thing of trying to live in the city and hold a job he couldn't expect to keep long and still have Ma working, so he took the last \$350 left from the old sixty acre farm and went out and planked it down on a ten acre place with a big house near town and we are going to move there next week—and I'm durned glad, too."

Hank rushed back home out of breath and when his wife inquired about his haste he replied "Nancy my dear, I heard of another fool who is not that any longer!"

"And what's got the better of you Hank—fool once but not any longer; what you mean?"

"It's old man Wiseman and he's buying another farm and quittin' the city—us too, that \$250 is going to make the down payment on the old Nutt place on Nugget Ridge near Skunk Flats, along the Gold Mountain road just west of Progress Forks exactly a mile south of Franklin Square where I can put in my spare time talking good sense to "My Friends."

Law School Ready For New Enrollment

The fall semester of the Northwestern college of law will close with completion of current examinations, and students will be registered, beginning tomorrow, for the spring term to start January 31, according to Charles R. Spackman Jr., registrar.

More than 400 invitations have been issued for the semi-annual student alumni dance to be held next Saturday night at Neighbors of Woodcraft hall.

A dance, sponsored by the sophomore class, and a banquet for alumni will be held at Lloyd's on February 19. J. Hunt Hendrickson, dean, has invited Judge Hall S. Lusk of the Oregon supreme court to speak.

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Florsheim's Shoes Lead the Field

With the ever-increasing price in the necessities of life the buying public has learned lessons of economy that has forced many business men to a new realization as to the conduct of their business. The shoe business was no exception and the modern shoe dealer must be able to provide his patrons with quality shoes with prices that are consistent. The Florsheim Shoe Co. has long made it their policy to furnish the public with shoes that are of the highest quality and at the same time reasonable in price.

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The management of the Portland store is in the hands of a man who is well known and it is a pleasure to refer our readers to this store and to assure them that they may find quality shoes at reasonable prices. The store is located at 728 SW Washington, Portland.

Tualatin Valley to Be Served by Shades Service

One of the newest enterprises opened this week is Shades Service at 2215 SE Tacoma, Portland, under the management of W. A. Edmund and J. B. Millett. The new firm specializes in Venetian Blinds and all types of window shades. A call to them will bring an estimate to your home in quick time.

The new shades they carry in stock will greatly enhance the appearance and value of your home. Call Shades Service at SELLWOOD 5724.

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If you want news in this issue you must see that it is in our offices by 5 p. m. Wednesday.



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