

BEAVERTON ENTERPRISE

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HOW ABOUT TAX RELIEF?

The Magazine of Wall Street has just published a chart showing the division of the average family income for necessities. After looking at it, one wonders how the politicians are able to justify the hundreds of millions of dollars they are spending to build unnecessary government-owned power plants when the country is crying for help to balance the national budget.

for tax relief and when economy with public funds should be practiced. The chart shows that food takes 36.6% of the average family income; housing, 17.6%; clothing, 14.6%; recreation, 5.9%; fuel, 4.6%; furniture and supplies, 4.3%; transportation, 4.3%; medical attention, 4.2%; life insurance, 3.7%; miscellaneous, 1.8%; ice, 1.8% and electricity 1.5%. The average family pays \$34 a year for electricity which lights its home and run such gadgets as the radio, iron, vacuum cleaner, toaster, etc.,—less than 10 cents a day—less than a quart of milk—less than a package of cigarettes.

And yet the utility problem has been built up by the politicians until they have misled millions of citizens into thinking it is an outstanding issue.

The increased taxation that is being heaped on the public to promote a socialistic drive against the power industry, is an outrage against the general taxpayer.

Think of Our Kindly Neighbors First

By E. M. GOLDER

Says Mrs. Goodnature to her friends she met at the public market one morning "Oh, Annie and me, Mrs. Lookwise, it's just lovely living out in the suburbs as John and I do, as our boys seem to enjoy life a lot more and do better in school than they did before and Lucy now almost nine, is picking up in weight and seems to enjoy every minute of the day and has so many, many girl friends, and as John and I were saying the other night, we have some of the finest, best hearted neighbors who are real friends."

"It must be great to live where neighbors know each other and are always willing to do things to cooperate when the whole neighborhood is concerned," says Mrs. Lookwise "and I am going to see if I can persuade Mike to trade our place along Strange Court for a whole acre out near your place."

Says friend Annie "And we, too have fine neighbors and I'd hate to leave our place here, 'cause I'd surely miss them. Some of them were a little hard to get acquainted with but they are certainly awfully good and there would be little advantage in moving out."

Annie was right, as regardless of where we live there is bound to be many good people that we would love as neighbors and it behooves each of us to do our bit in going at least half way in being neighborly.

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bor. If we by chance find we have a neighbor who does not do as we want to do, lives not as we choose to live or who is mean and sarcastic, we can leave him to find his way out of the misery that is mostly his, but that same neighbor might be reformed should a neighborly act be conferred upon him in an emergency, the he, too, will be one of the good neighbors—and let's not forget that there are other neighbors to think about and we should wish them well. If we, ourselves will be good neighbors we'll find many others just as good.

West Coast Burner—Charles Bruce Company

In Portland at 2015-19 E. Burnside St., is located the home of the West Coast Sawdust Burner. This popular burner is manufactured, right in Portland and we want to call especial attention to this fact in this review because as we all know, the more we trade at home the more money is kept at home and everybody is happy.

Mr. Chas. Bruce who has been building burners for over ten years is the inventor and manufacturer of the West Coast Burner and when you buy this Portland product you don't pay the usual middleman's profit because the burner is installed in your home direct from his own factory.

Mr. Bruce gives an absolute guarantee with every burner and it is not necessary to pay cash as he has a very liberal budget plan which makes it possible to get this fuel saver now and pay a little each month while you are enjoying the use of it. The

burner is installed in your home direct from his own factory.

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Offering the people of Portland and surrounding territory an excellent charter service. It is absolutely as good as can be found in the more metropolitan cities of the nation. If in need of this service call them and you will be more than pleased at the type of service they render.

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When the World War came, every nation engaged in the conflict found it necessary to scrap the once thought of perfect plane and manufacturers heeded to the aviation industry and planes faster, surer and sturdier, this was another "necessity is the mother of invention."

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We take great pleasure in this business review to compliment the Commercial Aircraft Co., Inc., upon the interest it has taken in the community and their well merited commercial success.

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Portland Concrete, Pipe & Products Co.

5819 SW Macadam, Portland. Telephone ATwater 4921

Any business to be permanently successful must be founded upon principle, honesty, fair dealings and full value for the price asked. From this there can be no deviation, regardless of economic or any condition.

In such a period as the one thru which we have just passed, many merchants and manufacturers have been confronted with many problems. In seeking the solution there has often been strong provocation to resort to expedients that in normal times never would be considered.

One cause of this temptation is the appearance on the market of sub-standard products put out to create so called price competition. Every successful business in America started from a small beginning and was built on an ideal. That ideal was to keep the good will of the public, regardless of conditions.

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This company not only provides employment to a great number of our people but at the same time brings thousands of dollars into

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Multnomah county annually. To maintain it means the continued prosperity of this section, therefore it looking forward to a greater community each and everyone of us should at all times boost for this company.

Dr. U. S. G. Fletcher Chiroprapist, is Prominent Professional Man

Those from this locality who have Received his Professional Services are Boosting for Dr. Fletcher

The profession of Chiroprapy should be one of the utmost importance and we cannot fail to stress the remarkable progress this branch of the medical profession has made by affecting in most cases, cures and alleviating pain and discomfort by scientific treatment of all afflictions of the feet.

During the many years that Dr. Fletcher has been in active practice



he has gained a valuable clientele due to his demonstrated ability as a practical Chiroprapist, for he is a graduate of an accredited school and uses the latest and most modern methods known to his profession.

Those who secure his services are sure to be pleased as he is a man who performs his work in a thoroughly conscientious manner and he is sure to satisfy the most exacting. He has gained the respect and good will of all who have had dealings with him and we predict for him a continued success in his chosen profession.

Dr. Fletcher is located in Portland, 304 Columbia Bldg. The phone is BE. 5013.

Almost half of the lubricating oil used in the world is consumed in the United States. Present high standards of living maintained in this country have brought about this high consumption according to estimates received here by C. J. Barnes, local manager for General Petroleum Corporation from the American Petroleum Institute.

"World consumption in 1936 was

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Stop Wear Sticks	5c each
Friction Tape, large size	10c roll
Exhaust Pipe Extension	50c each
"Sode Rite" radiator stop leak	15c each
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Bug Screens	60c
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