

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by the Pioneer Publishing Co., at Beaverton, Oregon. Entered as second-class matter at the postoffice at Beaverton, Ore.

SUBSCRIPTION RATES
One Year \$1.00 Three Months .35c
Six Months .50 Subscription Payable in Advance.

Enterprise Bldg., Cor. Short St. and Tualatin Valley Highway. Phone 7503
Portland Office—407-408 Dekum Bldg., Phone AT. 6591
Hillsboro Office—Room 5, Delta Bldg., Phone 1641
E. M. Golder, Field Representative

Member OREGON NEWSPAPER PUBLISHERS ASSOCIATION

WORKING FOR UNCLE SAM

A current report of the U. S. Civil Service Commission shows there were 917,303 persons holding Federal Government jobs last December. This is the highest figure on record, and does not include the army, navy, CCC, WPA or PWA.

Thus, the complexities of the Washington government are well revealed by the fact that it takes about a million persons to handle them.

Then if the army, navy, CCC, WPA and other government projects are included, it is estimated that one of every eight of America's working population receives his pay from the Federal tax till. That means that the other seven must somehow earn the taxes to pay the salary of the one and at the same time contribute to the support of State, county and local governmental agencies.

So it is not enough that a man earn a living for himself and family. No matter what his wages—whether they are sufficient to buy all the things he and his family would like to have—he must still give up part of his earnings to help meet the ever expanding payroll in Washington.

YOU ALWAYS will find it pays to read the classified ads in this newspaper every issue. Make it a regular habit and you'll save time as well as money.

Complete Line of Paints,
Varnishes, Lacquers
Consult us on your Painting Needs

**Republic Paint and
Varnish Works**
Homer G. Mullholland, Dist. Mgr.
100 SE Salmon EA. 9191

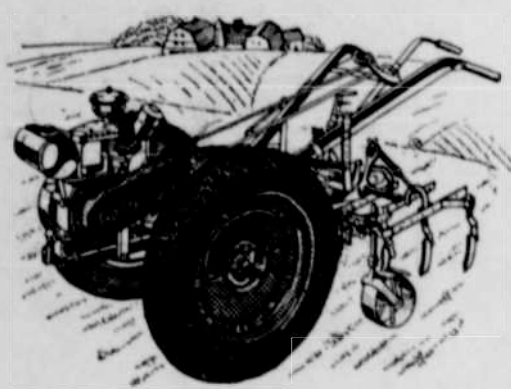
New and Used Washers
Large Variety \$12.50 Up
Maytag \$32.50 Apex \$27.50
Conlon \$22.50 Woodrow \$12.50
New Washers \$99.50—Terms
\$1 down—\$1 per week
SHARFF & SON
837 SW 3rd Cor. Taylor
2 Bldgs East of Bus Terminal
AT. 2744

ADVERTISING—Advertising brings success, success brings happiness.

De Laval
SEPARATORS — MILKERS
MILK COOLERS
STAR BARN EQUIPMENT

Monroe & Crisell
Manufacturers & Distributors
EVERYTHING
THE DAIRYMAN
WANTS
1011 1/2 N. OREGON ST. - PORTLAND, ORE.
135 NW Park AT. 6461

IT'S AMAZING! what you can Save at Sears!



Try this Sears
**HANDIMAN
TRACTOR**
\$369.00
also sold on easy terms

- Regular Shift—2 speeds forward and reverse
- Genuine Timken Bearings
- 4 Horse Power Motor

Tractor as above with steel
Rim, Extensions and Cultivator **\$349.00**

Hercules Sprayer

4 gal. capacity, galvanized seamless tank.
Brass pump cylinder and check valve. Large
safety top. Easy to fill.

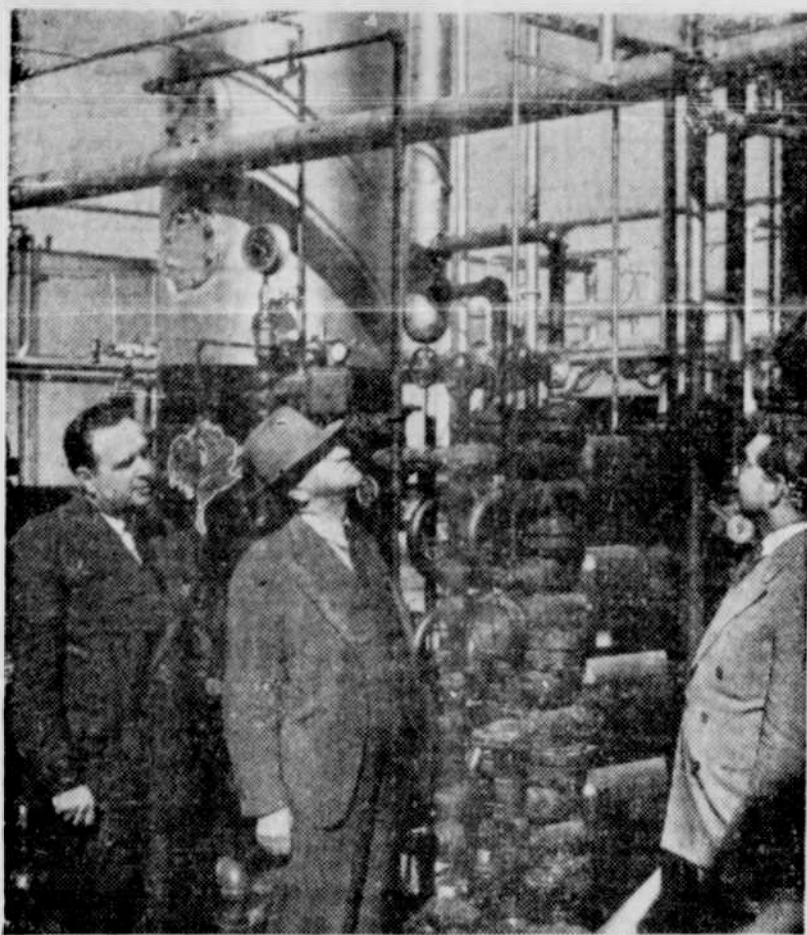
Complete with
hose, shut off
and brass
extension. **\$4.98**



SEARS, ROEBUCK AND CO.

524 NE Grand Ave. at Lloyd Blvd.
Portland, Oregon

Millions More Gallons Hancock Gas For Pacific Northwest This Year



C. Edward Miller (left) and H. F. Morrison (center) distributors of Hancock Gasoline and Petroleum Products for Washington and Oregon, see vast improvements in the Hancock refinery, during a visit to the Hancock Oil Company at Long Beach, California. W. T. Hancock (right) personally escorted them over the 28 acre Hancock site.

Advertising Credited With Increasing Sales

Newspaper advertising is credited with playing a vital part in building the tremendous sales leadership of Acme Beer, according to an announcement made today by Karl F. Shuster, president of Acme Breweries of San Francisco and Los Angeles one of the West's most popular and outstanding business executives.

"During 1938 Californians drank over 3 1/3 million gallons more of Acme Beer than they did of the next most popular brand, according to the official figures of the State Board of Equalization," Shuster points out.

"In fact, each year since Repeal Acme Beer has enjoyed an ever-increasing margin of leadership throughout the West. And we attribute the great popularity of Acme not only to the quality of the product itself, but also to the power of consistent newspaper advertising in calling a quality product to the attention of countless millions of people."

Shuster adds that Acme Breweries has yearly devoted a major portion of its advertising appropriation to newspapers because of the consistent results obtained; and that the Spring of 1939 will mark the largest and most continuous newspaper advertising campaign ever conducted for Acme Beer.

Among commercial concerns which have made great contributions to safe highways in Oregon is the Oregon Motor Stages Company, which cut its accident total 54 per cent in

**Specify
"Mongrain" Shingles**
30 years of quality always
better than standard grades

Baled Shingle Tow
For Poultry and Nursery Stock
At your dealers or at
N. Columbia Boulevard and Van-
couver Ave, Portland MU. 5657



**COMPLETE
Modern 3 Piece
Bath Assembly**
As Low as

\$109 Installed

On Your Present Openings
Giving your home a bathroom of
beauty, convenience and sanitation

Also Septic Tanks,
Laundry Trays and
Kitchen Sinks at
Bargain Prices

E. A. SHEA CO.
939 SW 1st AT. 4325

Save 20 to 25% on your FIRE INSURANCE COSTS

Oregon Mutual Policies are NON-ASSESSABLE. You NEVER pay more than the premium on the face of the policy. Oregon Mutual maintains more than three times the surplus required by Oregon Insurance Laws.

Oregon Mutual Fire Insurance Company
OF McMinnville
Organized 1894—40 years of Reliable Service Chas. L. Walker, Agent
116 So. 3rd Ave. Hillsboro, Oregon Phone 1732
"Every Form of Protection"

1938 as compared with 1937. National Safety Council no-accident medals were presented to 53 of its drivers for having driven one to three years without an accident. Bus drivers as a whole were outstanding in improving their driving record last year, according to Secretary of State Earl Snell.

Nurses Professional Registry Performs Great Service



HELEN PASSADORE GEARY
Relief Registrar

The Nurse's Professional Registry located at 823 Pittcock Block is a community service on call twenty-four hours a day three hundred and sixty-five days a year.

This strictly non-profit organization, dedicated to the welfare of the public, is sponsored by District No. 1 Oregon State Nurse's association and operated and financed by a large group of Oregon nurses mainly residents of Portland.

When sickness strikes call the Nurses Professional directory for a nurse to fill your particular requirements. It is not just a shop of some sort where a call for a nurse is registered and then, through a leisurely push of a button, a nurse appears. It is a highly efficient professionally managed exchange, operating twenty-four hours a day, rain, or snow, Sunday or holiday.

Calls come in from many sources, doctors, hospitals, homes, hotels, sports events, and the problems the registry is asked to solve are amazing. But the call has yet to come that has not received the most careful, considerate attention.

As a plus service, each year many nurses from this registry give of their time to aid in health drives.

This year 68 nurses from the registry donated time equivalent to 34 days to assist in the successful sale of Tuberculosis Stamps; 50 nurses gave a total of 25 days to the Red Cross drive.

Each year their goal of achievement set higher and higher. The public is invited to visit the registry and district headquarters and learn of the services available.

Nurse's Professional Registry is located at 823 Pittcock Block phone BEacon 6228, Portland.

**WATER LILIES
and Water Garden Plants**
Write or Phone for Catalog
Lilies will be ready April 1st
Bauer's Aquatic Gardens
1805 SE Marion St., Portland Or.
PHONE SELLWOOD 4982

SEEDS Vegetables **SEEDS**
Lawn Grass * Fertilizer * Sprays
Summer Flowering Bulbs
Canaries * Cages * Pet Stock
Routledge Seed & Pet Shop
Grand Central Public Market
EA. 3907 SE Morrison at E. Eighth

Babson Says---

Continued from Page 1
with the cost of making products less, have these finished prices not tilted downward more sharply? Well one reason is that wage rates have absorbed some of the savings. Another reason is that taxes have galloped up to new all-time highs. Higher wage rates may represent an increase in national purchasing power, but higher taxes represent a dangerous trend. Taxes do not add to the nation's purchasing power or standard of living in the same proportion as do wages because most taxes are used for non-productive purposes.

Before business was regulated—when there was free competition among industries—the saving in production costs was passed along to the consumer. A prime example of this principle is Henry Ford and the motor industry. Year after year Ford turned out better and better cars at a lower price—due to his increased efficiency in production. Other motor makers had to follow suit. Wages were increased, investors received bigger dividends, and consumers had better cars and more money to spend on other goods and services.

Taxes Sopping Up Economies
This is a crude pattern of the progress in all industries that has given the United States the greatest material wealth of any civilization in any age. Now, what is happening? The savings in the cost of production are no longer being passed along to the consumer. Instead, they are being sopped up by taxes. Some of the President's "Princes of Privilege" would add that they are being absorbed by labor, too, especially where efficiency is being hamstrung by labor rules. Hence, retail prices now tend to go up even with producing costs going down. The politicians are spending so much money that they are sponging up the benefits of increased productive efficiency which formerly went to the consumer.

What does this mean? Unless this trend is stopped, it means that the American standard of living of September, 1929 on even of March, 1937, may represent the all-time high for the nation. Of course certain individuals, certain companies and certain investors will forge ahead as they always have. But the nation as a whole has already seen the peak of America's living standards—unless the political spenders and wasters are driven to cover. I may sound like an old-line Republican when I say this,—but it is just as true as day follows night.

Capitalism Sound System
Capitalism is the soundest economic system the world has thus far had! But many of the things that have been done by some capitalists have been very bad. The capitalistic system is still sound and is still producing good profit. Moreover, profit margins should continue good this year. Consequently after this latest European trouble clears away, stock prices and dividends should be considerable better. We all are learning as we are getting older. This even applies to Congressmen!

Landscape Gardeners
● Lawn Culture ● Shrubs
All Kinds of Rock Work
Sprinkling System
Maintenance
O. & M.
Landscape Gardeners
3004 NE 51st Ave. TR. 7458
Portland

FOR BEAUTIFUL LAWNS
We Offer
Complete Engineering Service
for
**LAWN RECONDITIONING
AND
NEW LAWNS**
This Service Includes
● Thorough analysis of soil.
● Fertilizer recommendations
● Preparation of grounds
● Automatic Sprinkling installations
● Seeding and rolling
When contemplating a NEW or RENEWED lawn, see us.
Come in and talk it over!
Monthly Payments Arranged
**Western Golf Course
Supply Co.**
Lawn Headquarters
1006 SE Hawthorne EA. 2164

McKenzie's Re-Vitalizer

A Natural Colloidal
Mineral Plant Food
It cannot be Duplicated by Man
Owned and mined from natural
deposits by

John H. McKenzie

2718 SW Kelley Avenue, Cor. Front
and Arthur Sts. Tel. AT. 8909
Portland Oregon

ATwater 6914
Obtainable at all Groceries, Feed
and Hardware Stores. \$25.00 TON
Store and Warehouse 2315 SW
First Avenue

TRUCK GARDENERS ORDER NOW

VENEER PLANT BANDS
HALLOCKS — SPLIT BASKETS
TIN TOPS — BERRY CRATES

Coast Basket & Veneer Co.

Union Ave. and E. Alder
or Foot of North Pittsburg
Portland UN. 1277

Free ROSE BUSH

HOLLYWOOD, one of the finest
red roses, will be sent with each
order for our CHAMPION DOZEN
roses at \$2.85 postpaid.

Calendula, white Mrs. Sam McGredy,
Briarcliff, pink copper orange
Heinrich Gaele, geranium red
Dame Edith Helen, pink
Storie de Hollande, red
Faisanman, red and gold
Margaret McGredy,
orange scarlet

Nolan Hevelingen
3870 N. E. Glisan St. Portland, Oregon

DEAD worthless horses. Cattle picked
up at any time. UN. 0651 Portland.

HURRY



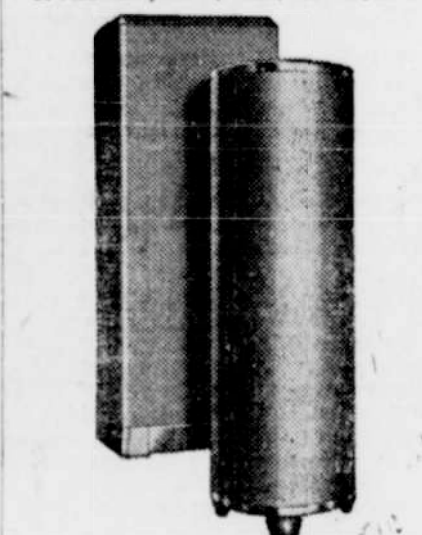
FREE ELECTRIC WATER HEATER

Last Contest of Series Ends Saturday, April 1

One more contest—one more
free automatic electric water
heater to be given away. You
don't have to buy anything
to enter—just write 50 words or
less, beginning "I want an auto-
matic electric water heater be-
cause..." If you can write the
most interesting, convincing
entry of the week, you will get,
absolutely free, your choice of
13 leading makes of electric
water heaters, any value up to
\$100, completely installed.

Reasons for Wanting an Electric Water Heater

1. Heater turns on and off automatically.
2. No worry about forgetting heater.
3. Plenty of hot water always—day or night.
4. No waiting for water to heat.
5. No skimping on hot water.
6. Water always clean and always "just right"—neither lukewarm nor blistering hot.
7. Many makes available in beautiful enameled models specially designed for modern kitchens.
8. Absolutely silent, clean, odorless, safe.



RULES

Anyone may compete except the employees of electric utilities, manufacturers and distributors of electric water heaters, their dealers and advertising agencies. Write 50 words or less beginning "I want an automatic electric water heater because..."

Entry must be submitted by entrant in person at any store displaying automatic electric water heaters. Also be sure to have this coupon signed by a staff member of the store.

DATE _____ 1939.

Your Name _____

Address _____

Certified by _____

Store _____

Obtainable at all Groceries, Feed and Hardware Stores. \$25.00 TON

Store and Warehouse 2315 SW

First Avenue

PGE PORTLAND GENERAL ELECTRIC COMPANY