

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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THE REAL EMERGENCY

No less than 39 national "emergencies" have been proclaimed in Washington in the last six years, according to the research findings of one of the Congressmen. That is at the rate of one new "emergency" every six weeks.

Some of these emergencies doubtless did exist, but most of them, apparently, were simply a spring board for some new fangled experimenting or planning. The record shows that almost every reform or regulation proposal advanced in those six years was accompanied by a proclamation that an emergency existed, and that more reform or regulation was the only way to meet the situation.

But the emergency "viewers-with-alarm" have overlooked the real emergency. That one is the really alarming and speedy rise of the national debt. It has more than doubled in the six year period of those 39 other emergencies, despite higher taxes imposed in that period to meet increasing expenses of the Federal government.

Certainly it is about time the planners recognized this emergency. And if it is more reform and regulation they want, that will apply here very well. No more important reform could be effected than a reform of the Washington habit of spending more than it takes in.

Babson Says--- Findley in Beaverton Sells Quality Products

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 at this season. So the Washington angle certainly looks better.

New Farm Plan

The one unhappy factor in the output is the low prices of wheat, corn, cotton, citrus, dairy products, and vegetables. Barring a severe drought this year they will probably remain down—although there may slight gains from current four-year lows. I'm not an advocate of high food costs—or any other high costs for that matter—but the farmer is entitled to a fair price for his labor just as is the union worker and the salaried employee. He may get a "break" in Secretary Wallace's new stamp method of distributing surplus farm commodities. The latest scheme sounds more practical than any experiment that has as yet been tried.

Industrial raw materials are a real incentive to buyers at present prices. Those who are worried about the failure of commodity prices to rise should study what has happened in the past. The most prosperous era in the history of the world has been in the periods when commodity prices were low—and stayed low! The labor outlook is better, too. There have been less strikes so far this year than in any similar months since 1933. Inventories are down to rock bottom. Any further improvement in retail trade means that goods must be manufactured rather than taken out of stocks.

No War This Spring

Hence, I cannot understand why business men should be so worried today. The stage is set for better business. There is not going to be a general war in Europe this Spring. Why stew about it? If every uncertainty in the picture caused us to hesitate and worry, we would never get anything done! "Crises" from Europe will continue, but gradually we will become immune to them. Hence, I believe that as Spring works along, our business gains over a year ago should become bigger rather than smaller. So cheer up, and get your share of the greater volume of trade!

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Peck Brothers

Located at SW 13th and Taylor, Portland, Oregon, AT. 2176 have a most efficient Tire Station, where they feature the famous Pennsylvania Tires and the Willard Batteries.

Peck Brothers is one of the institutions of the country where the most motorists know they can learn real economy. This is under the direction of expert tire men and is the headquarters for a full line of tires, which are offered at reasonable prices.

Here you will find a tire business that has succeeded because of technical knowledge, experience and good judgment. The patronage has steadily increased because they do business on the principle of treating all customers honorably and alike.

Another special feature is the large stock. Thoroughly abreast with the times, they have secured for the trade a vast array of tires. Whatever you may need in the way of tires they have for you and they are always ready to give you your requirements personal attention. They are also distributors for the Willard batteries.

We are pleased in this edition, to direct the special attention of our readers to Peck Brothers as one of the most distinctive features of the commercial efficiency of this section, and to assure them that at this establishment they will always find efficient and expert tire men competent, ready and willing to serve them. In charge are well known men of the community who have merited the success that has been theirs and we wish to suggest that as regards tires and expert service, especially high grade tires you will find they can save you money.

One of their leading dealers in our section is Findleys in Beaverton.

An Eye on Local Business Men

By E. M. GOLDER

Mister Local Businessman: All eyes of the far-sighted and ardent boosters for the community are upon you and if you think they don't see plenty about what's going on in your place of business and the one next door you're sadly mistaken. People of the community as a rule do not deal with a local merchant merely because they feel duty bound to patronize him. . . . now, as the old corner-grocery goodfellows are gone. Merchandise nowadays must be sold on merit and good service, coupled with prices consistent with low profit margins so that patrons can count on getting as much quality goods for the money as possible, and do you ever stop to think of this fact: Psychologically, men and women like to make their purchases where there's lots of other people dealing. . . . where there's lots of business and where there's no doubt about the prosperity of the firm with whom they deal. People simply will not get any kick out of going to a store that has but little business. Even though there are many who seem impatient at having to wait a short time for someone to wait on them, they really appreciate the fine stroke of business being done by a wide-awake force of service people of the store they go to.

Your Community should mean a lot to you, as a business man. The people making up this community are proud of achievements of the ardent workers for the people and enjoy seeing things advance and take a step upward every now and then. The Beaverton Enterprise is an ardent worker for this community and has on its rapidly growing subscription list a large number of public-spirited people who believe in aiding whenever there's a chance to build for a better community. The same people know well enough that the local business men who pay for space in the local newspaper are co-workers in local civic affairs and are doing more business at the instance of local patrons by buying advertising space in their home paper every week. That is just another reason for more and more local people spending their money with the home town merchant . . . because he patronizes the newspaper that is with and for the local residents every day in the year. You business men who cannot see it this way just look through the pages of a newspaper a good ways from a metropolis and see how the merchants of the town use newspaper space. It pays them and that's why they buy it. You men of this area can do more business by the use of more newspaper space each week and there's no two ways about it.

There are two very important facts to consider, Mister Local Businessman and they are: The community importance is largely based on HOW MUCH business is done by the local postoffice, and "HOW MUCH business is done by local business people. Bear in mind, sharp eyes see what you're doing here. Let this newspaper carry your message, and you'll grow with your community.

Don't accept substitutes—buy the advertised articles.

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 These trees are a bargain at this price

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ADVERTISE—Advertising brings success, success brings happiness.

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NEW HUPMOBILE SKYLARK HERE



The first of the new Skylark Hupmobiles to be seen in Portland was wheeled on the floor of the Buxton Motor Car Co., 1634 S. W. Alder st., late last week, where it has attracted hundreds of spectators. The Skylark bodies are from the Cord car dies, have no running boards and an eight-inch road clearance. The factory has promised other show-room cars this month, with deliveries for buyers in May. Del Larsen, western district manager, drove the Skylark up from California and arrived enthusiastically over its performance.

Columbia Riding Academy Gives Best Service

The Columbia Riding Academy is one of the Institutions that add much to the sports of this part of the state and promotes outdoor life. Under the personal supervision of Messrs. Chapman and Farr, they have done much to help all of us have a good time.

Expert horsemanship has always been, and still is considered one of the essential accomplishments of a member of the leisured class. Today however, this exhilarating sport is no longer limited to a class—the modern riding academy has made it possible for all to indulge.

The Columbia Riding Academy has an excellent stable of horses and these horses are well groomed and kept in the best of condition at all times. The mounts have been trained in various ways so that the rider may have a horse to suit his particular style of riding. For the novice a mild-tempered, even-gaited horse is to be desired so as to insure safe and pleasant instruction. The more proficient rider who craves a horse with fire and spirit—a horse that will get out and gallop, and race along will find none better than those furnished by the Columbia Riding Academy.

The managers, Messrs. Chapman and Farr, and their staff of riding masters, will accompany all new riders and see that they learn properly and that no accidents will happen. A capable instructor is a necessity when mastering something new and especially so in acquiring skill and astute a horse. The riding masters of Columbia Riding Academy are courteous and unusually efficient as teachers. The beginner under their capable direction enjoys the lessons and is soon an adept rider feeling at ease in the saddle.

These men anticipated the needs and wants of their patrons and the riding academy resembles a club as everything that is necessary for the comfort and convenience of the member is always at hand. You don't need a riding habit to get the habit of riding—Put on your knickers and a sweater and swing on—riding is an effective way of reducing and keeping healthy and in good form. It is an exercise that brings all your muscles into play resulting in the perfect functioning of all organs. There is no age-limit, as they teach children as well as the young, old and middle-aged. They will advise you about all details and if you desire a riding habit consult them before making a purchase as their suggestions as to fit and style always result in attire that is both comfortable and smart.

In making this review we are pleased to call the attention of our readers to the Columbia riding academy as an institution that lends a

touch to our complex civilization and affords pleasure to the many. This popular riding academy is located just west of Jantzen Beach or you may call them at MU. 7544.

Carley Does Well In Small Grocery

Mr and Mrs. C. B. Carley came to Glencullen when the depression started in 1929 after having been in the grocery business in Portland. They started Glencullen Grocery here but the depression years were difficult ones. However, they have held their own through by selling on a close and dairy products.

Simonsen has Good Easter Business

Simonsen's Grocery operated by A. Simonsen in connection with his service station in Glencullen, has had a good Easter trade this year. They carry a large stock of groceries, bakery goods, fresh meats, and dairy products and Red Lion gasoline.

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