

BEAVERTON ENTERPRISE

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PLAINLY IN THE RECORD

Often enough it is said that government competition with private business is standing in the way of new jobs, new payrolls, and the expanding industrial activity that means real recovery. Similarly, it is often pointed out that uncertainty concerning future actions of government affecting industry is also contributing to this same slowing-up process.

Now it is beginning to become increasingly clear that the two factors are interrelated. This is the way it works:

Individuals, afraid to put their money into business enterprises, are depositing the funds with banks or insurance companies. And these organizations in their turn, seeing that regulatory laws and high taxes are crippling business today, are putting the money into government instead of business securities. They see no alternative.

Recently bidding for government securities has grown so active that, in a few cases, in the words of the New York Times: "the banks which loaned the money actually paid the Treasury for the privilege of lending it."

Why, the reader may well ask, does this trend continue? Simply because the only choice is between government bonds and private investment—and the latter, in the face of adverse taxes and legislation and the threat of "more of the same", appears even less attractive.

As one observer comments, the situation "indicates complete confidence in a continued lack of business confidence."

Do government competition and experimentation stand in the way of private investment, the kind of investment that means jobs and payrolls and better times for all Americans?

The answer seems to be pretty plainly written in the record!

Earnings Depend on Physical Conditions, and they Greatly Depend on the Condition of Your Eyes

In conversation recently with Dr. Earl Snyder, one of Portland's leading eye specialists and optometrists whose offices are in Sears-Roebuck's big Department Store at Grand Avenue and Lloyd Blvd., in Portland, we had this practical thought brought to our attention, in a way that was convincing.

Pointing out that eye strain, thru putting off the use of glasses, of lenses that have outlived their usefulness due to changing conditions of the eyes, or of improperly fitted lenses, often effect the physical nervous system—the good doctor says:

"It may cause headaches, and throw the entire normal vitality of the body out of tune; causing a generally run-down condition, that might develop into something more serious, and prove even more costly than lost earning power. These statements may possibly give you food for thought; and if you think it is worth while playing safe, why not let Dr. Snyder give your eyes a thorough examination, without cost or obligation to you? If your present glasses do not seem to be right, why not let him help you?"

Dr. Snyder has made many many friends among us, through his expert human services. We can conscientiously recommend his services, and suggest that the next time you go into town to do your shopping at Sears-Roebuck's big store, you get acquainted with Dr. Snyder, talk things over, and if he thinks it advisable, get his advice or let him give your eyes a thorough examination. If you would prefer to make an immediate appointment, then phone him at WA. 8171.

ALBERT C. WEISENFLUH
WEISENFLUH—June 11, Albert C., late of 6636 S. E. Carlton, husband of Martha, son of Mrs. Anna Weisenfluh of Hillsdale, father of Mrs. Wanda Harrison, Portland, brother of Michael Weisenfluh of Columbus, Nebraska, Mrs. Rose Smith of Carver, Or., Richard Harrison, a grandson, also survives. Funeral services were held Tuesday, June 13, at 2 p. m., at the Chapel of the Mount Scott Funeral Home, Foster road at S. E. 59th Ave. Private commitment at Lincoln Memorial Park.

Miss Eva Lee Von Berg
Eva Lee Von Berg, 45, died on May 25. A teacher in Portland schools, Miss Von Berg had found it necessary to abandon that work in September, 1933, because of ill health. She was well known in Portland and Beaverton. She was a daughter of Mrs. J. P. Von Berg, Sr. of Albert Lea, Minn.; sister of Dorothea Von Berg of Vancouver, Wash.; Mrs. E. C. Hickman of St. Paul, Minn.; Dr. L. E. Von Berg of Charles City, Iowa, and Dr. J. P. Von Berg Jr., of Albert Lea, Minn.

Want ads—The little fellows with the big pulling power.

HOUSEHOLD HINTS:
Sprinkle dry salt on new fruit stains to prevent it from becoming permanent. . . . Scissors will tarnish if you do not dry them after cutting stems of wet flowers. . . . Cut glass should be washed first in warm water then plunged into cold water to which a teaspoon of starch has been dissolved. . . . A piece of flannel or felt placed in a jar into which used gasoline is emptied, will absorb all particles of dust and leave gasoline clear. . . . To separate leaves of lettuce, after removing outside leaves and core, place under running water.

WEEK'S BEST RECIPE:
Sun-Cooked Strawberry Preserves: Wash, cap, stem, drain and measure the berries. Allow an equal weight of sugar for fruit. For each 2 lbs. of berries measure 1/2 cup berry juice and heat with sugar. Cook and pour over whole berries in shallow trays. Stand in sun for 3 or 4 days, bring indoors each night, dampness will spoil sun-cooking. Allow fruit to remain in sun until syrup has thickened to jelly. If sun does not shine, keep preserves in cool oven. Pack in sterilized jars and seal.

Sandwich Filling:
A sweet filling for sandwiches can be made by mixing chopped dates and figs and raisins with a little sweet cream. Spread on buttered slices of graham bread. . . . Ordinary cheese grated and mixed with salad dressing, mustard and onion juice for seasoning, makes a good spread.

SLIDE YOUR



IN for 52 Issues of Your Local Paper

SURE DEATH

to ANTS, FLIES, MOTHS, MOSQUITOES

Don't just "stun" flies, mosquitoes, ants and moths—use Bif. Tests prove its stainless mist means sure and quick death to household pests. Yet for all its effectiveness, it is harmless to pets and humans. Because it is mildly scented it is pleasant to use. Because it has extra "killing power", it is economical. Get a can of Bif, today, from your nearest dealer.

UNION OIL COMPANY

Bif

INSECT SPRAY

RARE COLLECTION TELLS OIL STORY



A valuable newspaper file in the possession of H. W. Flansburgh, of Seattle, Wash., reveals interesting data on the early history of the oil industry. Here Flansburgh, left, shows his collection to Albert E. Horn, Jr., Northwest division manager for the marketers of Mobilgas and Mobiloil.

Back in Civil War days, a London newspaper published what may have been the first news article ever to appear suggesting petroleum as a possible source of lubricating oil. According to the writer of this article, it had been suggested that the new petroleum fields being opened up in Pennsylvania might offer a new source for oil to augment the limited supplies of those days. It was thought that, with the addition of fish oil, the new petroleum oil might be adapted to lubrication requirements.

A copy of the paper carrying this story, together with a huge file of newspapers containing articles and advertisements covering the entire history of the petroleum industry, is in the possession of H. W. Flansburgh, of Seattle, Wash. He is a native New Yorker, who was born not far from the region where oil was first developed for commercial purposes.

In a recent conversation with Albert E. Horn, Jr., Northwest division manager for General Petroleum Corporation, marketers of Mobilgas and Mobiloil, Flansburgh exhibited his collection. Among the many interesting articles in his possession was a story covering the organization of the first company to develop the oil fields of California.

"An interesting conclusion to be drawn from a perusal of these articles is the fact that the rapid development of this country during the past 75 years was largely made possible through the constant development of improved lubricants manufactured from petroleum," said Horn. "Even the then highly modern equipment of Civil War armies was soon outmoded by more efficient equipment made possible by the better and unlimited supplies of petroleum products that began to take an important place in the commerce of the world."

"The rapid extension of railroads, and advent of the automobile and the airplane, were all made possible because better lubricants, like Mobiloil, paved the way for the development of more efficient engines and motors."

Portland Parking Problems Solved for You, Here and Now

When you drive into Portland, for an hour or all day, it's no fun running around, many many blocks from the downtown business section, trying to find a free place to park. It's just as much a nuisance having to run back every hour to put a nickel in the slot of downtown curb meter parking. In either case you have no insurance against crushed fenders, broken bumpers or dented radiators; by people backing in or out.

The cheapest, safest most convenient way to park when you come to town, is to go right to Tenth and Alder or Ninth and Alder, to one of McMahon's two big parking lots. It's right down town. You get quick courteous service at low parking cost; and it's a lot safer. Tell MAC we talked to you about this. He'll appreciate it.

KITCHEN KINKS
Broken walnuts mixed with hot maple syrup makes a sauce for vanilla ice cream. . . . Always beat rather than stir cake batter. Beating introduces air into batter. . . . If serving iced tea, it is a good idea to freeze iced tea into cubes which can be used to chill drink. . . . Steaming is a good way to cook vegetables as it reduces loss of minerals and vitamins.

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ADVERTISING PAYS—Try It!

PRODUCTION COSTS ARE DAIRY BUGABOO

Proper Choice of Feeds Results in Saving.

By R. H. RUFFNER

Low production costs are essential for profitable dairying, as for any other business, and the ability to choose and use feeds properly helps materially to reduce costs, according to the animal husbandry and dairying department of North Carolina State college.

Live stock farmers should take a tip from the automobile industry, which has lowered production costs by at least 25 per cent in the past 20 years, thereby making cars available to millions of Americans. Dairymen can reduce the cost of their products and make them available to more people by studying the advantages and limitations of feeds and their relative values.

A wide variety of satisfactory feeds are available for dairymen to choose the combinations which are most efficient and economical in balanced rations.

Among the low-protein, or carbohydrate feeds are corn meal, ground threshed grain sorghums, ground or rolled barley, hominy feed, ground wheat, or ground rough rice. About one-fifth to one-fourth more of the following bulkier feeds should be used when they are substituted in the ration: Ground ear corn with shuck, ground grain, sorghum heads, and corn and cob meal.

Excellent feeds that give best results when they make up one-fourth to one-third of the total ration are ground oats, wheat bran, rice bran, and alfalfa meal or other good quality legume hays that have been finely ground. These may be used interchangeably in dairy mixtures.

Infertile Eggs Will Hold Flavor Better

Infertile eggs will hold their flavor better and will keep fresh longer in hot weather. To obtain this type of eggs, all male birds should be sold when hatching is completed, and plans made to replace them for another year with pedigreed males from a dependable breeder, or at least with males from a reliable source.

Experts offer these other suggestions for successful flock management: Don't sell out the flock of hens, but cull out instead. Keep the birds that are and have been heavy layers as indicated by worn feathers, plump red combs and wattles, bright and wide-awake eyes, bleached beak and shanks, and a full, soft, flexible abdomen free from hard lumps of fat.

Since summer days are long enough for birds to consume enough mash without stimulating them, as is the case when a wet mash is fed, it will pay to start cutting down on the amount given each day until the practice is stopped entirely.

Milkweeds Poisonous, Sometimes Kill Stock

Whorled milkweeds are poisonous to live stock and sometimes cause losses among horses, cattle and sheep.

Whorled milkweeds have slender stalks. The leaves are narrow and are from two to three inches long. They develop in clusters or whorls of several needlelike leaves around the stalk. The flowers are of greenish white. The botanist's name for this weed is *Asclepias verticillata*.

Common milkweeds have a heavier stalk than the whorled variety. The leaves are comparatively broad, oblong in shape, and placed on opposite sides of the stalk. The flowers are of a rose purple. The botanical name is *Asclepias syriaca*. The swamp variety is known botanically as *Asclepias incarnata*. It has a larger, deeper-hued blossom than the common milkweed.

Milkweeds are deeply rooted perennial plants, producing seeds in pods, with a flosslike material inside the pods. The pods of the common milkweed are larger than those of the whorled or swamp milkweed.



How to see the SAN FRANCISCO WORLD'S FAIR

See your S. P. Agent!

Ask your local agent for World's Fair information and new low train fares so that you can plan and budget your trip in advance.

Save Time, Energy, Money!
Take the train to save time for more fun at the Fair. Arrive rested and ready for a thousand thrills. Riding is now cheaper than driving.

THIS TIME, TRY THE TRAIN!

Trains have changed. Coaches are deep-cushioned and air-conditioned. Sleeping car fares are low, 10 and 15 cent tray food service. Free pillows.

Southern Pacific
See local S.P. agent or write J. A. OKMANDY, Gen. Pass Agent, 522 Pacific Building, Portland, Oregon

BIRTHS

Mr. and Mrs. K. A. Basley, Metzger, June 4, a daughter, Sharon L. Mr. and Mrs. J. M. Britts, route 2, Box 277-B, Portland, June 13, a daughter, Patricia E.

BALDWIN

Secretarial School WHY NOT Spend Your Vacation Profitably? LEARN Shorthand and Typewriting Cool, Cheery Quarters Platt Building BE. 1531

DECKER BUSINESS COLLEGE

Where you make rapid progress Under individual supervision! An Exclusive Private School 2150 SE Hawthorne Blvd. EA 4524 Serving Portland for 25 Years

BONNEVILLE BY AIR

You cannot really appreciate Bonneville Dam until you have had an aerial view of the whole project.

BOTH OPEN AND CABIN PLANES AVAILABLE Special Rates for Parties of 4 Trips by Appointment Any Time

S & M FLYING SERVICE

Hangar No. 2 Swan Island Airport PHONE GA. 1909 Scenic and Charter Trips Student Instruction for All Licenses

The MORNINGLIGHT CHAPEL

Serene Beauty - Perfect Service J.P. Finley & Son FOURTH AT MONTGOMERY ATwater 2181

Riverview Cemetery

Thirty Per Cent of Lot Receipts are set aside for Perpetual Care LOT \$30 UP Burial Service with Cement Grave Box \$27 No Profits No Assessments West End Sellwood Bridge

WE ASKED TONY AND TONY SAYS:

Tony knows what he's talking about

Tony may look blank when you mention "media-emotional copy-layout," but ask him how to sell Fruit, and man!—you're talking to an expert! He's been doing it for years, and what he knows about selling has been learned from experience.

Ask Tony where he sells his fruit, and he'll answer, "I just follow the crowds!" There you have Tony's secret of success. He doesn't park his cart on a quiet street. Not Tony! You'll find him where you find the crowds. Maybe you don't sell Fruit, like Tony does. But if you're in business—and you want to sell more than you do—"follow the crowd" by advertising in

The Beaverton Enterprise

Read by People Who WANT to Buy!

ADVERTISE WHERE YOU GET THE BEST RESULTS!