

# BEAVERTON ENTERPRISE

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Now that the U. S. is coming to its census—one fellow we know says he is going to tell the taker that there is only one bathroom in his house and that it is also used as a library; that his income has decreased every year since 1933 and that only by using a single toothbrush has the family kept off relief. And of course, after all the intimate questions are done, it will be only courteous to ask: "And how is all YOUR family?"

Gone with the wind are the high hopes raised by F.D.R. seven years ago.

"On perhaps the most dismal record of failure ever made by a President, the machine bosses and New Deal left wingers now seek to draft him for a third term.

"Can you beat it?  
Could this country stand four more years of Roosevelt and the New Deal? No country on earth could."—George Rothwell Brown.

Pardon our harking back to the Thanksgiving Day change—but it flopped!

Federal Reserve Board figures show that department store sales for the country as a whole, in the week ending December 2—the extra week of Christmas shopping—declined 3 percent as compared with the corresponding week the year before.

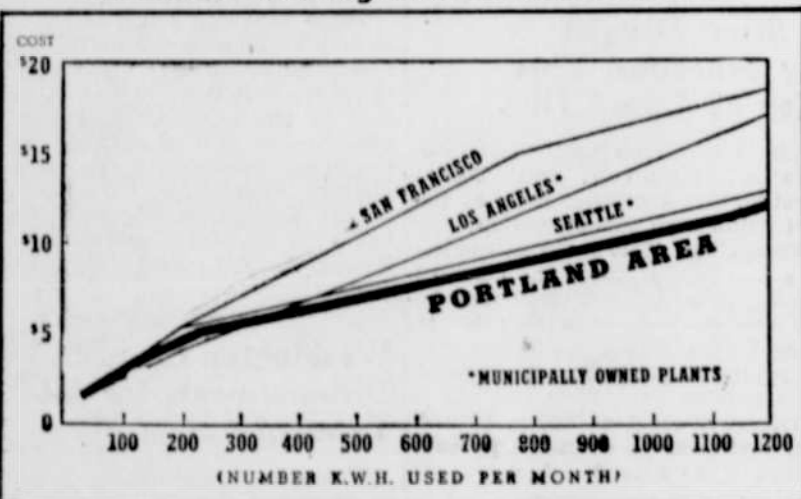
"So the great Thanksgiving Day experiment," says the Fergus County (Montana) Argus, "takes its place along with the slaughter of 6,000,000 pigs and the plowing under of every third row of cotton, as just another New Deal folly."

Just an instance of how taxes are hidden is the revelation that you pay 82 cents a month, or \$9.84 a year in taxes, for having a phone. It would cost you that much less if it wasn't for Uncle Sam's take

## Boy Scout Camp Quota Nearly Filled, Says Wells

With approximately 180 boys registered the middle period for this summer at (Boy Scout Camp Meriwether is nearly filled, according to K. A. Wells, assistant camp director. The period is from July 29 to July 31.

## New Portland Area Electric Rate Lower than in Other Leading Pacific Coast Cities



Citizens of both Seattle and Los Angeles, which operate municipally-owned electric systems, now pay a higher residential rate for electricity in virtually all stages of use than do Portland area consumers, as the result of the two rate reductions made effective in territories of the Northwestern Electric company and Portland General Electric company since January 1, officials of the two utilities assert.

The Portland rate also is generally lower than in San Francisco and Oakland, giving Portland leadership in the matter of electric costs among all cities of its size or larger on the Pacific coast, even disregarding the variable factor of taxes as between privately-managed and publicly-managed systems. The Portland rate applies uniformly throughout the urban

## Puritan Cafe Offers Good Meals at Substantial Saving

That important question often arising among the people of the Tualatin Valley and surrounding territory—where shall we go for a sandwich or dinner while in Portland, that will be of the best. In our opinion that question can be easily answered.

In every community the size of Portland there will be some Cafe or restaurant that will stand out from all others as being the one place where those who know food and appreciate good service will be seen.

In Portland, that outstanding good place in our opinion is the Puritan Cafe located at 1331 SW Washington Street. Their increasing patronage is proof of the fact that those who do patronize this popular Cafe pass the good word along to their friends for a large number of Valley people are to be seen eating there every day.

The manager James Lekas better known as Jim) is among a few people who, in addition to knowing the Restaurant business thoroughly possesses a personality that makes warm friends and steady customers. So remember, when either business or pleasure takes you to Portland be sure to eat at the Puritan Cafe. It will prove to be a satisfying meal in every respect.

## Asbestos Table Pads \$4.95 and Up

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## BIRTHS

Mr. and Mrs. Gale E. Marshall, 4211 SW Condon, Multnomah, March 17, a daughter, Patricia E.

Mr. and Mrs. Ross M. Hart, Beaverton, March 16, a daughter, Patricia A.

Mr. and Mrs. Paul V. Hoge, 8033 SW 35th avenue, Multnomah, March 9, a daughter Beverly J.

Mr. and Mrs. Alvin Johnson, Beaverton, March 14, a daughter, Judith C.

Mr. and Mrs. Ted Saarinen, Sherwood, March 9, a daughter, Yvonne L.

Mr. and Mrs. Charles Taylor, Metzger, March 8, a daughter, Martha A.

and rural territory served by PGE. The same general picture holds true for the new commercial rates announced by PGE and Northwestern Electric, which will become effective after March 25.

PGE officials emphasize that their new residential rate is lower than rates of any distributing utility system in the entire United States, offered uniformly over an area comparable to that served by PGE.

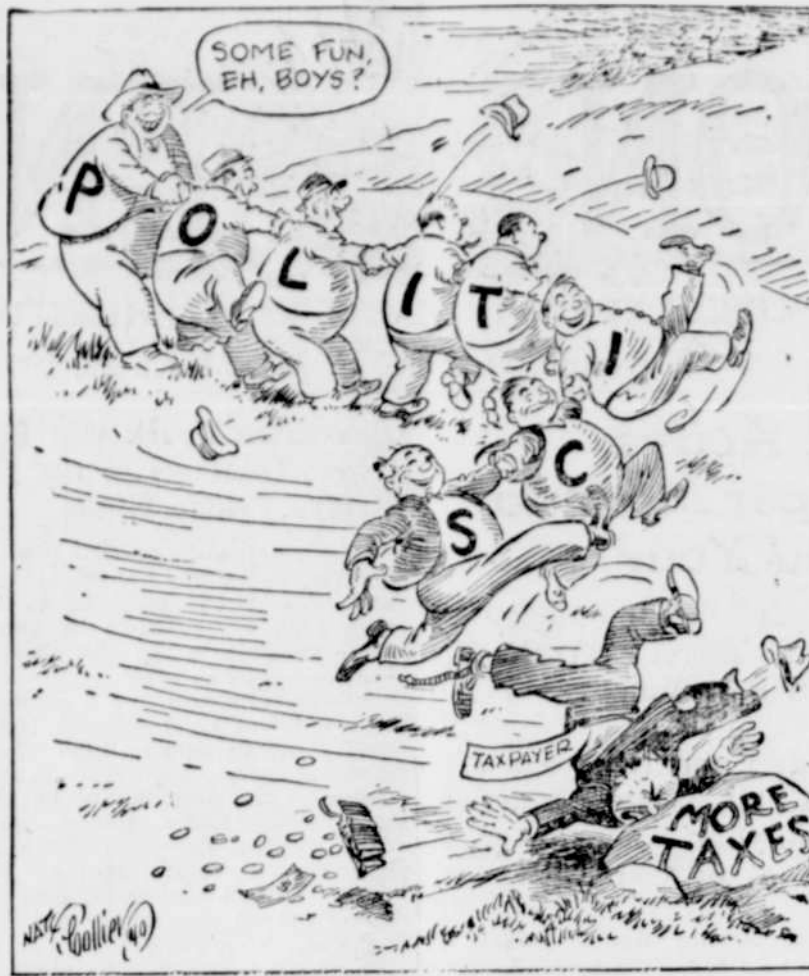
State regulatory bodies and federal power authorities, it is pointed out, for many years have urged adoption of the uniform, or "postage stamp" principle of rate-making. While PGE for a number of years has had rates which conformed substantially to this principle, it has been only since January 1 that uniform rates have covered a full 100 per cent of the 3,500 square miles of territory in Oregon and Washington which the utility serves. Few utilities serve rural areas where business is "thin" and investment per customer consequently high, with rates as low as they offer to city residents.

A tabulation prepared by the office of Ormond R. Bean, Oregon public utilities commissioner, shows the following variations in cost for residential electric service in Portland, Seattle, Los Angeles and San Francisco bay area:

	kwh	kwh	kwh	kwh	kwh
Portland	\$1.40	3.00	5.30	7.05	\$11.43
Seattle	1.80	3.00	5.63	7.50	12.19
L's Ang/Im	1.65	2.97	5.10	8.22	16.08
San Fran	1.67	2.99	5.79	8.79	16.29

\* Municipally owned plants.

## CRACKING THE WHIP



## Soil-Sense-Cents

There is no problem facing us today that is more vital and more important than that of our soil.

The farmer, the gardener, fruit, berry and nut grower, as well as the little home owner in the city, all look sorrowfully at the soil and say it is surely getting worn out or something is the matter. They have tried almost everything anyone has suggested and have suffered as many disappointments until they are heart-sick with discouragement.

They begin to wonder how the older nations managed to farm the same land hundreds and even thousands of years, producing more than one crop a year, never letting the soil rest, and produce as good if not better crops than when the soil was virgin. They see our soil getting less productive each year.

Dr. Whitney, head of our Agricultural Department at Washington, D. C., in his book entitled, "Soil and Civilization," claim that we are at least one hundred years behind the older countries in our Soil Culture. Even Shakespeare said, "Go marl your meadows." These older countries solved their problems when they were forced to do so, or starve.

Our land is just passing the virgin state, and we are now beginning to face the same problems they faced hundreds and even thousands of years ago. They solved their problems by practical experience; we are solving ours in a scientific and practical way. Scientists in Germany and England reasoned that the earth was at one time mostly a molten mass of stone, therefore there being no other source from which plants could get food, it must have come from the rocks disintegrating. They first tried Marl from around certain lakes and found when 5 and 6 tons per acre was used it would last 20 years and more. Tests made 80 years after this Marl was applied showed beneficial results. This supply was soon exhausted and ground stone was suggested by Dr. Hensel, the great German scientist. This suggestion started a storm of debate by the scientists, who heaped a great deal of ridicule on Dr. Hensel. They suggested that plants could not digest ground rock—and they were right! Dr. Hensel based his argument on observation. He noticed that where rock dust settled around rock quarries the vegetation was dark-green and exceptionally healthy. He pointed out this fact to the practical farmers, who, not being scientific, tried this rock dust and found to their surprise that they actually produced better crops than they did with dung and chemicals. Today both England and Germany are not only grinding certain rocks but are even grinding slag from the smelters to renew their land. This practice has now crossed the ocean and the Dutch farmers of Pennsylvania are renewing their soil in the same way at a very small expense.

In the Pacific Northwest there has recently been placed on the market a product that rejuvenates and revitalizes the soil in a manner more sensational and effective than either slag or ground rock. McKenzie's Soil Re-Vitalizer is obtained from the bed of a lake in Northwestern Washington. It contains concentrated mineral deposits that have accumulated for years, one great function of these minerals is to restore the colloidal activity in the soil. Its value in revitalizing soil is attested to by dozens of fine testimonials by local people who have used it over the past two years.

McKenzie's Soil Re-Vitalizer is sold by leading hardware, grocery, seed and feed stores. It may also be obtained from the main store and warehouse at 2315 SW First avenue, Portland. Mr. McKenzie will be glad to furnish complete information for its use and advise on particular soil problems.

## Save 20 to 25% on your FIRE INSURANCE COSTS

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## BARB WIRE BILL



## Spring Thoughts

Hello Folks: Well, its the time of the year fer everything to sprout up among our poets on all our undeclared wars in the world.

I'm a goin' to tell you that I lived over several years in my life las' Sunday when I worked for a few weeks in a church in Britton Heights, Oklahoma City, to pinch hit for the one day, where I worked for a few weeks in 1927, not as a cowhand, but as a revivalist. Some of the folks of 1927 what got mad at me because I opened my Bible in Ezekiel 38th, chapter and told 'em "Gomer an his bands wuz Germany a goin' in with 'Gog, in Ma Gog," (Russia) an a fightin' against the "Young Lions" an the ole lion, et al., a destroyin' the unwalled towns an a robbin' the people, etc. an a fightin' against religion. Well they told me "you win," we lose.

PEOPHATICALLY BILL

## New Residential Subdivision Opens

Filing was made this week in the Washington county recorder's office of the plat for a new residential subdivision to be known as Copel Park, in eastern Washington county, scene of considerable real estate development in the past two years.

The subdivision, located on Canyon hill, near the third addition to Benz Park, will consist of 16 lots, each approximately 111 by 94 feet. Record owners are listed as Charles Copel, Herbert M. and Minerva J. Ackley and Luella L. Howell. Building restrictions include \$3500 minimum cost, provisions as to location, fencing, building types and use, and limits ownership to the Caucasian race.

## GEMS OF THOUGHT SERVICE CHOOSING

O happy is the man who hears Instruction's warning voice; And who celestial wisdom makes His early, only choice.—Michael Bruce.

Choose the best way of life, and habit will soon make it pleasant for you.—Pythagoras.

A well-governed mind learns in time to find pleasure in nothing but the true and just.—Amiel.

The objects we pursue and the spirit we manifest reveal our standpoint, and show what we are winning.—Mary Baker Eddy.

It isn't the man who knows the most, but that man that knows the best, that's wisest.—Anon.

From now, guard your thoughts; for if it is true that yesterday's wrong thought gives birth to the trials of today, it is equally certain that today's right thinking will generate joy for the morrow.—Hope La Gallienne.

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## Babson Says ---

Continued from Page 1

increasing. Few people owned their own carriage horses. The cost of feeding and stabling was too high. Furthermore, you could not purchase a good horse on "ten easy payments." Today, there are 1,000,000 automobiles in the country. Families with scarcely enough income to feed the children are buying big new cars "on time." I often see run-down, ramshackle homes with a spanking new car beside them.

**Robbing Peter to Pay Paul**  
The loss in wealth is, of course, enormous! After ten years, an automobile becomes almost worthless, while the newness has scarcely worn off a home and the savings account is still intact. Families that could afford either to own savings accounts or to build a home are investing their savings in an automobile instead. Other families, who can neither save nor build, are robbing Peter to pay Paul by buying an automobile. They are beating their grocery, doctor, and clothing bills to buy gasoline, tires, and oil. The automobile has changed America from a stable nation of home owners to a travel-eazy nation of nomads.

The keystone of this Mobile Age is cheap gasoline and easy credit. Too many people who buy cars "on time" should never own automobiles. They could not buy them if the present installment financing terms were tightened up. A lot fewer cars would roll off the assembly lines, but home builders, home furnishers, grocers, doctors, and farmers would fare better. Over 60 per cent of all automobiles are purchased "on time." Next week's salary is spent long before it is earned. This is an unhealthy condition.

**Cheap Gasoline An Evil**  
Low-priced gasoline is also unhealthy. British, French, and German high prices for gasoline have hobbled the motor industry in those nations but this has helped the building of homes. We are fortunate to have vast supplies of crude oil. But is that any reason why this generation should exploit them, waste them, use them uneconomically. It took millions of years to create them. Should these be destroyed by allowing unrestricted use of gasoline, at even less than production costs, for the superficial fun of this generation.

New oil fields are discovered every year. In each instance millions of barrels are forever wasted because of the race to make private profits. Just as one generation exterminated the buffalo, so we are exterminating our crude oil reserves. This is one industry that surely needs conservation. It would be a good thing for the nation if gasoline prices were upped sharply. Higher prices may cause millions to come to their senses and buy homes instead of "gas." They would prevent wasteful competition between truck and railroad. They will prevent the exhaustion of our precious oil reserves.

**One Suggested Cure**  
I believe that all gasoline should contain a portion of alcohol made from corn, although the experts tell me that I am wrong. It takes only a few months to replace corn, but it takes eons to replace gasoline. Besides, the price maladjustment between farm produce and factory goods at retail must be corrected before America can ever see prosperity again. Farm products, treated chemically, must be used in industry in place of metal and oil in order (1) to conserve natural resources and (2) to use up farm surpluses. If these things are done, we will be taking an important step to correct the evils and protect the blessings which the automobile has brought us!

## Sevier Commission Co., has Served the Valley Farmers Well.—Since 1917

The Tualatin Valley papers, covering as they do, a rural and semi-rural district feels that they may recommend one of the firms that has served the district long and well. That firm is the Sevier Commission Co., located at the Union Stockyards in North Portland.

The Sevier Commission Co. makes a business of selling cattle, sheep and hogs. They enjoy a splendid reputation wherever they conduct business, and have continued to deserve that reputation since 1917.

The service rendered to the Tualatin valley by this firm, has been greatly appreciated by our farmers and others having livestock to sell. They one and all, speak in highest terms of any dealings they have had with them. It is firms of this type who have had much to do with the prosperity of our valley, and in setting a higher standard of Livestock Commission Service locally.

To render a still more efficient and quicker service and to eliminate delays or time lost on busy days when the farmer may be in a hurry to transact business,—this firm has added another high grade salesman to their staff to take care of trucked-in stock exclusively, and to be of any other desired assistance or advice.

When you have livestock for sale we suggest you consign your next shipments to this well known commission company, and be assured of receiving top market prices plus quick and helpful service.

## SHIRLEY ANN CLAWSON

Shirley Ann Clawson, aged 3 years daughter of Mr. and Mrs. Alanzo Clawson of Beaverton, died Tuesday. She leaves a sister Jean May and brother David Allen.

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# Count Your Electric Rate Savings

COUNT YOUR SAVINGS. Below are four examples which fit the largest number of users on our lines—those using up to 200 kilowatt hours monthly. Customers using more than 200 kilowatt hours, in many cases for water heating, share in the new rate savings.

For 50 Kilowatt Hours you paid \$1.50 in 1939	Old \$1.50	New \$1.05	For 100 Kilowatt Hours you paid \$3.00 in 1939	Old \$3.00	New \$2.00
You now pay only \$1.05			You now pay only \$2.00		
MONTHLY SAVING \$0.45			MONTHLY SAVING \$1.00		
YEARLY SAVING \$5.40			YEARLY SAVING \$12.00		
For 150 Kilowatt Hours you paid \$4.50 in 1939	Old \$4.50	New \$3.00	For 200 Kilowatt Hours you paid \$6.00 in 1939	Old \$6.00	New \$4.75
You now pay only \$3.00			You now pay only \$4.75		
MONTHLY SAVING \$1.50			MONTHLY SAVING \$1.25		
YEARLY SAVING \$18.00			YEARLY SAVING \$15.00		

Electric costs shown for 1939 were applicable only in Tualatin Valley, St. Helens, Yamhill and Molalla divisions of P-G-E system.

## Second Home-Rate Reduction in 11 Weeks

On January 1, after signing a contract for Bonneville power, we slashed residential electric rates \$570,000 a year. On March 15 we cut them another \$99,000. Total savings to our customers: \$669,000 a year! Every residential customer on our lines gets substantial cash savings. Let your rate savings help pay for more electrical conveniences.

**PGE** Portland General Electric Company

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Pupil of JOSEPH LHEVINNE  
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