

BEAVERTON ENTERPRISE

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Babson Discusses Outlook for Agencies and Newspapers

Babson Park, Mass., July 31—I have just been reading in a New York newspaper a most interesting advertisement of a great steel company. In effect, it constitutes a report of the progress this company has made in its production of steel plates for ships, bombs, and other war materials. This company has nothing whatever to sell to the general public, but it chooses to buy considerable newspaper space to give the people some most encouraging facts.

Reliance and Returns

Since the "Truth in Advertising" campaign of many years ago which, incidentally, was inaugurated by members of the profession, the writing of advertisements has held to high standards. Some copy is, of course, in the "silly class", but generally, agency men have made it their business to avoid misleading statements. The public has come to rely upon advertisements. In countless instances people make it a practice to read the ads first and the news stories second. Naturally, there is some waste in advertising; but 90% of it is to the good.

Generally, the individual or firm which foots a bill for advertising expects his ad to "pay its way". The return in merchandise sales per dollar spent for space is carefully watched by retailers and other advertisers. In certain types of copy featuring the sale of shoes, dresses, and various other articles of consumer goods, a merchant can determine an hour after his store opens for business whether or not the advertisement is a success.

Advertising and Publishing Troubles

Agencies and newspapers have apparently believed that the consumer goods industries must fall off badly. As I pointed out recently, I cannot agree with this position. I feel that Washington will find ways and means to supply the buying public with most of its needs. The vast machinery of manufacturing and distributing which makes up our great retail trade will be kept running. Both agencies and newspapers have felt the shift-over to war production and are missing the revenue from pre-war advertising. They also have suffered under the Wage and Hour bill. But I believe if their employees will sufficiently cooperate all losses can be overcome.

The average reader accepts his paper as a matter of course. Papers are, however, as important to their communities as are municipal conveniences and services. Probably no single item would be missed more from our daily lives than our newspaper. A newspaper is the greatest buy in the world. All papers, regardless of size, are highly educational. Unlike other great institutions of learning, however, they are not endowed and must be self-supporting. Naturally, what keeps a paper going is its advertising revenue.

Service Rendered

Such revenue is vastly important not only to advertising agencies and too the papers, but to retailers, to manufacturers, and even to churches. All kinds of civic and social organizations rely upon free notices of their activities. For this reason, I would like to see all daily newspapers sell for five cents and weeklies for ten cents. We all have more of a stake in the business of advertising and newspaper publishing than we realize. Our papers make it possible for us to have each day not only our local news but information from every point in the world. Washington certainly owes a debt to all papers whether editorially they are "for" or "against" the Administration. Rationing and other government controls could not be put into effect without the free publicity given by the press.

The government might well under-

write a series of advertisements prepared, through regular agency channels, to keep the people informed on what is going on. After all, as it has been said before, this is the people's war. They are paying the bills in life and property and have a right to know what is going on. Even Elmer Davis must depend upon the generosity of newspaper publishers to get his stories across to the public. Furthermore, the government must appreciate that the advertisements of our steel companies, air lines, railroads, banks, and other business interests are today helping Washington acquaint the people with the progress of our war effort.

Today's Opportunity

For Advertisers

The experiences advertising men are now having may result in an entirely new concept of the job that advertising in newspapers can do. Many manufacturers are carrying on a most sensible campaign of paid publicity with no chance of now getting their money back through increased sales. I hope many other firms will take advantage of today's opportunities to emphasize stories for the public good as well as to place emphasis upon sales type of copy. Yes, I am optimistic for advertising both as a business and as a profession for those who will stick to it "rain or shine."

GEMS OF THOUGHT SERVICE MORAL STRENGTH

The cultivation of the moral judgment is the crucial need of civilization.—Dr. Torrance Phelps.

From lack of moral strength empires fall. Right alone is irresistible, permanent, eternal.—Mary Baker Eddy.

In conduct do not make trifles of trifles. Regard the smallest action as being either right or wrong, and make a conscience of little things.—Spurgeon.

Those love truth best who to themselves are true. And what they dare to dream of, dare to do. —Lowell

I am not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live up to the light I have.—Lincoln

Know ye not, that to whom ye yield yourselves servants to obey, his servants ye are to whom ye obey; whether of sin unto death, or of obedience unto righteousness? —Romans 6:16.

WHY NOT SELL That surplus fruit through a want ad in this paper. Only 2c a word.



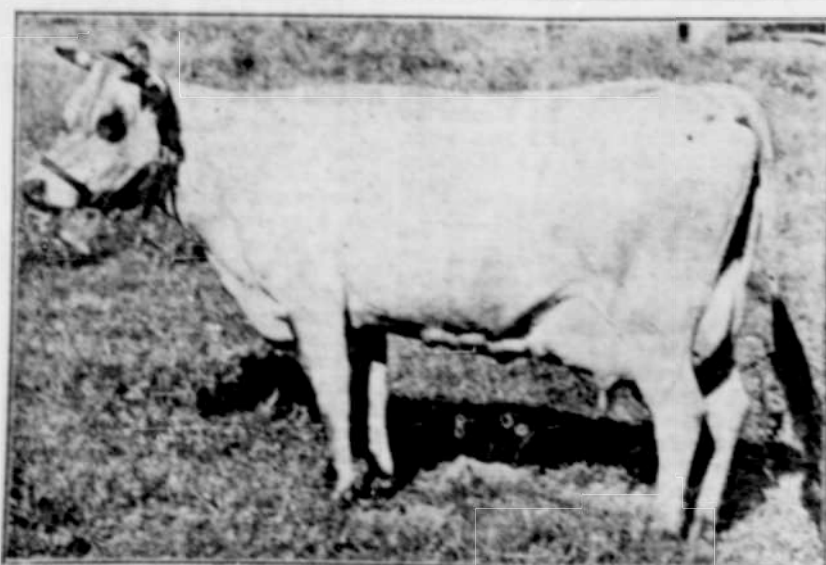
Just Before the Battle of Ballots

Hello Folks: You know its a grand and glorious privilege to live in the U. S. A. where we can hear one another a running fer office and once in awhile see the candidates an shake hands with 'em and see 'em speak, an see which one has the best line of pictures, music and entertainment.

Some of the candidates throw up a lot of dirt in the air. I can remember when we used to enjoy bull fights out on the ranges, but by Jiminy, it wusnt always the bull what kud throw the dirt the highest an better the loudest what kud win the fights! Its generally that way in politics! Yours fer ballots an liberty.

BARB WIRE BILL
Okla State Election was July 14

NATIONAL JERSEY CHAMPION



THE Challenger's Trinitette, a registered Jersey owned by Nash Brothers, Marshfield, Oregon, is the new record breaker for the Junior two-year-old division. As verified by The American Jersey Cattle Club, New York, her production of 701.6 lbs. butterfat makes her the new national champion. She produced 3,719 quarts of milk in 305 days at 14¢ a quart, her milk would retail for \$800.65.

ARE WE QUISLING?

BY RUTH TAYLOR

Are we quailing? It is the verb that is meant, not the noun.

We are quailing when we try to get around rationing, when we seek favors for ourselves, when we grumble and complain at the hardships of war. We are quailing when we neglect dimout precautions, when we boast of being able to get more than our share of restricted essentials, when we waste rubber and gas on pleasure driving, when we hoard food stuffs, when we offer more than the legal price for rationed goods, when we waste essentials.

The traitor, whose name will go down in history as synonymous with the traitor in the night or the stab-in-the back, betrayed his countrymen to the invader. When we quail we are betraying our armed forces all over the globe. We are sacrificing them for a moment's comfort, or for a smart aleck satisfaction in putting something over on someone.

Fortunately there are a few among us who go in for intentional quailing. But, as a nation, we have put too much reliance on our material resources without a full realization of the necessity for using these resources for one end and one end only.

What if we do go without? It is our privilege as free men to sacrifice for the things in which we believe. If by so doing we succeed in defending our homes and our democratic way of life, we will again have those material comforts which we are giving up temporarily. If we do not win this war, then nothing we are now losing would be of an value to us. We will be slaves under the heel of a brutal tyrant.

Rationing is not an arbitrary mandate imposed on a few. It means share and share alike. Its success will depend not upon law-enforcement officers but upon the individual response of individual Americans.

We are not quailing—and we will not. By our actions we will show that once again we can take it. Once again American public opinion is marshalled ready for sacrifice. As Leon Henderson said: Government can do its best in a crisis of this kind, and still find that it is behind the procession of genuine public opinion. That is the genius of America. And that's what's going to lick the Axis!

Some months ago I found this line in a mid-western paper. "Where would the country be today if Daniel Boone, Lewis and Clarke, Simon Kenton and others like them had stayed home because they had no rubber tires?" Are we quailing? We are not!

Navy Needs Private Aviators to Train as Pilot Instructors

Opportunities are open for private aviators to receive commissions in the United States Navy and to serve their country as instructors in the the Navy's great air centers, an announcement from the Naval Aviation Cadet Selection Board for the thirteenth Naval district, was disclosed. The Navy will train 30,000 pilots a year and the stupendous task requires a large force of competent instructors. Civilian pilot training instructors, commercial aviators and men who are active as private flyers are eligible for consideration in the Navy's program to increase its corps of competent instructors. Men between the ages of 21 and 40 years are sought, and those who have the general qualifications and are able to meet the physical requirements will be chosen in the near future.

Those who lack the necessary 300 hours of pilot time with 100 hours in the last year, but qualify otherwise, will have an opportunity to meet the Navy regulations, through the advanced course of civilian pilot training. Their board, room and tuition will be furnished during their advanced training, which will include approximately 100 hours of cross country and instruction flight and course in navigation, meteorology and instruction technique.

Interested candidates can obtain complete information by writing the Naval Aviation Cadet Selection Board, 117 Marion Street, Seattle, Wash.

What You Buy With WAR BONDS

Hitler found out that his high powered mechanized and motorized army bogged down in the snow and mud of the Russian Winter. Although our Army is largely mechanized the cavalry horse is still a highly essential factor in this mounted division and in the Field Artillery. The Army also maintains remount farms where many cavalry horses are bred and raised.



These select horses cost from \$100 to \$165 and our crack cavalrymen are expert riders and carry on the traditions which have followed the cavalry from the earliest days of the Army. Purchase of War Savings Bonds will insure good mounts for the Cavalry. You and your neighbors buying War Bonds and Stamps regularly every pay day can help buy these horses for the U. S. Cavalry. Invest at least 10 percent of your income in War Bonds.

U.S. Marines -

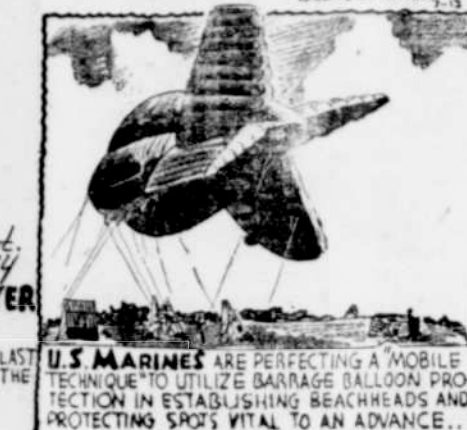
by Krieb

CAPT. Frank THARIN

TOGETHER WITH MAJOR HENRY T. ELROD IS CREDITED WITH SINKING THE FIRST HEAVY JAP WARSHIP IN THE PACIFIC AREA NOW BELIEVED JAP PRISONERS, THESE MARINES SANK THE CRUISER ON DEC. 11, 1941.



IS BELIEVED TO HAVE BEEN THE LAST MAN OF THE COMBAT ELEMENTS OF THE 4th MARINE DIVISION TO LEAVE THE ISLAND OF IWO JIMA FEBRUARY 23, 1945.



BIRTHS

Mr. and Mrs. George W. Jackson, 1810 SW Elizabeth July 15, a son, Bruce G.

Mr. and Mrs. Robert D. Justice, Tigard, July 17, a daughter, Joan K. Mr. and Mrs. Alonzo Clawson, Beaverton, July 10, a daughter, Marilyn L.

Mr. and Mrs. Harold G. Corby, route 8, box 1204, Portland, July 7, a daughter, Sharon L.

Mr. and Mrs. Irvine W. Larson, Tigard, route 1, a daughter, Marvina M.

Mr. and Mrs. Roy B. Melsner, Garden Home, July 8, a son, Thomas R. Sergeant and Mrs. Howard L. Melvin, 2006 SW Greenview court, July 19, a daughter, Sheri.

Mr. and Mrs. William P. Rinckoff, Beaverton, July 19, a son, William P. Mr. and Mrs. Stanley Healer, Beaverton, July 17, a son.

Mr. and Mrs. Aaron Albrecht, Maplewood, July 19, a son, Leonard L. Mr. and Mrs. John E. Potter, 7403 SW 31st ave., Multnomah, July 15, a son, Michael P.

Marriage Licenses

Donald W. Wicher, Beaverton and Mary F. Jarocky, 7215 N. Wabash avenue, Portland.

Expenditures by the Federal government for military purposes during the first two years of war effort ended June 30 totaled \$34,767,000,000. This includes disbursements by the treasury and reconstruction finance corporation.

That nice soft bath mat you step on when you get out of the tub was considered important enough to have its price controlled by the OPA. Not only the mat—but terry cloth towels and wash cloths come under the same ruling.

BUY what you do need. . . . SELL what you don't need.

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
New Location 112 So. 3rd Ave. Phone 1732
"Every Form of Protection" Hillsboro, Oregon



OLD PHONOGRAPH

RECORD

Drive Closes

Sunday, August 2

OREGON'S QUOTA 225,000 Records

Purpose of Drive to Provide New Records and Phonographs For Recreation of Our Armed Forces

SPONSORED BY THE

American Legion Organizations and Prominent Radio Stars Such as Kate Smith, Kay Kyser, Gene Autrey, etc., who are Donating Their Services in Making New Recordings

Leave Records at

Carr's Chevrolet Service
Broadway Street
Beaverton, Oregon

Mummey's Feed Store
7739 SW Capitol Hwy
Multnomah, Oregon