

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.

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

 Beaverton Office—Enterprise Bldg., Phone Beaverton 2321
 Hillsboro Office—Room 5, Delta Bldg., Phone 1641
 Portland Office—308 Panama Bldg., 3rd and Alder. Phone ATwater 6591

Member OREGON NEWSPAPER PUBLISHERS ASSOCIATION

THE PRODUCTION OFFENSIVE

BY RUTH TAYLOR

Before we can carry the war to a successful offensive against the enemy, according to Donald Nelson, we must have a production offensive.

The production offensive is the battle front upon which every one of us may fight, shoulder to shoulder, farmer, mechanic, industrialist. Even the housewife has her part to play.

The production offensive is not the task solely of those who work in the factories. The public is in it as well—for here is the real second front. Here is where the battle lies. Here is where we must begin the offensive. We have gone far in the short span of months. We can go farther. If everyone puts his shoulder to the wheel.

The secret of Napoleon's success was that he used all his strength. And it was the extra force he flung in which oftentimes won the victory.

We must use all our strength. We must not stand on our own rights and privileges. We must remember that PRODUCTION comes first. We must re-orient ourselves to our particular job. We must realize that the restrictions of war aren't the handicaps of war—they are our share in the cataclysmic struggle.

We think of rationing in terms of shortage—and we blame others for it. We think of salvaging as a game. But rationing and salvaging are our share in the production offensive. The fats we save in our kitchen will be used in the weapons of the production offensive. The rubber we salvage will make our mechanized front strong.

The gas we do not use means more hours in the air for our fighter planes, more ships to carry the weapons of war where they are needed. The tires we do not use mean mobility for our armed forces.

So much for clearing the way for the production offensive by rationing and salvaging. There is another thing we must do. We must back up those who are doing the actual job—both in industry and labor. We must not waste their or our time in internal bickering and hates and petty prejudices. Criticize yes—when criticism is necessary—but stop mere carping and fault-finding. Get behind the men of this army as you get behind those who wear the uniform.

This is our offensive—the production offensive. It's up to all of us to help drive it ahead.

MUSIC

Music. What is it? Music is hard to define. Some people are like a youngster, they like to make a noise or to listen to it. Music is said to be rhythmic sound harmonized to be pleasing to the tone range of the ear. Music, or organized rhythmic sound produce pleasure to man from childhood to the end of life and to people of all ages, races and climes.

With the advent of the phonograph music became more universal in all of its various forms. The radio gave music to the world twenty-four hours a day the year around. You can have your pick—from the classical to the jazz of the jazz swing. You may hear during the day all of the various instruments from the wind to the string and singing, by the cowboy to the opera singer. Some do sing, some do whine and some who try but do need a basket to carry their tune in.

Songs and music has been developed to meet all occasions from the march to sacred and classical. The lover of music never tires of listening to good music. It is hard to understand why the radio has so many slushy love songs. The thing that takes the cake is a slushy love song by a love sick female who sings thru her nose and sounds like a motorcycle in distress.

Little is said against slushy love songs but the same idea expressed in a printed story is readily condemned. From the number of slushy love songs one finds in phonograph records and hear over the radio and in public places one would believe the general public must love such songs even though they are as a rule whined and not really sung.

GEMS OF THOUGHT SERVICE THE BEAUTIFUL

In all ranks of life the human heart yearns for the beautiful; and the beautiful things that God makes are His gift to all alike.—H. B. Stowe.

By cultivating the beautiful we scatter the seeds of heavenly flowers, as by doing good we cultivate those that belong to humanity.—Howard.

That which is striking and beautiful is not always good; but that which is good is always beautiful.—Ninon de L'Enclos.

The beauty of holiness has done more, and will do more, to regenerate the world and bring in everlasting righteousness than all the other agencies put together.—Chalmers.

Needs not the aid of foreign ornament But is when unadorned, adorned the most.

—James Thomson



What Would Will Rogers Say?

Dawgonne, every once in a while I dream that I am a readin' "Will Says:" and last night wuz one of the times. Here's all I can remember: "Well accordin' to the Hi Browns they is in this fly-blown world, two billion one hundred and forty five million human bein's (excepting of course the billions er such a matter what Germany and Russia claim—they have killed in their war) Readin' the papers now-adays I wonder who is gettin killed faster, the people er the ships? Whatever we can do to win this we had better do it, er we will run out of people, ships, oil, ammunition, religion, and the planet we are a plodin' aroun' will be blowed up so bad our flappers will have to hop onto the passing thunder clouds and paint em the color of their faces to cheer up the devil hisself!

BUY A BOND AND AGREE TO NOT GIT A DIVORCE FER THE DURATION OF THE WAR!

BARB WIRE BILL

E. R. Hannibal Passes

E. R. Hannibal, vice president and general manager of the West Coast Telephone Company passed away Wednesday evening, August 5th at his home in Palo Alto after a lingering illness.

He was born in Salt Lake City, Utah, June 22, 1889, and graduated in engineering from the University of Utah, in 1911. He was first employed in 1910 by the Rocky Mountain Bell Telephone Company as a student engineer and was soon promoted to supervisory duties.

During the world war he served as Captain in the Signal Corps overseas with the 405th Telegraph Battalion, building and maintaining telephone and telegraph plant used by the American Expeditionary Forces. He received a citation from General Pershing for especially meritorious and conspicuous services in the St. Mihiel action.

After the Armistice he returned to the employ of the Mountain States Telephone and Telegraph Company as valuation engineer in charge of the valuation of telephone properties in Utah and Idaho. In 1920 he became General Superintendent of the Interstate Utilities Company at Spokane, Washington, operating telephone properties in eastern Washington and northern Idaho.

In January, 1929, he entered the employ of the West Coast Telephone Company as General Plant and Traffic Manager and became Vice President and General Manager in charge of all operations in 1931.

Among his fraternal and technical society affiliations there is listed an associate membership in the American Institute of Electrical Engineers, the American Legion, and membership in Phi Delta Theta Fraternity. He was vice president of the United States Independent Telephone Association and has been president of the Washington State Independent Telephone Association for the last ten years. He is a past president of the Everett Kiwanis club and a past county chairman of the American Red Cross Society. He was interested in all civic affairs in general.

He is survived by his widow, Irma Sims Hannibal; a daughter, Irma Jean; and two sons, Ray S. and Warren S. Hannibal.

The funeral was held in Salt Lake City at the Larkin Mortuary, Saturday, August 8th.

What You Buy With WAR BONDS

Aside from the sixty-mile an hour Mosquito Torpedo Boats, the Sub Chasers are the speedsters of our Navy. Light and fast, they are the eyes of the Fleet on the water. They displace approximately 1,500 tons and cost about \$2,400,000 each.



We need many of these powerful, fast little boats to cope with the treacherous submarine type of our enemies. Everybody can help pay for more Sub Chasers by putting at least ten percent of his income into War Bonds. Buy Bonds or Stamps every pay day. Buy them from your bank, your post office, or from your office or factory through the Payroll Savings Plan.

U. S. Treasury Department

Babson Discusses Household Prices

Babson Park, Mass., August 14—I still believe that those who have protected the carcasses or casings of their tires will be able to get needed retreading materials along the lines of the experiments which were described in this column last March. As for gas, this is purely a matter of sinkings. There is plenty of gas but if the tankers and tank cars are not sufficient to haul gas to certain sections of the country then these sections must be severely rationed. Readers, however, must not let all this discussion regarding the rubber and gasoline blind them to what will happen to other commodities.

Henderson, Helpless? Leon Henderson has got a desperate job, but he is doing the best he can. He is like a man trying to sail a boat against a head wind and a strong tide. By rowing harder he can make a little progress in keeping down prices; but he cannot change the fury and direction of the wind and tide. These are strongly in the direction of inflation. With a tremendous amount of new purchasing power released every day and a constant reduction in available goods, an explosion some day is inevitable.

Mr. Henderson has done his best to warn us. Readers ask me why he does not state definitely what additional products will be rationed and when. This he cannot do because it would immediately send everyone to the store to buy these things which he might mention. Every reader who has common sense should be able to anticipate what most of these products will be. Generally speaking, they are products containing metals, rubbers, or certain chemicals. I understand there are also other products on the list which come under different classifications.

Different Ways to Ration

The government is now debating as to whether a separate ration book shall be given for these "different products" or whether the "unit system" will be used as in the case of England and other countries. With the "unit system" we have one ration book and can use our judgment as to whether we want to buy a suit of clothes or a piece of furniture. When entering a store the goods are not marked in money prices but in coupon prices. It may take one coupon to buy a cap, ten coupons to buy a suit of clothes or 20 coupons to buy a piece of furniture. In other words, we can have our choice of certain necessary standardized products, but we cannot buy them all.

In place of quotas for essential goods, the government may issue licenses, thereby cutting down the amount retailers may get to sell to their customers. Probably nothing radical will be done before Fall when we will all have a better idea as to the length of the War. If the Russians are successful, further rationing may be delayed until next Summer; but if the German oil fields, radical rationing may be expected at that time.

What May Be Rationed Next

Of course, many things such as automobiles, refrigerators, bicycles, radios, garden tools, etc., need not be rationed because few more, if any, can be manufactured. Most of those now on hand will be used by the armed forces. There are, however, many other products the supply of which has merely been cut down. Among these are pots, pans, and all kinds of kitchen utensils; chocolate, cocoa, coffee, tea, spices, and certain canned goods and other food products; office furniture, typewriters, paper, pencils, rubbers, and even fountain pens. Certainly, those who wish to buy any cutlery, or other hardware, or jewelry, leather luggage, and similar luxuries had better do so immediately. Some say that this will also apply to furniture except nursery equipment, but I am not so sure of this other than articles which contain metal and rubber.

Most household electrical appliances may soon be impossible to obtain under any conditions, while rugs, carpets, chinaware, and sport goods may be on the rationed list. I might also add that families requiring more bedding, shoes, corsets, razor blades, hosiery, umbrellas, musical instruments, linoleum, and photographic supplies should get them at once. They are liable to be treated the same as bicycles are now treated.

Prices Will Not Be Lower

Finally, let me add that I am not basing these recommendations on any official information. Naturally, Mr. Henderson's office cannot forecast along specific lines. I have included some which may not become scarce, or I may have omitted some which will be rationed. I do, however, emphasize that we are in a real war and our internal troubles are just beginning. The sooner we realize what is ahead and prepare for it, the less squawking, the better off we all will be.

Buy now or as the ministers say at a wedding, "forever after hold your peace." Certainly, prices of the above things should be no lower while the War lasts and probably their price ceilings will gradually be raised.

Equals One Cup Sugar

Housewives are often puzzled about how to substitute different syrups and honey for refined sugar in cooking. The following table is based on sweetness equal to one cup white sugar.

Maple Sugar	1 cup
Maple Syrup	1 cup
Honey	1 cup
Sorghum Syrup	1½ cups
Cane Sugar	1½ cups
Corn Syrup	2 cups

Attention Oregon sportsmen and outdoor fans—Despite first closures throughout forest areas, you can still fish and camp in most of your favorite mountain spots. See your local war/en or forest ranger for permit regulations but remember all campfires must be put out before dark. Remember too, blackout all campfires before breaking camp. Keep Oregon Green.

Tell your lawyer to send your legal notice to this paper.

SUPERMEN OF THE U.S. ARMY



PREPARED IN COOPERATION WITH U.S. WAR DEPT. PERMISSION TO REPRODUCE IS HEREBY GRANTED

MAKE A CHALK-TALK

You can hold any group from Primary to University—yes and grown-ups too—with this simple chalk-talk, so full of human interest.

ONE—Set up your blackboard and draw a heavy line all the way across. Below the line, in the lower part of the board, print these two words—THE LOST. There they stand, below the line—THE LOST. Just two words—THE LOST.

Now tell the group listening in, of a world of men lost to God. Rich man; poor man; beggar man; chief man; the educated and the human rats. All lost to God. All have served and the wages of sin is death. You are dead to God until your sins are blotted out and he imparts his eternal life to you.—Ye must be born again, says the Bible.

TWO—Somewhere in the open space above the line, print the word—GOD. Every soul born into this world senses it. We know that one so to be the living and true God. So it stands—"LOST" below the line and "GOD" above the line.

THREE—Repeat John 3:16 and explain it. For God so loved the world, that he gave his only begotten Son, that whosoever believeth in Him should not perish, but have eternal life. Make it plain that God loves the lost and gave his Son to redeem them.

FOUR—In the upper section, just inside the line, make a figure of the cross on which Christ was crucified. Two strokes of the chalk will do it. Here flowed the blood that washed away our sins. Here at the cross, we see the sinless Christ become the Sinner's Friend. Now, somewhere along the line, make an opening. Open the line three or so inches. This is the door, tell them. Here enter the lost who count on Christ's death to save them. From the instant they count on Him, they stand JUSTIFIED. God now sees them JUST-AS-IF THEY HAD NEVER SINED. Being now cleansed and made fit for Sonship, God breathes his eternal life into their hearts. This is the New Birth. Except a man be born again, he cannot see the Kingdom of God.—Bible.

Who of you here looking on do receive Christ as Savior and Lord? O. K. Chalk your initials above the line and by that tell the world. Step ahead. Search your Bible to learn your Christian duty and look to Christ and Christ only, for the POWER-STRNGTH-WISDOM to carry on to the glory of God. Being JUSTIFIED by faith we have peace with God, through our Lord Jesus Christ. It is life and death unto death. Which for you

Dean Taylor

Cloverdale, Oregon

This space paid for by an Oregon businessman.

Accident Casualties Striking War Effort Unbelievably Hard

Casualties on the home front, through accidents, are striking hard at the war effort of this nation and must be eliminated in the interests of the preservation of our way of life," according to a statement from the office of the state traffic safety division today.

The statement points to the list of 30,000 American workmen killed and 2,500,000 wounded since Pearl Harbor compared to a total of 44,143 casualties in the American armed forces since Pearl Harbor, as a tragic evidence of the need for preventing accidents in this country.

"Casualties on the battlefield are a regrettable sacrifice to perpetuate our way of life," said Earl Snell, secretary of state, in commenting on these figures which recently were released by the National Safety Council. Casualties on the homefront, on the other hand, sabotage our war effort and may eventually nullify some military gains.

"Our fighting men today need every ounce of production this country can achieve. Accidents hamper this production and seriously interfere with the transportation of vital war articles after they have been produced. We must, therefore, do everything in our power to prevent this needless sabotage."

Drivers were urged to stay under 40 miles per hour, exercise care in congested areas, and to take care of their automotive equipment to prevent excessive wear.

Red Cross Cargo Being Sent War Prisoners

Parcels intended for specific prisoners in the Far East are not acceptable for inclusion on the ship to be chartered by the American Red Cross since Red Cross cargo is limited to supplies for general distribution to prisoners of war and civilian internees.

It is probable that mail will be accepted from the post office subject to agreement of belligerents, but it must be remembered that mail for prisoners of war will be acceptable by the post office only if addressee has been officially reported by the enemy as war prisoner or civilian internee.

With limited cargo space available it is necessary to restrict all shipments of relief supplies so that equitable distribution may be made on a share and share alike basis to every Allied prisoner of war and interned civilian in the hands of the Japanese.

Food packages prepared by the American Red Cross and by the Canadian Red Cross society will be consigned to the delegate of the International Red Cross Committee in the Far East for final distribution to the various prisoners' camps.

No individually packed parcels for prisoners or interned civilian can be accepted from relatives, friends or organizations since the belligerent powers will not allow distribution of any supplies other than those prepared and shipped by National Red Cross societies.

Three hundred thousand American Red Cross food packages destined to go abroad the first relief ship were ordered many weeks ago and have been held awaiting completion of negotiations for the charter of an international Red Cross cargo vessel to be used in transport of relief supplies to the Far East.

Letters for prisoners of war and interned civilians in the Far East can be sent through regular postal channels after names have appeared on official prisoner lists received from the Japanese authorities through the office of the provost Marshal General in Washington and next of kin so notified.

Until official notification has been received, letters will not be accepted by the postal authorities.



TRIANGLE X-TRA EGG PRODUCER

Increase your egg profits with this palatable, scientifically built "Vitamin balanced" feed. Supplies the high-producing layers with their requirements for more extra grade eggs. Your local feed dealer has a fresh supply.

TRIANGLE MILLING CO.
605 N. TILLAMOOK ST.
PORTLAND, OREGON

Just Look Around Your Place

... ten to one your eye will spot some article you are not using, but some other person would be glad to have.

Why not turn that surplus article into ready cash? An inexpensive Want Ad in this paper will put your proposition squarely before the biggest market of its kind.



CHEER UP

and enjoy the whiskey that's
"CHEERFUL AS ITS NAME"

SUNNY BROOK

KENTUCKY STRAIGHT BOURBON WHISKEY

Make yourself a cool drink with this grand, genial bourbon. Savor its mellowness and fine old-time flavor! You'll cheer up—instantly!

Oregon's Finest
Selling Straight Whiskey
90.4 Proof
National Distillers Prod. Corp., N. Y.