

BEAVERTON ENTERPRISE

BUSINESS OFFICE AND PLANT
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Home Town Christmas

Christmas shopping is an inescapable part of the Yuletide season. It takes its toll, in time, money and energies, each year. And many people of the community have hardly enjoyed the mauling and tromping that accompanied their gift-hunting trips into the big city of Portland.

Crowds in many department stores of Portland are discouraging barriers to sane buying. The constant hunt for desirable gifts runs headlong into streams and waves of similar-minded gift seekers. The battle is an annual affair, resulting in high retail sales volume and an annual weariness that can only be allayed by surrendering to the spirit of Christmas season.

There is a way, of course, that such weariness can be largely eliminated—by shopping in the home community. Selection of gifts is surprisingly complete, as a survey of local merchants will show and a person can buy with greater confidence when dealing with someone in his own community.

Frequently, someone has the commendable thought, under the sway of Yuletide spirit, that the season of "peace on earth; good will to men" should extend the year around. There is much to bolster such a belief. If the feeling of warmth and well-being toward humanity could be spread into all of the twelve months, the world would perhaps be a much better place in which to live.

There is no better time for such a movement to begin, of course, than right now—with plenty of last minute shopping yet to be done. And the way to do so is to concentrate buying in the community where you will be living for the next year.

Every purchase made in a home community contributes to the well-being of the entire community, as well as the local merchant. For, with his business venture, a local merchant devotes a large measure of his time and energy to the service and up-building of the community.

Building a community is a large task. It requires a sense of devotion and an appreciation of the long-range view. An important ingredient, of course, is an attitude of "give" as well as "take" whether it is under the name of "civic cooperation" or some other designation.

In any community, there is a lot of taking. There are services which are vital to the conduct of everyday life; there are facilities without which necessary activities would be severely hampered.

The giving includes more than the bare term implies, for it means giving of self as well as otherwise. It means sacrificing immediate convenience, in many instances, for the broader aim of future development.

Taxation is one of the inevitables. Whether it is paid directly, or indirectly, everyone is touched by this burden—some more, some less. Only through taxation can a city, a water district, a school district, a sanitary district or any other political subdivision obtain revenue to exercise its necessary functions.

In addition, the will to cooperate in the building and improvement of a community—or any subdivision of it—is necessary and pays civic dividends.

There are no restrictions on anyone as to where he must spend his money. This is rightly so, for with the earning of money goes the right to use it as desired. But sometimes money can be spent more effectively one way than another.

In support of the premise that buying at home is an investment in a community is the proved fact that as a business prospers its range of service grows more inclusive. Quality of merchandise, choice of style, and improved service develop among well-patronized firms.

Success, of course, resounds to one who succeeds. But definite share in community success belongs to all who contribute to make it so, in whatever way.

The neighborhood where you live, where your children attend school and where you have a share in the functions that go on about you, is a neighborhood which deserves improvement and development. No outsider, however, can be relied upon to make your own neighborhood or community a better place in which to live. It is up to you—and your fellow residents.

Why not give yourself and your future a break? Why not do more of your buying in your home community?

And when the voices ring out "Merry Christmas" be able to say that you, in your way, have helped make brighter the Christmas of your home town... with a continuation to follow the year through.

—W.K.

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Babson Again Discusses Schools

The other night I attended the Men's Club of a local church. On the program was singing by the High School Glee Club of 50 students. It was wonderful music. After the meeting I suggested to one of the teachers that it would be more interesting to the businessmen present—most of whom were employers—to put on demonstrations in spelling and in mental arithmetic. The teacher replied: "I'm sorry, but it would be a failure."

Now there is no objection to High Schools having Glee Clubs, Bands, Hockey teams, etc., but why not also give exhibitions in spelling, arithmetic and some of the other things in which we businessmen are ALSO interested. We especially would like to see the school teachers themselves give such an exhibition.

WE WANT BETTER SPELLERS

I am very serious in making this suggestion. Yet, if you as a reader pass these thoughts along to your high school principal he will pass them off with a laugh. He does not recognize that you and others are paying his salary. Voting of more money for schools will accomplish little. It even may hasten the breakdown of our entire economy through overtaxation. Most of all communities appear to be in this unbalanced predicament. Do not think that Wellesley is any different from other places. Most teachers all employ the same nonuseful systems which are taught at the normal schools.

Too many businessmen have employees who are high school graduates and who can neither read nor write correctly. The manager of a large sized grocery chain had occasion to use high school help Friday afternoons and Saturdays. This help was hired at headquarters and sent out to him. About one in ten of those who were sent to him had to return to the school because they either could not read his writing, or he could not read theirs. As for simple addition, subtraction and multiplication, they were impossible.

I suggest that readers contact some old grade teachers and see what they will say. Many believe the present day system of emphasizing nonessentials will not stand the test of time. Don't blame the teachers. They must teach as their superiors order. When you finally trace down why your graduates are so inefficient you will find that the fault is with the school committees. They are looking for votes and hence make courses to please the children and avoid courses in which the children of their voters might fail.

DISHONEST PROMOTIONS
Another serious defect in our school system is that School Committees rate teachers by the percentages of failures in any one class. If this is above a certain fixed basis, the teacher is penalized for inefficiency. In other words, the Committee blames the teacher rather than the student and the parents. This

causes each teacher, in turn, to pass pupils from one grade to the next, rather than be downgraded on her own records.

Recently a brilliant school teacher contacted my friend John Walmer in an attempt to get some sort of a petition signed. He kidded her about working with any group that would turn out graduates who could neither read or write correctly. When she sought to deny such is possible, she was given definite names of graduates. The teacher replied: "Very well they may not be able to read or write now, but they could when they graduated. They probably have forgotten how!"

SOCIAL PROMOTIONS

I learn that many School Committees permit SOCIAL PROMOTIONS. You just cannot put a quart of milk into a half-pint bottle. And School Committees state it is just as obvious that you just cannot keep a 17 year old child in the third grade indefinitely. It most certainly is so if the child has to go to school until he is eighteen. Most teachers are allowed 10 to 15 per cent "social promotions" by many school committees. As an old teacher tells me students are promoted from class to class, and finally "graduated" without the ability to read or write correctly or to do simple mental arithmetic correctly. They are vomited out on an unsuspecting public as "graduates" with 4th grade educations. This must be corrected if our public school system is to command respect.

Nut Growers In Salem Meeting Tackle Selling

On a program full of top caliber attractions three talks stand out as highlights at the 33rd annual meeting of the Nut Growers' Society of Oregon and Washington at the Salem Armory, on Thursday and Friday, December 18 and 19.

They are: 1. "The Selling Job Confronting Filbert Growers," 2. "The Place of Nut Crops in International Trade," 3. The banquet talk, "Dynamics of Democracy," by E. C. Sammons, president U. S. National Bank, Portland.

No. 1 is scheduled for 1:30 p. m. on Friday and will bring to nut growers one of the country's foremost authorities on food

advertising and marketing, Wm. J. Horsley, head of the 50-year-old Pacific National Advertising Agency of Portland and Seattle, recently engaged to serve the Northwest Nut Growers.

Mr. Horsley is enthusiastic about the part advertising can play in the successful future of the Oregon-Washington nut industry, walnuts as well as filberts. He will be assisted by Milton Folland, manager of Pacific's Portland office; John Trunk, Northwest Nut Growers' manager, and the agency's home economics department from Seattle.

"The Place of Nut Crops in International Trade," will give growers the lowdown on filbert operations in the Mediterranean countries as seen by W. R. Schreiber of the Washington, D. C. USDA. He will report on a recently completed extensive tour of investigation of European growing and processing.

Valuable talks concerning nut growing will be contributed by OSC and USDA specialists: "Cover Crops," by Arthur S. King, "Soil Management" by Carl Shuster and R. E. Stephenson, "Defoliant Sprays," by Carl Shuster, "Walnut Blight Control by Dusting," by Dr. Paul W. Miller, "Insect Problems," by B. G. Thompson.

Panels of prominent growers will discuss "Filer Tree Removal," Chairman P. J. Blake, and "Harvesting Methods," Chairman M. P. Cady.

Dave E. Wilson will report on "Further Experiments in Mechanical Pollination," and Lee Vanderlinden of Seattle on "Minor Elements in the Fertilizer Program."

Growers will be welcomed to Salem by Mayor R. L. Elfstrom at 9:30 a. m. Thursday and will also on Thursday morning hear a message from Governor Hall. All nut growers and friends are invited to the meetings, whether members of the Nut Growers' Society or not.

"MESSIAH" CAST

Goldwyn Kubel, Beaverton student at Willamette University, participated in the presentation of Handel's "Messiah" at Salem, Sunday, December 14.

The production was sponsored by the Salem Oratorical Society and was presented under the direction of Melvin Geist, dean of the school of music at the college.

Huge truck with two signs on the rear tells motorists: Left, passing side—Right, suicide.

BULBS

While They Last
2 for 15c

7 SHOPPING DAYS
UNTIL CHRISTMAS

Try the train to California



Enjoy the comfort
and safety, only
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In winter, more than ever, you'll appreciate the safety, comfort and dependability that trains, alone, provide. On steel rails, on their own private right of way, trains go through regardless of the weather.

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FOR YOUR CONVENIENCE

OPEN SUNDAY
10 A. M. to 5 P. M.

WE CLOSE AT 6 P. M. CHRISTMAS EVE

for the convenience of our employees

GIFTS

FOR THE ENTIRE FAMILY ★ SIS BROTHER MOM DAD ★

TOYS

STAKE TRUCKS 29c up
CAP PISTOLS 29c up
DOLL HOUSE
FURNITURE 19c up
SEWING SETS \$1.19 up

FILLED

XMAS STOCKING \$1.19
Santa's Own Selection
Toy Lawn Mowers \$1.19
BASS DRUM
and CYMBAL SET \$1.29
"Little Deb" Toaster 79c

Donald Duck
'POP-UP' TOY \$1.49
FOOTBALL \$1.98
PUSH CHIMES 59c up

"BUDDY-L RIDE'EM"
TRUCKS \$3.98 up
MECHANICAL TRAINS
Complete with Tr'ck \$1.98

PLAY PHONES 98c
PLASTIC CAKE COVERS
with Crystal Cake Plate
\$1.98

PLAY TIME GLASS
TEA SETS 39c up
COLOR BOOKS 10 & 15c
CRAYOLAS 10 & 15c

TOYS

POP-UP TOYS
Little Boy Blue
Mary Had a Little Lamb
Alice In Wonderland
Little Bo Peep
each \$1.98

Jr. Misses PURSES 75c
Pond's Charm Kit 39c
KEDMETICS 49c
STORY BOOKS from 49c

Candle Holders from 10c
ASH TRAYS from 10c

DE LUXE
WOMEN'S PURSES
\$2.98 plus tax

Gabardine Men's Sets 79c
Fitch's Gift Sets 59c

HOUSEHOLD GIFTS

SIFT-CHINE
Triple Screen Flour Sifters
\$1.49
ONION CHOPPER 49c
PYREX GIFT SET
11 Pieces \$2.80
8 Piece Set \$1.45

Revere
WHISTLING TEA KETTLE
2 qt. size \$2.59
KITCHEN SHEARS \$1.89

CAKE BREAKER
& CHEESE SLICER
GIFT SET \$2.25

Dutch Boy
POT HOLDERS 98c
Wall Bracket

HANGING VASES 98c
8 pc. COASTER SETS 98c

Xmas STOCKING Gifts

WHISTLES 5c up
TOPS 19c up
JACKS 10c up

BOATS 10c up
BALLS 5c up
SMALL DOLLS 10c up

Gold Tassel by Wrisley
from 98c
Gabardine Men's Sets 79c
Fitch's Gift Sets 59c

LEATHER WALLET &
KEY CASE GIFT SET
Calf Skin \$2.98
GIFT HANKIES from 19c



SETS . . . 1.19

7 SHOPPING DAYS
UNTIL CHRISTMAS

Wrappings - Decorations

for a Brighter Christmas

GIFT WRAPPINGS
TAGS and SEALS 5c

Ben Mont
Gift Wrap Sets 10c & 15c
Xmas Tree Ornaments
2 for 15c up

TREE TOPS 25c up
Molded Tree Ornaments
By Tavern 15c up
Tinsel Garlands 10c up

TABLE DECORATIONS
Yule Log and Candle
29c to 69c

XMAS CANDLES
10" 2 for 15c
12" 10c
15" 2 for 25c

SANCTUARY LIGHTS
3 in box 15c
RUSTCRAFT GIFT CARDS
from 5c

COSTUME JEWELRY
from 29c
BOXED STATIONERY
10c to \$1.98

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