

BEAVERTON ENTERPRISE

BUSINESS OFFICE AND PLANT
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STANLEY W. NETHERTON Editor and Publisher
MRS. EDNA BLACK Associate Editor-Office Mgr.
WALLY KAIN News Editor

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Now The People's Turn

It is one thing to cite an economic ill. But it is another thing to realize the scope that is encompassed in trying to cure that ill.

Democrats, Republicans and Progressives all offer versions of the magic touch which will restore to some sanity the present unreasonable prices charged for everything from weekly magazines to foods to washing machines to automobiles ad infinitum. Partisans of these political organizations, of course, look to their self-chosen vehicles of leadership to help them plot a course around obstacles in public matters which politics might influence.

Whether partisans or not of a political party which has been elected to national power, the broad mass of American citizens look, and rightly so, to national leaders in such an impasse as appears through the continuing swell of prices against all laws of economics. To the White House and to Congress, we rightly address an appeal for relief from a burdensome influence which so reduces income that soon there will not be enough of the latter to go around, in the satisfying of the necessary needs of family sustenance.

How can the snowball of inflation be halted, and whittled down to some degree of sanity?

There is a problem that has occupied the thoughts of all. The experience of OPA and its restrictions on price is not remembered too fondly—particularly during its period of control after the end of the last world war, when all were clamoring for a "return to normalcy".

Big business and many of its political spokesmen spearheaded the drive to kill OPA. What glowing pictures were painted by the words of these spokesmen, asking only for a return to the economic province ruled by the laws of Supply and Demand! It seemed such a simple thing. Strike the shackles of government control and prices, of their own accord, would readjust themselves downward as a result of competitive trade!

Yes, we all know what has happened. We don't need fancy tables from the Department of Labor, nor detailed tabulation of price indices before and after the demise of OPA. Just take ten dollars to any community grocer and try to buy enough staples to last a family of four for one week. The answer is in the small change, if any, you receive—and the quantity of groceries which, under one arm, you carry out of the store.

For solution, there arises a clamor to re-impose price controls. Price controls at today's market level, which has so far outrun the average wage level? This would seem to be solidifying prices for an indefinite period, regardless of what might otherwise happen to economic conditions of the country.

Price controls cut back to OPA times might bring some relief to consumers. But, how fair would such treatment be for merchants in the community? Merchants who paid August 1948 prices for the stock on their shelves should not be forced to sell them to the public at a loss and so be legislated out of business. Yet, the determination of wage-earners, particularly, that this inflation be halted must be expressed.

Last Saturday, in the beginning of a public-spirited demand by housewives, the effects of consumer resistance was felt by butcher shops in the East Tualatin valley. The one-time effectiveness of such a movement probably did not put any butchers out of business, though some admit they might as well have stayed home for all the meat they sold.

By a long-range campaign, of course, this idea goes right to the point. But consumer resistance will not be noted, to any effective degree, until the battle has extended deep within every household. Feels must say, flatly and without fudging, that they will not pay more than 60 cents a pound for meat and then carry through at the meat counter—before the community butcher, himself, will be able to purchase meat at such a price that he can offer 60 cent ceiling meat to his customers.

The way out of this jungle of inflated prices might be an imposition of price controls on wholesale sources of supply—and then let the economic laws of Supply and Demand in a competitive market operate toward more reasonable price schedules.

By such a plan, merchants and butchers of a community would not be forced to pass high prices on to the consuming public but to decide for themselves what margin of profit would be taken for their merchandising services. And under such a price-control setup, consumer resistance would really be the deciding factor as to the prices that rule the grocers' shelves and butchers' meat counters.

The people, the ordinary Mr. John Public, whose purchases of extravagantly priced necessities of life actually keep high prices in effect, have a weapon of startling power if they would choose to use it. That power is a stubborn refusal to maintain this fantasy of unreasonable prices by abstaining from buying other than the barest minimums during a decisive battle to overcome inflation.

The politicians have had ample time to control high prices. Now it is the turn of the people themselves.

ELSEWHERE IN OREGON

Events As Chronicled by Our Contemporaries In Northwest Communities

POSTAL PAYOFF

Better things are looming for post office patrons of Gresham, following the totaling up of revenues for the first six months of the year.

If the steady climb of receipts continue for the rest of 1948, says the OUTLOOK, the post office should move from a 2nd to a 3rd bracket within the first class postal classification.

Revenue credited by July 1 was \$28,324.59, exceeding the figures of a similar period in 1947 by almost \$3,670. Business at this clip, declares the postmaster, should require, normally, a population of some 6,000.

To enter the third bracket of its present classification, a post office must do at least \$60,000 worth of business in a calendar year.

In 1940, Gresham was awarded first class office designation when its revenue exceeded \$40,000. It stepped up into the second bracket, as presently occupied, in 1947, with business totaling over \$56,000.

Postal boosters are banking on a normal Christmas holiday to put them over the required figure. Last year during Christmas, receipts hit over \$10,000.

TIRES TOO TOUGH

In the offices of the state board of forestry in Salem, one of the yarns much chuckled over on one hand and angrily discussed on the other deals with the sabotage of a patrol grader by a porcupine, in the northeastern end of the state.

It seems, according to report by the board's FOREST LOG, that the operators of the road-making machine parked the vehicle alongside a forest service road while they attended a 3-day fire school at a nearby guard station.

Upon their return to the grader, they found that porcupines had really gone to work.

They had eaten the fan belt. Both upper and lower radiator hose connections. Insulation on every wire within reach. Battery cables, wires from spark plugs to distributor, horn wires and every individual wire had been neatly and completely shorn of outside cover.

But there was one bit of rubber that slowed the porcupines down. The tires were still intact. Apparently they were too tough.

ATHLETIC ACRES

When St. Helens goes about the matter of planning a new school athletic field, it doesn't hold the horses.

A recent vote by said school directors approved the acquisition of some 18.9 acres, on the site of an old golf course, for future use as an athletic field, reports the SENTINEL MIST.

Immediate steps toward developing the field will not be taken. But the school board, citing the expected continuation of population growth, hopes that a fully adequate athletic installation can eventually be made at this site.

There is a possibility, of course, that the zooming growth of the community—if it gets to that—might require the site for another school. But the school directors cross their fingers on that score and say that athletic acres alone encourage their decision to buy the land.

Along with the favorable nod given this purchase, the board likewise disposed of a school building and property which it acquired in a consolidation little over a year previously. Seventh Day Adventist church bought the school plant for some \$3,000, for use as a new location for their own school which they are operating nearby.

PULP SQUEEZED OUT

The word "pulp" has been squeezed out of the identifying nomenclature for a large-scale operation at Oregon City, which had supplied a number of newspapers on the Pacific Coast with a degree of their newsprint requirements.

Under a liquidation, described by the BANNER COURIER, the Publishers' Paper company has taken up its option of last April and taken over all properties of the Hawley Pulp and Paper company, writing a definite period to the original firm's 40 years of papermaking.

The new concern represents about four large-size newspaper firms that have banded together in the purchase of their most critical item of supply—newsprint. The full impact of this business deal, while it solves a crucial problem for the new owners, will fall without softening upon the heads of smaller newspapers who were represented on the backlog list of orders of the now extinct firm, the termination of which orders was part of the transfer negotiations.

HOPES BETTER THAN MILLION

The city hall at Hillsboro hopes for better than \$1 million in building construction during 1948, which will be a record for the county seat.

Number of permits for July, however, fell below the average of the previous six months even though a new \$30 thousand fire hall boosts values for the month to over \$105 thousand, compared to the July average in 1947 of about \$86 thousand.

Last year's first-seven-months figure passed \$485 thousand while for the same period in 1948, the total so far accomplished is over \$775 thousand.

CENTRAL SCHOOL PLAN

Out of Forest Grove comes word of a promised issue on the ballot in Washington county, leading toward the possibility of a county unit plan for the operation of schools.

As detailed in the NEWS TIMES backers of the plan hoped to have the measure ready in time for the November general election but official advice has swayed them to the idea of waiting until the election of April, when rural school budgets are submitted to the voters. Such a schedule was offered with the idea of providing more time in which to present the issue to the public.

Under the centralized plan, all schools in the county, except districts of the first class, union high schools districts containing districts of the first class and union high schools with joint districts, would come under one administrative head.

The report interprets the plan to mean that Banks union high school, Tigard union high school and all grade schools with the exception of Hillsboro, Beaverton and Forest Grove, would come within the scope of the unit setup.

County superintendent of schools is said to have expressed an opinion that the proposal has definite merit and should be the subject of a county-wide study before calling a vote.

Carpenters Keep Busy With Job Of OSC Construction

Physical plant crews here are experiencing their busiest summer in construction and repair work, welding hammers and saws while classes in the post summer session carry on with an enrollment close to 800.

Among major improvement projects are rebuilding of the third floor of Benton hall to provide modern quarters for the department of music, re-roofing of the men's swimming pool in the gymnasium; and remodeling the interior of the old museum building to provide a small auditorium seating 1000.

New construction includes completion of a series of steel-aluminum buildings for expansion of the industrial arts shops, and construction of a new beef barn and other related college farm buildings. Meanwhile contractors are completing the new dormitory for women, the electrical engineering building, and are well started on the pavilion.



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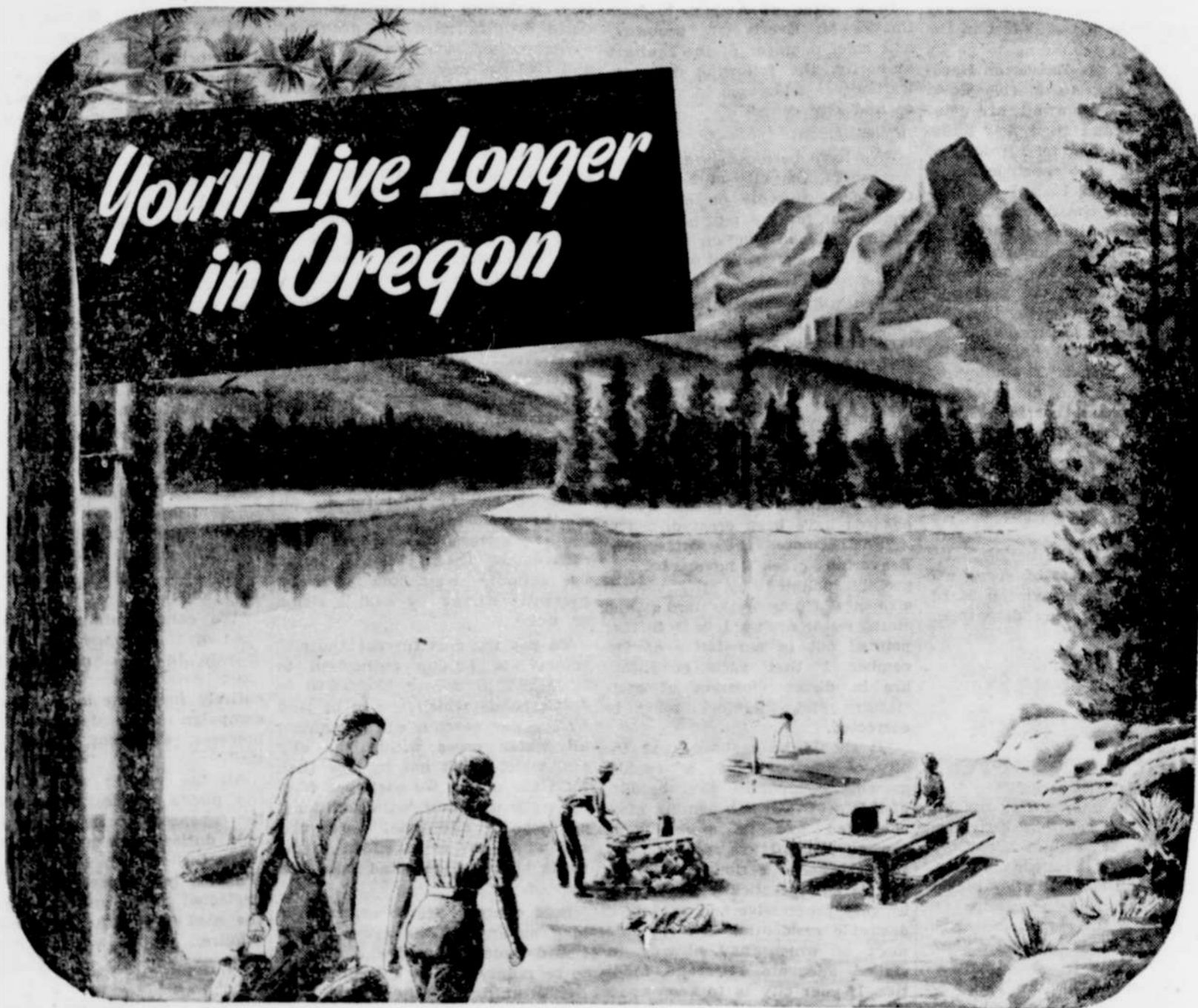
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Life Span Here Exceeds U. S. Average*

Oregonians can expect to live longer than the average United States citizen. Perhaps it's our climate of mild winters and cool, "air conditioned" summers. Perhaps, because we live in a natural playground, we take more time away from the tensions of everyday work. Our guess is that, in an Eden like Oregon, people just "natchlerly" want to live longer.

Whatever the cause, statistics say the life span in Oregon is better than the U. S. average. Infant mortality is the lowest in the nation. Maternal mortality is below the national average. Still other fig-

ures bear out the statement that in Oregon one may expect to live longer, and better.

AS THIS REGION GROWS SO GROWS PGE

Healthy people mean a healthy growing state. PGE expects Oregon to grow and is confidently carrying on a consistent program of expansion in electric power facilities and service. Seven million dollars are being spent by PGE this year for new construction. PGE likes to feel, too, that labor-saving electric service contributes to the happiness and health of Oregon citizens.

* U. S. death rate per 1,000 population is 10.1. Oregon's is only 9.3.



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