

BEAVERTON ENTERPRISE

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COMMUNITY NEWSPAPER

Eager young minds are perhaps still being influenced by an essay concocted many years past by the eminent Ralph Waldo Emerson. Most adults, to be sure, will recognize this accepted masterpiece in one way or another by the memory that they were once told the man who builds the better mousetrap will find the world beating a path to his door, no matter in what state of isolation he lives.

Recent history encourages a healthy doubt to the hallowed philosophy of Emerson. Many a fortune has been made, not by the designer of a "better mousetrap" but by the nimble genius of someone who correctly evaluates and then goes about making it known and so building up demand for it.

Did you ever hear the story of inventions that brought the inventor comparatively nothing, yet revolutionized some phase of our living when they were properly presented on the market? The instances are not isolated, they are legion.

Salesmanship has developed into a major ingredient of success. Ideas as well as tangible goods approach their potential acceptance only in the degree that the public is acquainted with them and are stimulated by some degree of confidence in them.

There is a definite joy in creating a new product or a new idea. The sense of accomplishment is real and satisfying. But by far more satisfactory is seeing the new product or new idea put into use. And there is far more profit, one way or another, from the latter.

In the merchandising field, too, the concept of public service justifies many of the inconveniences and hard work required. But a merchandiser, whether he owns 1,000 factories capable of turning out unending cases and cartons of goods whether he has a 10-story, block square building housing the articles he has for sale or whether he is an independent grocer off on the remote crossroads of a small community, is not accomplishing public service unless and until he is accepted by the public he proposes to serve.

There are perhaps many approaches to the task of not waiting for the world to beat a path to your door but of "brushing" out a path to where the "better mousetraps" lie in wait. Of them all, may we concern ourselves with the one closest at hand—your community newspaper.

Your community paper offers a dignified, consistent means of telling the public the message of the merchandizer. It comes into the homes of its readers by invitation—by way of a paid subscription—and is most respected for that reason, if none other.

Its columns are accepted to the degree that the reading public has confidence in them and this same confidence extends to the advertising department of the newspaper. When an add appears on any reasonable schedule it brings attention and, by cooperation of the advertiser in treatment of customers, the confidence which brings about acceptance.

A large degree of responsibility for the standard of American living may be traced to its relative prosperity. And this prosperity is favorably influenced by the services of such an advertising medium as your community newspaper.

A newspaper grows with the growth of its advertisers. And a community grows with its advertising merchants. And so, of all concerns your community newspaper is the best investment for your community.

ADMINISTRATION LESSON

Commendation is due the city government of Portland for finally deciding against levying a tax of \$25 on "daytime citizens" for the privilege of making a living within the city limits. Instead, it seems the lady mayor and her colleagues have concentrated on an attempt to make city revenues go as far as they will without demanding more and more income.

This is a startling concept, these days of deficit spending. The matter of economical management of government, as in industry, is not dramatic. It is hard work with many a political pitfall, actual or implied.

One of the effects of such an example of hard-headed government will be the people it affects. The number of jobs which will be shortened or eliminated altogether is considerable and certain to cause private hardships. But the final question around which the slashing of expenditures actually revolves is the matter of sound administration.

Is it sound administration to allow expenditures to mount beyond the reasonable anticipation of revenue? This is a question worth debating. And it lessens the defensibility of maintaining desirable services which fail to meet the acid test of essentiality, in order to keep individuals in employment.

There is every reason for a person with a job wanting to have it continue, no matter whether the wage is large or at the bare subsistence level. But the basic responsibility of public office is, or should be, sound administration of public funds.

Example of the national government to the contrary notwithstanding, qualification of administration is not seeing how much

can be spent and how much deficit spending can be encouraged in order to keep the prosperity at a pegged, artificial level. The people's money is the people's trust and if it is squandered only a master magician stroke will salvage any degree of public faith and confidence when the final reckoning is made.

We in the Tualatin Valley are vitally interested in the Portland city council's determination to make like hard-headed administrators.

In the first place, the publicized pick-pocket proposal that would levy unfairly and punitively against outsiders with jobs in the big town offered the seeds of an ill-will that could but only grow larger and larger, the more it was discussed. Singling out one class of people and shaking them down for \$25 a year would set the stage for retaliatory counteraction. And the merchants of Portland, who benefit significantly from purchases made by residents beyond the city limits, would perhaps feel a pinch of this retaliation.

Yet, even more significant, is the fact that Portland is taking the lead toward good government, in trying to trim its spending to the money at hand. Its influence is great, throughout the state, and if following the principles of efficient government proves bearable, there, the idea might even be accepted and put in force statewide and nationally.

The road Portland chooses will not be smooth. There will be obstacles and arguments that rise up to haunt the good intentions of the city council. But one thing will be accomplished, if the prescribed course is followed through.

The state and the nation will be favored with a concrete lesson in sound government administration.

WAR FOLLOWING NEXT

Wonderful, wonderful Science is working bravely and courageously to protect us all. Our future will be positive, our destiny sure and decisive by the research going on.

The latest project in which we can well rejoice is development and pending production of the H-bomb, a derivative of the atom bomb which is super in every way.

This is a beautiful addition to the arsenal of Christian faith and virtue which we have already completed. Imagine the powerful blessing that is being readied for our reasonably soon usage!

The full detail of its destructive features has not been broadly told. There have been reports that its effectiveness far surpasses any of the wonderful obliteration factors of the Nagasaki or Hiroshima bomb. Why, it is supposed to instantaneously "fry" all human and vegetable life within a radius of 350 miles and, furthermore, might set off a chain reaction to extend thousands of miles.

Now the other nations on the face of God's Earth had better beware. Our scientists are hard at work concocting the most devilish devices of destruction that civilization has ever known. We're not going to be caught unprepared. If the world doesn't straighten itself up and run its affairs the way we want them to, we'll just blast them loose from their moorings.

Don't say anything about the cost of it, either. Scientific research is expensive. But when the H-bomb project is completed and we have a stockpile of gorgeous, marvelous, miraculous instruments of world-wide destruction, there will be one more accomplishment to achieve. Then we can all rest easy, secure in our invincibility and unafraid of whatever the Future might bring.

All that remains for science then will be the preservation of rocks and sticks for the war that will follow the next one!

MORE AND MORE LAWS

In 1949, congress and state legislatures passed 28,515 new laws under whose guidance and regulation business and the general public must conduct their affairs.

This seems like quite a record, some 3,406 more laws than in 1947. But a total of 85,555 bills were introduced before the weeding out.

In Oregon, a total of 1,152 bills were introduced, of which 699 passed. In 1947, 1,131 bills were offered, with 460 enacted.

So goes the trend of more and more laws.

JOB FOR MEMBERS

"Every member of every church has a responsibility for the advancement of Christianity.

"I feel very strongly that all religion does not happen in the church building. It is true that the church is the accepted place for general worship. But the real benefits must extend beyond the church doors.

"This extension process is not mainly a job for the minister but for every man who is a church member."

—Branch Rickey, president of the Brooklyn Dodgers.

Do You Want To Cut Your Federal Taxes?

Your Wasted Taxes

No reasonable man questions the need for taxes to pay the cost of governmental services. Everyone should be willing to pay a fair share of his income for that purpose. But nobody wants to underwrite extravagance—in the home, in business or in government.

The bi-partisan Commission on Organization of the Executive Branch of the Government, created by Congress with the approval of President Truman and headed by former President Hoover, has provided a chart for the elimination of governmental extravagance and waste.

This past year, because of duplication and overlapping in the Armed Services we wasted about one billion dollars out of the fifteen billion spent for National Security.

In 1948 two agencies planned to build the same dam in nearly the same place at Hell's Canyon, Idaho. Each set of plans cost about \$250,000. The plans differed by approximately 75 million dollars in estimated cost of erection.

It now costs the Post Office Department two and a half cents to print and deliver a penny post card. The Veterans Administration, at the time of the Commission's survey, had 6,500 empty beds in its hospitals, yet VA and other government agencies have planned or are building additional hospitals at a cost of over a billion dollars, when 54% of the available beds are not now occupied. This is Alice in Wonderland.

It takes more than \$10 worth of paper work to complete a governmental purchase order. For example, by the time the necessary paper work is completed, a 50¢ typewriter ribbon costs the taxpayer about \$10.

Turnover of labor is recognized by all industry as expensive. Yet in the Federal Government labor turnover runs about 25 per cent, a rate much higher than any private business could stand. This means that every year approximately 500,000 either leave or enter a government job. The personnel system is clogged with red tape. The best men leave because of the low pay scale, and the inefficient cannot easily be discharged.

If enacted into law, the Commission recommendation to remedy these and other defects in conducting our Federal business would save the taxpayer three to four billion dollars a year.

To play your part in putting a stop to this wasteful extravagance, join the non-partisan Citizens Committee, which is working for the enactment of the Commission's suggestions. Write to the Citizens Committee for Reorganization of the Executive Branch of the Government, 1421 Chestnut Street, Philadelphia 2, Pennsylvania. Write your Congressman. Inform yourself about the Commission Report. Tell your neighbors!

WEDDING

Announcements and Invitations

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OUR COUNTY GOVERNMENT



G. A. Lemcke

Juveniles up to 18 years who come under the influence of delinquency or dependency status are largely the responsibility of G. A. Lemcke, county school attendance and probation officer, whose position is appointive by the county court.

Lemcke was born in Northern Germany, August 18, 1911, and he came to the United States in 1932, settling in Hubbard, Oregon. He graduated from Donald grade school, in Marion county, Woodburn high school and Pacific University.

During the war, he served 3 years in the U. S. Navy as a chief athletic specialist and he entered upon his present job September 1, 1946.

He is a family man, with two daughters, one age 5 years and the other 16 months. His home is at Route 1, Box 177, Forest Grove and his affiliations include Knights of Pythias, Masonic lodge and the American Legion.

At Pacific University, he played baseball for 3 years and football for 4. In the latter sport, he was team captain in 1933. Upon graduation, he coached at Aumsville, Condon and Forest Grove high schools. After the war's end, he returned to the last school for 1 year before taking up his present task.

Ore. Employment Council Readies Initial Meeting

Oregon's 10-member Advisory Council on Employment, recently appointed by Governor Douglas McKay, will hold its first meeting at the capitol Friday afternoon, February 3.

Problems of developing more jobs not only to relieve increasing seasonal unemployment but also on a long range basis for full development of the state's resources will be studied by the representative group headed by Dr. Calvin Crumbaker of the University of Oregon department of economics.

While the national, coastal and state-wide aspects of employment programs will be presented by speakers at the first session, special emphasis will be laid on community organization to promote more jobs.

He Has Old Rags

His feet are wrapped in old sacks. His beard is long and ragged and his hair is full of what? what? An old overcoat drawn up with a rope hides his nakedness. And there in the Gospel Mission he slept through the service night after night. Slept until the call came to rouse up and go front for the coffee and—

Then came that night when he stayed awake to listen as the man from the outside told how God sent his Son, Jesus Christ to seek and save that which is lost. Old Rags drank it all in and at the close, went to the man and poured out chapters in his life that were too vile to print. And out of it Old Rags received Christ as the Saviour sent to die for all those unprintable chapters.

THREE MONTHS LATER

There before the men stands Old Rags. But he is Old Rags no more. He is now dressed in an up-to-date business suit and telling the men how Christ lifted him out of the drink and gave him back his family and business. Old Rags yesterday but to-day he stands another gem in Christ's crown—another proof that Christ came to seek and to save that which is lost. And Christ waits to save you also. So what is your answer?

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