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BUILDS US—BUILDS YOU

Following Thanksgiving Day, the most of us turn our thoughts toward Christmas celebrations. By a tradition that none is quite strong to effectively change, there awaits a number of purchases which would not ordinarily be made.

A small town editorialist, of course, is expected to make a pointed remark, following the last line, to the effect that everyone should buy at home.

The reason for that expectation is that suburban residents get the idea, living so close to a metropolitan center, that only in the Big Town might one effectively meet the buying needs of the occasion.

It would be misleading to suppose that we will fail to urge more purchases in our own communities. But the whole problem does deserve some analytical thought.

Who commits the sin of going to the large city for many items? It seems most everyone does. And this "everyone" includes not only potential customers but merchants as well.

Local merchants are trying, in their day-to-day business, to develop going concerns and, consequently, thriving communities with some individual business personality. They strive to make their goods as attractively priced and as appealingly displayed as their merchandising abilities allow.

These merchants, though, are like other human beings. Concentrating so much on their own efforts, they are liable to forget that the same situation occurs with other merchants. Many violate the home-town axiom that keeping the purchasing dollar at home builds up that community, no less than do members of the consumer-public.

It is sometimes little short of amazing what wide variety of goods and services is available without leaving the business section of our home community. Prices, generally, are not too much out-of-line and in some instances identical, without the added physical tax of fighting traffic, crowds and the lugging of parcels.

There is another feature of dealing with home-town merchants and that is their general willingness to order goods which they might not have in stock. This brings to the customer an even wider selection than merely those items on the shelves. And the degree to which this courtesy is practiced, is the mark of just how fully a merchant is carrying out his end of the bargain.

Don't let us, in our enthusiasm for buying at home, ignore the well-established fact that the stores in Big Town are willing and even anxious to serve out-of-town customers. In fact, many such establishments extend what seems like special courtesies to encourage future business.

Certainly, merchandising in a small town has its problems. Some merchants enjoy and will continue to enjoy rising prosperity which proves the forerunner to expansion while others will stay at a level and perhaps fall behind a little. Awareness to the needs of a community and determination to satisfactorily meet those needs seems to be one formula for success.

For that reason, it is somewhat foolish to expect much returns from a ringing, imperious editorial which seeks to browbeat or bludgeon the general public to confine its buying to home. The key to much—though not all—of out-of-town buying rests with the individual merchant.

Yet, even so, every dollar spent at home builds for the community. Well might a merchant tell you, "What builds us builds you, also!"

FINDING TAX SOURCES

Congress set about to reconvene for its traditional "lame duck" session on November 27. The big question which stems from this fact is whether or not anything constructive will be accomplished in this exercise at the expense of the taxpaying public.

Some who are blindly partisan to one political party or the other may take great delight in such maneuverings as will staminate the prestige or effectiveness of the other political grouping. To those of a more independent turn of mind, however, there's apt to be burning impatience when party cleavages operate to obstruct congressional action, largely because of the looming presidential elections of 1952.

One of the problems to be settled, among many, is whether or not there will be any attempt to tax abnormal business returns to help defray the costs of our foreign policy requirements. It seems inescapable that some gesture will be made in that direction. What will be watched with increasing interest is not only the measure finally approved but the manner by which it is introduced.

It is propounding no secret, of course, to point out that whoever is taxed or about to be taxed firmly and most righteously contends that the honor should be given elsewhere. A wage earner, bearing in mind the increased arm hung on his paycheck for income tax requirements, will maintain in-

dignantly that corporations are getting away with murder.

The National Association of Manufacturers, however, and in behalf of the major industries of the land, will say that the government must deal lightly with business or be responsible for its liquidation.

Truth of the matter should be that the financial needs of the nation require even more than can possibly be levied, barring outright confiscation of wealth, to approach even the neighborhood of budgetary solvency. Money demands are mounting at an alarming rate, in spite of record tax burdens.

There's a bit of choosiness over names of revenue devices. "Excess profits", while serving admirably as a goal for new government income, is a touchy matter with big business. But by whatever name the money is collected, one thing is dominant.

Even the most optimistic crystal-ball gazer, in even a moment of lucidity, must know that a public debt deep into the billions is not a healthy sword to be hanging by a thread over the nation in these times of stress. The obligation of restoring the budget to some semblance of normality must be borne willingly by all groups, interests and individuals, no matter how staggering the cost.

And this problem justifies a strenuous effort in finding tax sources sufficient to the need.

COMPARABLE SACRIFICE

If we might only believe the word that comes to us from Korea, we could take heart in the idea that the police-action war there is nearing its end. The threat that China was about to enter the fight, with its unending backlog of human reserves, is now considered merely a sort of political chess-game stratagem. Perhaps we are supposed to feel prayerfully relieved that the big, bad Red China was only teasing us, not seriously trying to provoke us into an all-out war effort against the entire continent of Asia.

There are many homes in the land where rising anger marks the temper of those whose routines have been disrupted by the entire Korean situation. Many have lost loved ones. But many more have lived through months of agony, never knowing from one mailman's call or the next whether or not the dreaded news of death on a battlefield might be received.

Citizenship requires sacrifices and devotion. We cannot allow ourselves to look simply at the selfish picture in Korea. We know, with all our faith in government leaders, that a long-range goal is sought by our determination to put a crimp in the unchecked march of aggressors. And in the beginning phases of national mobilization, we accept the proposition that mounting dislocations in our every-day life are for a purpose. The purpose of a more tangible peace in the world of nations and of men.

We accept that position on a pretty wide basis. But disclosures by senate investigators show there are some of influence who blissfully disregard the United Nations' effort in the Orient and go blissfully along, with "business as usual".

When a person can read of shiploads of steel and petroleum products, of important cargoes of vital materials for making war being spirited out of this country to our avowed foes in the Orient, it's time to demand action that this does not continue.

An exporter needs merely hunch his shoulders and say, "I'm not setting our foreign policy", to indicate his justification. But is American citizenship so unsubstantial that there must be a jailer at every rat-hole to tell us what the precise letter of the law might be?

Our nation's might is pledged to the heaviest load in the United Nations action in Korea. Can't all persons and groups accept this in good faith and complete spirit?

The shocking unconcern that a few opportunists have shown toward whether or not we come out of Korea with most of our hide should warn us of one need.

The government must either convince the entire population that our foreign policy is a matter of national survival or else make realistic laws and penalties which will force compliance with the fact that we are in a state of war and national emergency.

We need such laws and regulations as will extend our national effort and take from each a sacrifice comparable to the ones which our men in uniform make as they face the guns before them.

NATURE BEYOND CONTROL

Nature is never more awe-inspiring nor more greatly respected than as in the case of Mt. Etna's eruption, in Sicily.

As the hot lava creeps slowly and steadily toward the homes of residents in its path, hearts are veritably frozen in terror (to borrow a figure of speech).

And with all the presumptions of man, surely this is one instance where the workings of Nature are beyond control.

Readers Say

Readers are welcome to use this section of the paper for comments on any topic. There is no restriction on subject matter, other than slander or libelous statements. If possible, letters should be made brief and to the point.

SENTIMENT STRONG AND SOUR TOWARD FLOOD CONTROL PLAN

Dear Editor: There seem to be signs that the Tualatin River project, formulated by the Army Engineers, is to be revived. This is opposed by an overwhelming majority of the landowners abutting on the Tualatin.

It is reported that at a meeting of the Washington County Grange Conference at Aloha on Nov. 8th, this matter was discussed. Also, in the public press, an editorial has appeared, urging the County Planning Board to give this project consideration.

Several years ago, the Army Engineers put forward their carefully worked out plan at three or more meetings in Washington County, in all of which the sentiment was so strongly negative, that up to the present they have failed to present it to Congress for approval.

This project called for taking away from landowners along the river, a fifty foot strip of land, and lining the sides of the river with concrete. They would also take out some rock reefs, and install a modern dam which would be lowered during the flood season. Further, they would re-route the river, cutting off certain big loops.

At that time there was no objection to dredging out the rock reefs, and putting in a dam which could be lowered. The opposition centered on the plan to take fifty feet of land and cut all timber off, and line the river with concrete. Also, re-routing the river would impose real hardships on those whose land was cut in two by the new channel.

The main objection is to the cost, which is staggering. This cost is NOT born by the Federal Government, but by the property owners. Any statement to the contrary cannot be validated. These owners would find their property mortgaged for the so-called improvement, payable over a period of years.

The benefits, which the Engineers went to some effort to prove, are paper benefits, and did not convince the owners that they were worth the enormous cost. Furthermore, the value of the river as a site for homes for our fast increasing population, was not considered by the Engineers.

When river frontage is valued by the front foot, instead of by the acre, with an ever increasing demand, you cannot expect these hundreds of home owners now on the river, to allow their precious river frontage to be taken away and the value destroyed.

In the present effort to put over this ill-advised scheme, the benefits of irrigation are cited—benefits which no one will deny. It seems strange that anyone would imply that in order to get more water, it is necessary to take away the water we have as fast as possible. The logical solution to our problem is in a series of dams, to prevent floods and maintain an even flow all the year. This suggestion was made to the Engineers, but it seems to have been ignored.

Our Government does some strange things. A very considerable sum has been set aside to find the feasibility of draining off our Columbia river to California.

If the Planning Board or any Grange wants to revive this dead issue, they will find the opposition well organized, and determined.

Richard G. Scott, Sherwood, Oregon

EDITOR'S NOTE:

No one is trying to "put over an ill-advised scheme" in citing irrigation benefits. Much more could—and should—be cited in regard to a vanishing water supply in Washington county for irrigation purposes. And the Tualatin river is of significant concern in this problem.

There was, justifiably, a mighty uproar when the Army Engineers proposed lining the banks of the Tualatin river with concrete and eliminating some of its aimless meander to effect a faster runoff of drainage water. But property-owners are making a mistake in condemning any irrigation-flood control effort only on the basis of recommendations long-repudiated.

Editorially, we urged a series of educational meetings to clear away misconceptions which might jeopardize an increasingly needed project of this nature. Those river-frontage owners who stand to be taxed heavily must have every advantage to decide whether irrigation benefits—not only on paper—can be turned aside because of a stubborn point of view which might be blindly unyielding.

Much, certainly, is to be explained.

WE'LL GO WHEREVER U. S. MAILMAN GOES

Dear Editor: We have moved to Seattle and would like to have you note the change of address. I have no idea how much longer our subscription runs but we are enjoying it while it lasts. Very truly, Mrs. Frederick Arpke, 3500—90th S. E., Mercer Island, Washington.

Wedding Off

Geo. N. Taylor She loved the man with all her heart, but she had long since decided that her life-partner must be a man who would stand by her in Bible and the prayer-life. And she came to see that this one was not that man.



So, close to the date, she called the wedding off. Now the case of Edith, another girl who was sent to open Bible work among an unreached people. Under her hand the work grew and she began to ask the Lord to send her a man to take over as her husband and leader. And God sent her the man. Came the romance and wedding. Then kiddies and a home founded on the Eternal Rock. And a wider work among the natives.

Sum It Up—You have Christ who Saves—Keeps—Satisfies. Then he not unequally yoked together with an unbeliever. See 2nd Cor. 6:14.

Now you Know! The answers to everyday insurance problems* By Leonard Adams

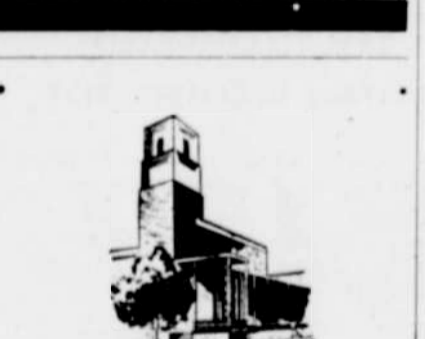


QUESTION: I understand that under the new "broad form" auto insurance, the Comprehensive and Collision insurance I carry on my own car extends to other cars I may drive. Is this true?

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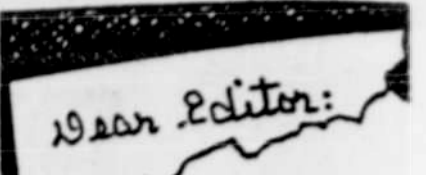
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SCHOOL NUMBERS DOWN

McMinnville rubs its eyes at total school enrollments and finds that it is in tune with the Yamhill county trend of less students than the year before.

The TELEPHONE REGISTER indicates this startling reversal from the usual state school picture. The county has 46 less students this year than last. McMinnville lost 22; Newberg, 100; Carlton 39; Yamhill 12 and Briedwell 7.

This is offset, to some degree, by other schools which made notable gains—Willamina increasing by 60, for instance.



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