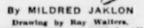
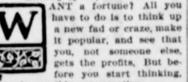
Friday, September 17, 1926

THE BEAVERTON REVIEW

Want a Fortune? Start a fad WALTERS'





on this conversation. A group of young newspaper men architect, a couple of artists of sorts, couple of the artists who insisted arious kinds of expressive cently discussing the possibility of effort to make 'kazoos' popular, too. concocting a profitable fad to succeed Look at the popularity of the saxothe cross-word puzzle. gun the argument maintained that the might get you your old shekels as present trend of popular fancies was well. I don't suppose in this age of toward mental gymnastics. They believed that a new kind of puzzle might be as successful as the cross-words which had been such a remunerative field for many others besides the two young men, Simon and Schuster, who started cross-word puzzle books. The girl who manages the advertising department of a large department store promptly refuted this. "Fads don't follow through consistently, like that," she said. "That's the disturbing thing about them. They can't be predicted. They just happen, like mah-jongg, without rhyme or reason. The number of game companies consistently trying to manufacture something to catch the public whim are evidence of that. A fad is a variety of contagion, and its inception has a great deal to do with its ulti- I hear Ann Pennington is trying to mate success. I mean, that if the right people, that is, right for its particular expansion, take it up. it can be universalized." "Of course, there have been a number of athletic fads," pointed out the architect, who was an ardent golfer. "Just think of the tremendous hold that bleyeling had in the ninetles and first years of this century." "No," admitted the girl advertising manager, "but you're taking the most outstanding fad of the athletic type. There were numberless others preceding and following it which were not nearly so successful. And they were, no doubt, efforts by manufacturers to rival the blcycle-making plants. Roller programs, cotilion favors, and all manskating was another form of locomotion which provided another oppor-

tunity for social contact, spooning parties, or what have you. Then there was diabolo which was a matter have to do is to think up of skill rather than endurance. "What about a new musical instrumania for the twanging of Hawailan

fore you start thinking, troubadors, with their insufferable "but suggest something that would be easier to promulgate than a new athnasal voices and stringed instruments. Good gracious, what an era that was! | letic game. We want to make our first and women, advertising writers, an Every summer resort was rulned by a million without any capital." "Well, how would you like one of and a wealthy woman who is a dilet- that you have 'Yaki Hula Hicky Doo- the numerous 'occupations for women Walkiki' oo-la' or 'On the Beach at type'?" another aber of the gr **Paris** for her gowns art, who compose an informal lunch- with every meal and at all hours of offered. "In that class come all the Cynic-I thought she had left them con-discussion organization, were re- the night. There was a half-hearted various forms of handlwork which omewhere !- London Answers. have attracted women periodically. Do you recall the atrocities that filled Watch phone. A new noise maker would get every china cupboard when hand-The two young men who had be- you an army of helpless enemies and painted china occupied the energies **Elimination!** of properly brought-up young ladles? "And then, there was the pyrog-Good Health Depends Upon Good raphy craze when no young man was jazz we could hope for the success of anything similar to the gentle old a success unless he had at least one guitar or the genteelly handled banjo." tie holder of burnt wood to youch for his true love's devotion, when there "Would you consider originating a new dance step, something to follow were glove boxes on every dresser, the charleston with less hazard to and plaques of Pocahontas or Little life, limb, and property?" queried an-other helper. "I should think you plece, and in the nest of every pair piece, and in the nest of every pair might devise something like a resurof newlyweds, and when the cur rection of the old waltz or perhaps a tains were not safe from conflagration. due to overzealous plying of the interpolka. Think of all of the funny kinds of dances that have followed each esting tools employed. The later de other through the fancies of the terpvelopments of such decorative aims sichorean inclined. I remember the are painted wood articles, parchment bunny hug, the grizzly bear, the camel and silk lamp shades, polychrome and the sealing wax industry." walk, even before the complicated tango which was stepped with so "Another branch of the same ten much gusto to 'Too Much Mustard,' dency of women toward creative art is the one step and the maxixe became the endless variety of needlework, popular with Irene Castle's bob. Now one elso put in. "Beginning back with samplers, which are now such inaugurate the black bottom, a fearprized possessions of their owners, some set of gyrations supposedly demwomen have always had a new kind onstrating the actions of negroes capof sewing to offer. The attic has a ering in the muddy floors of swamptrunkload of my dear little baby clothes crocheted within an inch of land. Go to it, and beat her.' "There's another set of fads," came their lives. Tatting was a great pasfrom another source, "having to do time for awhile, and look at the way with adolescent courtship. When I all ages of women fell for the knitwas in grammar school, every girl ting racket during the war." "Yes," scoffed the would be moneywith any pretensions to popularity wore a friendship bracelet, made up makers, "but women don't have time of silver links engraven with the inifor sewing these days. They have tials of her various swains. A friend time savers galore, but any husband of mine told me also of the custom would drop dead if he saw his mate in her home town of 'hoo-doo' sitting quietly in a chair sewing a strings, a bedroom embellishment confine seam. It's apparently a fad these sisting of trophies in the way of dance days not to sew. And then, the latest fads have been, I think, more sociably inclined diversions. Something that ner of trinkets denoting conquest." "I know of two more fields wide two or a group can do." Vaseline

this compares very favorably with the | mammoth dimensions to suspend. The

locomotive, which turns into useful big suspension bridges -- like the

pound

ough of appeal to have possibililes," said the wealthy woman. "Collecting and the various things that pertain to current events. Do you remember when you collected cigar bands, pictures of baseball and movie teroes from cigarette packages? "Golf, tennis, swimming, and polo

are also amateur athletics. Do you call them fads," put in the wealthy woman, and then answered herself. "No, the element of a fad is its comparative brevity, and I think it also ment?" was the next offer. "Look at has something to do with the intensity the ukelele, and its accompanying of its practice during its popularity. "That's true," clamored another,

FISHER DESIGN SETS THE PACE

The pace set by Fisher-and exempli-fied in the beautiful new General Motors cars now commanding public attention ---is the guide for the entire motor industry.

Fisher's vast experience, Fisher inventiveness and Fisher's unapproached facilities devise and perfect the beauties, comforts and conveniences which attract you to the leading new cars in all price classes-Cadillac, Buick, Chevrolet, Oakland, Oldsmobile and Pontiac.

For instance, Fisher achieves a new degree of safety—and nothing less than a Body by Fisher can approach it even after seasons of striving.

Fisher leads the way in luxurious fitments and decorations-and all the industry follows.

Fisher creates new standards of beauty in line and finish-and those standards are the measure of value for all of the world's cars.

It is easy to see, therefore, why the foremost of the new cars in all price classes carry the emblem-Body by Fisher.

And easy to understand why buyers the world over proclaim as the hallmark of quality that same magic symbol-Body by Fisher.



They Were Scanty Inspector Found Beauty Newlywed-My wife is going

Money is a good servant but a bad | Do not grasp after what has not master.-Bacon. been given you

gives rise to a dull, languid feeling and, sometimes, toxic backsches and headaches. That the kidneys are not functioning properly is often shown by burn-

ing or scanty passage of secre-tions. Thousands have learned to assist their kidneys by drinking plenty of pure water and the occasional use of a stimulant the average worker in Britain an exdiuretic. 50,000 users give ample of health as well as good looks. Doan's signed endorsement.

Ask your neighbor!

DOAN'S PILLS 60c

Poster-Milburn Co , Mig. Chemists, Buffalo, N.Y.

Stimulant Diuretic to the Kidneys

house

For Cuts Dress at once with "Vaseline" Jelly. Prevents soreness. Shuts out air and dirt. Heals quickly. Keep it handy CHRSEBROUGH MPO. COMPANY CHRSEBROUGH MPO. COMPANY New York

DON'T RUB!

in British Factories

Britain's factories are beauty marts, if the opinion of Sir Thomas Legge, senior medical inspector of factories, is to be taken without question.

In the last factory he visited Sir Thomas says that 72 per cent of the damsels employed were good-lookingof the Rossetti, Burne-Jones, or Greek type-27 per cent were average-looking and none at all were bad-looking.

RETENTION of bodily To put the issue beyond doubt, Sir Thomas has admited publicly that he waste in the blood is called takes a serious interest in the matter "toxic condition." This often of looks because it is an important one for the welfare of the country. Twenty years ago, according to him, 30 to 35 per cent of the working girls of the country suffered from anaemia; today not more than 5 per cent suffer from it. Open-air life, exercise and high wages have, he says, been the chief contributory causes toward making

He Had the "Dope"

From a school boy's essay on the race horse:

"The race horse is a noble animal used very cruel by gentlemen. Races are very bad places. None but wicked people know anything about races. The last derby was won by Mr. Morriss' Manna, a beautiful bay colt by Phalaris, rising four. The odds was 9 to 1 against him, and he won 8 lengths. Good old Steve !"-London Daily Express,

Bobbed Seals' Hair

Some fur seals in Bering sea got their hair bobbed under a dictum issued by the United States bureau of fisheries. The seals on the Pribilof Islands were shorn of the thick hair or mane in order to note the increase, If any, next year. Only a certain number of three-year-old males were subjected to the trim. Regulation livery barn clippers were used to shear the seals.

Perfect Poise

A young man and a girl emerged from the marriage license office. "They have taken a very important step," suggested a benevolent bystander.

The pair paused. "Doubtless they realize that," said nother bystander. "Watch them." The girl fixed her face while the oung man lit a clgarette.-Louisville Courter-Journal.

Long Walk About Town

It is calculated that it would require six months to walk through all the streets of New York city, allotting eight hours a day to the task and keeping up a normal pace. The total of paved and unpaved streets in the five boroughs is over 4,000 miles. Brooklyn and Queens have the same street mileage, with totals each of 1,305 miles, while Manhattan has a triffe under 500 mlles.

To do two things at once is to do neither .- Syrus,

Choose your new car from the **General Motors** Line

In the past twelve months the public has purchased 1,086,590 General Motors cars, an unprecedented record.

This great volume of business has made. possible still further economies and these have been put into the quality of the 1927 series now on display by General Motors dealers.

The new General Motors line is first of all a quality line. It embodies every advantage of research. It has been proved at the General Motors Proving Ground. Every car is finished in Duco; the closed cars have Fisher Bodies.

It is a complete line. It includes 59 models of open and closed types, ranging in price-at-the-factory from \$510 to \$4,350. Within it you will find the car you want at the price you want to pay.

We invite you to visit the show rooms of our dealers and select your new car from the General Motors line.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE OAKLAND · BUICK · CADILLAC **GMC TRUCKS** YELLOW CABS, BUSES AND TRUCKS

"A car for every purse and purpose"

Power From Gasoline

work only 5 per cent of the chemical Brooklyn bridge-are almost entirely The bureau of standards says the energy in the coal which it consumes. present-day automobile engine is capable of utilizing from 20 to 30 per cent of the power in gasoline. On the average, about half this is obtained and it has been estimated that the table fiber. How little of this do you efficiency of the average motor car see nowadays where extremely heavy could be improved 30 per cent by betloads have to be supported ! You see a thin steel cable, the size of a lead, ter carburetor adjustment alone. Even if the efficiency of the average pencil, holding tons of weight that sist anything she found at a bargain automobile engine is only 10 per cent. would require an old-time rope of counter."

Two Keen Men

Jansen got into trouble with the police and went to a lawyer.

"If I win this case I will give you 1,000 kroner," he said.

"Very well," said the lawyer, "get some witnesses Jansen got his witnesses and won

his case "Well," said the lawyer, "you won What about my 1,000 your case.

kroner? "That's all right," said Jansen, "get ne witnesses !"-Vikingen.

Watch Unhurt by Burial A Strood (England) correspondent sends to the London Post an example

Steel Replaces Rope

Not so many years ago all forms of

ope and cable were made from vege-

of the strange vagaries of chance. "An agricultural laborer whom I know was plowing a field at Hoo, near fruit, "you're full of juice." Rochester," he writes. "Desiring to know the time, he found that his

watch was gone. He made diligent search, but falled to find it. "Two years later he was plowing the same field again when the watch-an Joy shared is joy doubled .-- Goethe.

old 'pair case' silver one-was turned up by the plow. Wonderful to state, on being wound up it resumed work, though not perfectly." Repartee

supported from steel cables. Why?

Because their known strength can be

figured almost to the fraction of a

Her Fatal Weakness

marrying that remnant clerk?"

"Weren't you surprised at Grace

"Not at all, Grace never could re-

"Seems to me," said the little grape Retorted the big grapefruit: " don't want any back talk from ; young squirt like you."-American Le gion Weekly.



INFLAMED LIDS







