

# The Beaverton Review

Friday, May 13, 1927.  
Issued Every Friday At  
Beaverton, Oregon.

J. H. Hulett  
Editor and Publisher  
Phone 2615

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Advertising rates on application.

The State Federation of club women have passed their periodic resolution objecting to the use of the word, "housewives" as used in the census and endorsing the word, "homemakers."

That is all right so far as it goes but we would suggest a little more complete classification like this: homemakers, housewives, expert tin can openers, church goers, women's clubbers, bridgeplayers, illuders, automobile riders and main street paraders. —Lyons News, Lyons, Kansas.

D. T. Groom says advertising pays. He was in town Saturday looking as chipper as a fifteen-year-old. After he had been having a hard round with bolts and carbuncles, he advertised in the Herald to swap, sell or rent them to anyone. He says that by the next Tuesday or Wednesday after the paper was out the bolts and carbuncles were all gone and he hasn't a bit of trouble with them now. —DeKalb (Mo) County Herald.

In the same way that a publisher justifies his forms that they will "lift" so should he justify his business in the community. Every local activity should be so closely united with the local newspaper that neither could be moved without effecting the other.

They should reserve the tenth floor of the new music temple at Portland for the tenors.

Prospective June brides should be sure to attend the Review Cooking school.

## Horseradish and Onions

By pb.

Farming the farmer might be a good game if you will let the farmer do the farming.

Summer is here. Portland has just staged its annual "law-enforcement revival." London and Paris report an increase in their police forces to take care of American tourists. This is quite complimentary to our average citizen since only our elite have money to travel abroad.

Making two blades of grass grow where only one grew before is called successful farming. This does not, however apply to all branches of agriculture any more. According to statistics, it took the wool of two sheep to clothe a woman properly but now a silk worm does it, working nine hours at that. Evidently the reason there is still about the same demand for wool must be due to the fact that there is so much of it needed to pull over the farmers' eyes, explaining to them why everything they have to buy has to be high and what they have to sell has to be cheap.

## TRUST COMPANIES RANK NEWSPAPER ADVERTISING HIGHEST

The outstanding trust institutions of the United States are those that were pioneers in using advertising as a means of selling their services, a speaker told a conference of trust companies held in New York recently. He presented the results of a questionnaire sent out by the Trust Company Division, American Bankers Association, making an inquiry into the advertising practices of institutions doing a trust business. Three out of every four trust companies and banks engaged in extending trust services were found to be advertising. The opinion was expressed by the speaker that their growth would closely follow the amounts spent each year for advertising.

The local newspaper is the most highly regarded advertising medium. It was disclosed. In all, 975 companies answering the questionnaire. The local papers and 338 did not. The institutions buying space in local papers are evenly divided among all sections of the country. Comparing six means for selling personal trust services and considering their effectiveness from the standpoint of producing results, the speaker declared that the local newspapers should lead the list. Folders and booklets can reach a limited audience, he observed, but the newspaper is the best medium for acquiring prestige and mass circulation. It should never be omitted, he urged.

## This Thrifty Home Brings Joy to the Rent-Wearry



FOR THE family of four or five there is this attractive two-story, six-room house of beveled siding and slate or shingle roof.

One of the interesting features of this house is that every room has a double exposure, while the living room has three sides exposed. Extra windows not shown in the plan may at slight expense be added at either end of the living room.

While this type of house affords the utmost in light and cross-ventilation, it would be well to protect it against the extremes of cold heat by insulation with celotex for the walls and roof. Such insulation will also cut down outside noises to a marked degree, as in addition to its insulating property, celotex is an efficient sound deadener. The living room has the much desired open fireplace and cleverly arranged bookshelves flanking the entrance to the dining room. The sun porch may be put either to the side or the back of the house, according to the builders' wishes or to conform to the demands of the lot.

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SECOND FLOOR PLAN  
SOLDING BY THE  
Celotex Institute, Chicago, 1924.

FIRST FLOOR PLAN  
SOLDING BY THE  
Celotex Institute, Chicago, 1924.

## MORE HORSEPOWER FOR FARM RELIEF

All proposed plans have thus far failed to provide the farmer with farm relief by increasing the selling price of his product, however, and a somewhat similar situation by lowering the cost of production. A similar solution can be successfully applied to agriculture. The increasing of production per worker on the farm is being met to a certain extent by using larger units of power, whether horse or mechanical. Where one man was using a single horse or team he is now using from 3 to 5 horses, thus increasing the ground covered from two to five times. By the use of larger power units hired labor can be reduced or eliminated. An analysis of raising corn divides costs according to the following:

Land	50 percent
Labor	20 percent
Fertilizer	25 percent
Miscellaneous	10 percent

Of these items one can be considered stationary, namely, the land cost. Labor and power are variable and

have been the main obstructions to lower production costs. Larger power units are doing much to decrease labor factors. Also, larger power units if used over larger farm areas can do much to lower the power percentage.

Professor J. B. Davidson, senior agricultural engineer, United States Department of Agriculture, summing up investigational work in 36 states, offers this equation for farming:

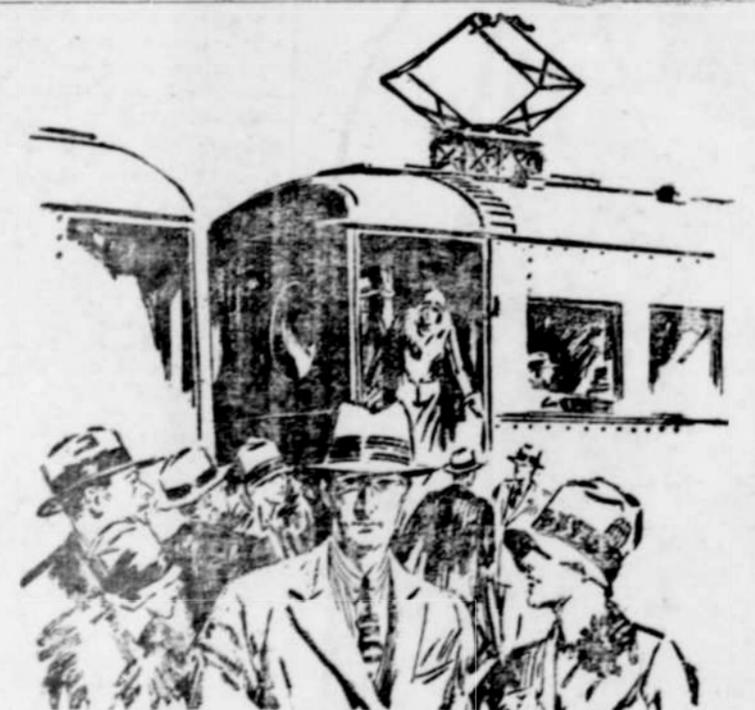
1 = (S - C) / Q
When "S" equals income
"C" is selling price
"Q" is the cost of production
"Q" is the quantity of production

Professor Davidson states: "Where quantity of production is held uppermost one finds prosperous farmers who plan to farm more acres without increasing the overhead."

Corn controls central western agriculture. In that area the acreage one man can farm is dependent on the number he can cultivate. With the single row cultivator he was unable to cultivate more than four to seven acres per day. The two row cultivator doubled this amount. Three and four row cultivators are now on the market—even six row were used this season. It cultivates fifty acres per day.

The Mountain States Power Co. will build a power line for Black Butte cinnabar mines and the supply fifty families is contained in a report from Cottage Grove.

The Oregon Trunk has purchased 150 tracts of land at Klamath Falls to secure right of way for the Pelican City to Link River branch.



## Fares Cut on the Red Electrics

Now, roundtrip tickets between Red Electric stations at but a tenth more than the regular one-way fare. Plan one-day trips for business or pleasure. Travel at low cost. Have the maximum amount of time at your destination. **5¢ to PORTLAND and back.** For use any day and good for return on any train leaving prior to midnight of date of sale. Similar low fares between other Red Electric stations. For longer visits, ask about 10-day commutation tickets, good for 60 days. Take as many in your party as you wish at these low fares. Other fares and limits to suit your plans. Ride safely, comfortably on the Red Electrics. Save time, money and nervous energy.

**Southern Pacific**  
C. E. ALLEN, Agent

# Play Ball!

## Beaverton vs. Verboort Payne Field Sunday

### REVIEW COOKING SCHOOL

(Continued from front page) Covered with emergency icing and a heavy coating of shredded coconut the finished cake would excite the envy of any elaborate cake requiring three times as much work.

Orange Bread proclaimed a favorite dainty for luncheons and teas, was a popular number on the program. The delicate color and flavor of the bread came from small pieces of orange rind which had been allowed to simmer in one quart of water before hand. Samples of Orange Bread were the treat of the day.

Have you ever heard a Housewives Orchestra? When Rose Bartlett picks up a spoon the music begins. Especially when she makes a noodle ring.

There's the melodious tuning of the flour sifter, the whirling sensation of egg beaters and the rural crackling of eggs. The gas heat sings. And the "Ohs" and "Ahs" of the audience lend a complete harmony to the ringing affair.

But you should have been there Tuesday to find out how a noodle can ring!

The second lesson was an absorbing one, dealing with delicacies that all husbands like to eat and most housewives hesitate to make for fear of failure.

Many of the husbands are "unselfishly" urging their wives to attend these demonstrations. Such things as macaroon and

Spanish bun cake were made and explained in detail by Mrs. Bartlett. Samples of cake were served to all persons attending.

Cream puffs, long a bugaboo with many housewives, but one of the delights of children were one of the attractions of the program.

The secret of making cream puffs really "puff," Mrs. Bartlett explained, lies in starting

the baking at 450 degrees for 20 minutes, then reducing the baking temperature to 325 degrees for 25 minutes.

Many of the ladies stayed to ask Mrs. Bartlett numerous questions about cooking and to admire the beautiful all-enamel gas ranges with their modern conveniences of smooth top, automatic heat control, and insulated oven.

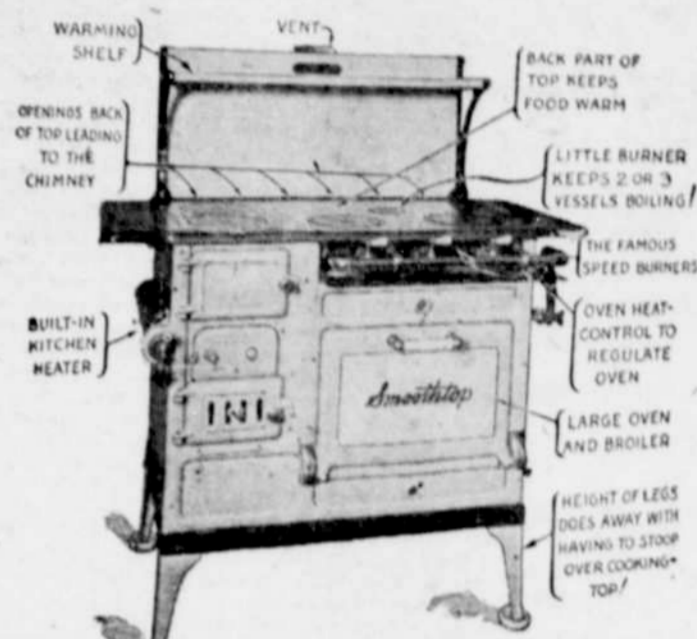
## TO ALL HOLDERS OF SECOND LIBERTY LOAN BONDS NOTICE OF REDEMPTION

All outstanding Second Liberty Loan 4 per cent bonds of 1927-42 (Second 4's) and all outstanding Second Liberty Loan Converted 4 1/2 per cent bonds of 1927-42 (Second 4 1/2's) are called for redemption on November 15, 1927, pursuant to the terms of their issue. Interest on all Second 4's and Second 4 1/2's will cease on said redemption date, November 15, 1927.

Holder of Second 4's and Second 4 1/2's will be entitled to have the bonds redeemed and paid at par on November 15, 1927. Such holder may, however, in advance of November 15, 1927, be offered the privilege of exchanging all or part of their bonds for other interest-bearing obligations of the United States. Holders who desire to avail themselves of the exchange privilege, if and when announced, should request their bank or trust company to notify them when information regarding the exchange offering is received.

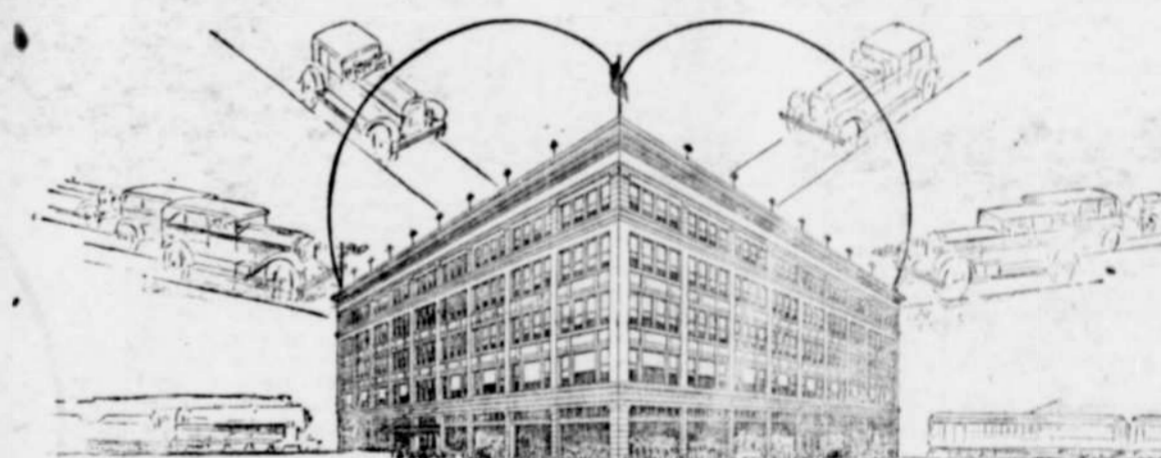
Further information may be obtained from any Federal Reserve Bank or branch, or from the Commissioner of the Public Debt, Treasury Department, Washington.

A. W. MELLON,  
Secretary of the Treasury.  
Washington, May 9, 1927.



The Many Advantages of the New Smoothtop will be demonstrated at the **Review Free Cooking School** Beaver Theatre, 2.30 P. M. May, 17 - 19 by ROSE BARTLETT Home Service Department of the PORTLAND GAS & COKE COMPANY

ALL ROADS LEAD TO OLDS, WORTMAN & KING - THE HEART OF PORTLAND



# Come to the Million Dollar May Sale

A gigantic store-wide sale that marks a new milestone of progress for Olds, Wortman & King. Starting Thursday, May 12, and continuing for nine days, sales will be held every day to prove in fact the merchandise advantages of this store and its service to the people of Oregon. Not only physically has this store changed for the better, but you will find here, too, an organization loyal, fine, true, with one purpose—to make this the store to which all Oregon will always point with pride as its first and best store—as the real heart of Portland!

1927	MAY	1927
16	17	18
19	20	21

Come the first day. Come every day! It's shopping time for the whole countryside!

**OLDS, WORTMAN & KING**  
PORTLAND'S PROGRESSIVE STORE - MORRISON, TENTH, ALDER AND WEST PARK