

The BEAVERTON REVIEW

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Clean Reading For All The Family

"The business which on the whole is likely to prosper most is that business which aims to give the customer something more than the mere commodity which he comes to buy."
 —Calvin Coolidge

THE HOME TOWN MERCHANT

We see and read so much in the press about the home town merchant that in the mind's eye he has become almost as significant a figure, however you may picture him, as the great and illustrious merchant character—Ure Sam.

Cartoonists are wont to portray him in characters of many moods and attitudes—from a hard headed old scoundrel to a philanthropist of the broadest and most generous type. He is boosted and maligned, praised and condemned, but verily encouraged to continue his business institution, yet at the same time largely accused that sustaining influence known as patronage.

And so often unthinkingly. We are all—or should be—interested in the success of our business institutions, but all too frequently fall victims to the imaginary succulence of distant merchandising needs—needs more often than not charging a high rate of passage, and offering a short and inferior crop of grass, figuratively speaking.

For over five years The Review has been continuously and consistently boosting the beaverton merchants—the home town business men.

Why? Because Beaverton merchants stand by the home town at all times; at all times are willing to lend a helping hand in support of all home enterprises, and because they back every movement that is for the best interests of Beaverton.

Often we wonder if the citizens of Beaverton and trade community fully realize the worth of the home town merchants—of the many things they do for the town and our people, and how much we actually owe them for benefits we daily and weekly enjoy.

Back of every movement for good, for progress, development, and uplift are the home merchants, in a large measure carrying every expense of the town's activities other than that imposed by direct taxation.

For the maintenance of church, school, social welfare, and civic improvements, not to mention numerous public charities—special demands constantly arise beyond the budget vision, and the home town merchant, because of his peculiar position—or mayhap, a long established custom—is considered the natural financial reservoir; and, strange as it may seem, one who is always responsive.

When the necessity for improvements arises, it is usually the home town merchant who assumes the initiative, sacrificing not only much valuable time in creating favorable sentiment, but shouldering a large share of the financial burden.

As we are racing onward in the "pursuit of life, liberty and happiness," let us not overlook the debt we owe the home town merchant. It is proper and fitting that we give him a passing thought, and that we pause to realize that to him the most satisfactory manner in which to reciprocate his many benefits to the community, is to encourage trade in his direction. Thus can we furnish material proof that his generosity is not as good seed sown on barren soil.

The truth of the matter is that the home town merchants are selling goods at or less than prices elsewhere—quality considered. If we will be fair and include the additional expense incurred when trading in neighboring towns, we are forced to admit that it is economically cheaper to trade at home.

In the patronage of outside markets you will, as a natural sequence, ultimately force the home merchant out of business; or force the real progressive ones in quest of locations where a more consistent civic pride and community awareness exists. And you may be sure no other business will come to take their places, as there is nothing so potent in getting business away from a town as "For Rent" signs on vacated buildings.

BANKS NECESSARY TO COMMUNITY LIFE AND DEVELOPMENT

In a discussion of the value of trading at home there is another institution whose success is very vital to the general prosperity of the community—the bank.

In modern banking days credit is a great engine for advancing industry and developing new enterprises. The farmer must have credit in developing his farm; the laborer must have credit to establish his home; the business man must have credit at various times to successfully carry on. Without credit these activities would be crippled and stagnated.

Beaverton is especially favored with a strong banking institution, directed by a very capable man in the person of Day Gray, the cashier.

Everywhere we have evidence of the sincerity of the country banker's efforts to better conditions of the community in which he lives, and no small portion of his time is occupied in the advising and counselling of patrons and citizens, who may desire to extend their present business or branch out into new lines. But a large majority of people fail to understand this to be a fact. Hence, one of the minor problems confronting the banker is to convince the people that the bank is not a cold-blooded and callous corporation, but an institution largely dependent for its success on the success of its customers.

So many people think that the main business of a banker is

to collect interest, cut coupons, draw his salary, and grow rich, while, in fact, these duties are merely incidental to the banking business. He must first create business, and while creating business he is creating confidence, and while creating confidence, he must necessarily cooperate in the general community development. He must at all times be mindful of credit necessary to the merchants, and advances needed by the husbandman during the maturing of his crops.

The wealth and growth of our city is contingent on the prosperity of the outlying trade territory, and it is incumbent on the banker to understand the needs of both in order that he may render the greatest assistance.

However, the banker can only help the community in the same measure that the merchant and farmer are willing to help. The life blood of the community is credit. Credit is an evidence of money. We get our money from the farmers, merchants, and those who live within our borders. If you make your money here, and spend it elsewhere, credit privileges are likewise limited, which in turn limits the fruit of your own labor.

Men in certain walks of life have been specifically told that "harmony is the success of all institutions," a fact, which in a large measure, is truly exemplified on our City Council. To visit a meeting as we did on Monday evening, is certainly refreshing, the members executing the city's business in a manner that speaks a fine spirit of concord, and an effort on the part of each member to thoroughly, and with a cordial impartiality, analyze each and every issue when introduced for consideration and disposal. A town does not, like the proverbial Topsy, just drop off a luckleberry bush and continue to thrive with growth and expansion, its success being largely contingent on the ingenuity and initiative of the Council or executive body. Beaverton's healthy condition is ample evidence of the magnanimous attitude of its Council in matters of public policy, its steady and stable growth in the past few years showing a strong and sincere endeavor on the part of the governing officials. Just now the Council is occupied in the passing of an ordinance providing for a city hall and additional fire equipment, both of which are badly needed. The ordinance will be submitted to the voters at a special election sometime in September, and The Review strongly urges its adoption.

Principally as proof of the effectiveness of its columns as a medium of advertising, a Portland paper carried a news item in last Sunday's edition to the effect that in a certain district in which it largely circulates it has been successful in developing a patronage of over 2000 charge accounts with Portland merchants, a patronage that, in a large measure, rightfully belongs to the local merchants in the commercial centers of that district. We hold no brief against the metropolitan paper's pride in its achievements, in fact we gladly re-publish the fact as evidence of the value of newspaper advertising. In proportion to the cost, as great, if not greater, results will accrue to the Beaverton merchants if they consistently use the columns of the Review in advertising their respective commodities.

"Ask Me Another" is an old game in the life of a newspaper man. An editor is considered as ready data on most topics, and one number of divers inquiries we daily receive bear proof of the supposition. We are always glad to have you refer your questions to us, and if we lack the ready facts, we shall ascertain them for you as a business courtesy with as much dispatch as possible.

The management of The Review will gladly accept readers' communications for publication, and are anxious to encourage the practice. We would suggest that communications be couched as nearly as possible to community interests and kept free of personal acrimony. As a prerogative we reserve the right to censor any article which we may deem inimical to public harmony.

Headline says: "Portland Man Elevated To General Electric Post." Making light of him as it were.

Horseradish and Unions

By pb.

If the ladies' styles keep on changing along the lines of the last few years there will soon be nothing left to change. What a golden opportunity for the plastic surgeon.

Goethe, world-famous philosopher once said that if we were really civilized our offspring would be born that way, too. This should not prevent any of us from trying to learn as much as we possibly can.

Naturalists tell us that storks mate for life without the trouble of a written marriage license. The storks evidently are dissatisfied with our brand of civilization, and are leaving us for a climate more natural and more suited to their ideals.

"Wine, women and song" of a bygone age, is now changed to "gin, men and smoke." At least this is the impression one gets by reading the society news of our Movie Capitol. Too much easy money and a poor quality of gray matter is a dangerous combination.

RETURNED MISSIONARY VISITS AT MYATLE POINT

Rev. and Mrs. Omar Ido, of Myrtle Point, came Thursday to spend the remainder of last week with Mrs. Ido's parents, Mr. and Mrs. Henry Watts. When they returned Monday, Miss Watts accompanied them for a three weeks' visit.

After Miss Watt's return to Beaverton, which will be about July 1, she will spend about two months speaking before a number of Camp Meetings in this section.

It will be remembered that Miss Watts is the returned missionary who was brought out from the interior at the outbreak of the recent Chinese rebellion.

Short Paragraphs Of Local Interest

Personal Items About People Whom You Know In And Around Beaverton

Mrs. B. Lois is ill at St. Vincent's Hospital under the care of Drs. Halcomb and Joyce.

Mrs. Otto Erickson and sister, Mrs. Nellie Logan, of San Jose, California, left Sunday for Seaside.

The Otto Erickson Co., Star dealers, reports the sale of a new Star truck to the Aloha Dairy.

Mrs. Ida Burns, of Portland, spent Sunday at the H. Watts home. Mrs. Burns is a sister of Mr. Watts.

Swenson, the realtor, reports the sale of a 5-room house and an acre of land which belonged to H. G. Scott.

Miss Merle Davies, accompanied by Mrs. Lottie Horing, drove to Rickreall over the week-end to visit Miss Oma Emmons.

S. E. "Cap" Fayram, commercial printer of Forest Grove, made a short but pleasant call on the Review force Monday.

Born Saturday evening, June 4, to Mr. and Mrs. Wallace Hansen, a baby boy. The young man has been named John Wallace.

"Tallie" Tallman came down from Kelsa to spend the week-end with his mother who is in St. Vincent's hospital recuperating from a colic.

Two Beaverton girls, the Misses Frances M. Hart and Freida E. Kehrl, were graduated from the Oregon Normal School at Monmouth last week.

Mr. and Mrs. H. M. Barnes drove to Seaside Saturday afternoon, returning home Sunday by way of the Tillamook beaches, going as far south as Taft.

Mr. Theodore Coast, of Seattle came down Sunday to visit his mother, Mrs. Jennie McGill, who is in St. Vincent's hospital. Mr. Coast has some aches here that he is improving.

Miss Ava Adams, the pastor of the Nazarene church here, has suffered a nervous breakdown and her physician has told her that she must not enter the pulpit again for at least six months.

People living west and southwest of town are being required to detour when coming into Beaverton, as the bridge over Johnson Creek on the old Hillsboro road just west of town is out and is being rebuilt.

Mrs. Mary D'Hondt, of Hillsboro, was a Beaverton visitor Tuesday. Mrs. D'Hondt was in

business for several years with her husband, whose demise last January necessitated a discontinuance of their establishment in settlement of the estate. She is advertising for a center for the store building.

The three rural carriers of the Beaverton Postoffice, Messrs. Boyd, Kelly and McKell, drove to Forest Grove Monday night to attend a meeting of the Washington County Rural Letter Carriers' Association. This was called by the association president, Mr. L. A. Kennedy, in connection with a meeting of the Forest Grove Chamber of Commerce to make plans for entertainment of the State Rural Letter Carriers' Association at Forest Grove, June 25-26.

Mr. W. H. Gady and family, from Aberdeen, Washington spent the week-end with relatives in and near Beaverton after attending the graduation exercises of the Mill Plain Union High School, near Vancouver, Miles Gady being among the graduates. The later will be remembered here as the son of the late A. B. Gady, Jr. The M. P. Gady family, from Hillsboro attended the exercises, as did Mr. and Mrs. W. L. Gady, Mrs. F. W. Gady and Barbara, from Beaverton.

Several Protestant churches of Beaverton united on Sunday evening in a reception held in the Methodist church, honoring

Miss Alice Watts, returned missionary from China, who has been absent 6 years, teaching in a girls' school at Tung Chang Fu, Shantung. The reception, which took the form of the regular evening service, was largely attended, the congregation having the opportunity to congratulate Miss Watts and her parents Mr. and Mrs. H. G. Watts. Miss Watts, as speaker of the evening, told some of her experiences in preaching the gospel and especially in describing the influence still maintained by the other religions in China.

Mr. and Mrs. M. D. Wells, of Portland, spent Sunday in the home of Mr. and Mrs. R. T. Wells.

LIBRARY NOTICE

The library will be open on Thursdays only during the months of June, July and August. Mrs. Roberts, librarian

new low Fares

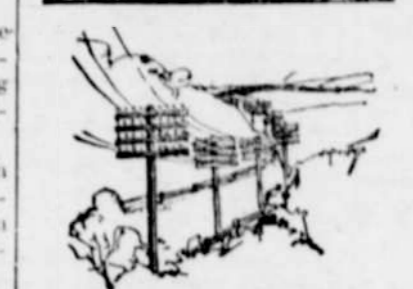
Make the most of reduced summer roundtrip fares now in effect. You can travel on the train at surprisingly low cost. Ride in comfort in long, smooth-riding coaches by day; roomy Pullman accommodations for overnight travel.

Save time, money and nervous energy by going on the train. Fares with limits to suit you plan, for example: Sunday only roundtrips, fares for travel over the week-end—Saturday to Monday, or Friday to Tuesday. Also fares with 16-day limit and others good for the summer season.

Ask about these travel savings; the ticket agent will suggest the one that fits your plans at lowest cost.

Southern Pacific

C. E. Allen Agent.



A line of safety pleasure happiness

Do you realize that you are depriving your family of these essentials by failing to have a phone in your home?

By all means install one today.

Oregon Telephone Company Beaverton Oregon

Beaverton Transfer Co.
Lewis Brothers Props.
 AUTO TRUCK AND LIVERY SERVICE, DAILY TRIPS TO PORTLAND
 FURNITURE AND PIANO MOVING
 Offices: Beaverton, Corner of Watson and First St.
 Portland Office, Portland Auto Freight Terminal
 Phone: Beaverton 6203 Portland, Main 3540



Modern smokers praise the integrity of Camels

THIS is the age of frankness and plain-speaking, and it rates Camel first among cigarettes. For Camel is that kind of a smoke. Camel is all quality and no false front or show. Camels are made of the choicest Turkish and Domestic tobaccos grown—no substitutes. And the finest blending ever given a cigarette. It is Camel character that has won the smokers of today—such honesty of taste and fragrance as never was known in a cigarette before. You'll find all dreams of smoking pleasure realized in this modern, quality cigarette. "Have a Camel!"



TO HOLDERS OF SECOND LIBERTY LOAN BONDS
 EXCHANGE OFFERING OF NEW TREASURY BONDS
 Notice is given of a new offering of UNITED STATES TREASURY BONDS, dated June 15, 1927, and bearing interest from that date at the rate of 4 1/2 per cent. The bonds will mature in twenty years, but may be called for redemption after sixteen years.
 Second Liberty Loan bonds will be accepted in exchange at par. Accrued interest on the Second Liberty bonds offered for exchange will be paid as of June 15, 1927.
 Second Liberty Loan bonds have been called for payment on November 15, 1927, and will cease to bear interest on that date. Holders of such bonds who desire to take advantage of the exchange offer should consult their bank or trust company at once. The exchange privilege will be available for a limited period only, and may expire about June 15th.
 Further information may be obtained from banks or trust companies, or from any Federal Reserve Bank.
 A. W. MELLON, Secretary of the Treasury.
 Washington, May 31, 1927.