

The BEAVERTON REVIEW

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J. H. Hulett, President
Harry Dence, Vice-President
Verne Bright, Secretary-Treasurer

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Harry Dence, Editor
Verne Bright, Associate Editor
J. H. Hulett, Business Manager

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Clean Reading For All The Family

A HAPPY DISPOSITION

A happy disposition is something beyond earthly value—more to be desired than gold and precious gems. It is not everyone's good fortune to be born with this prerequisite to good health, but it is something we can all acquire with little effort if we train our thoughts in the right direction. Troubles and worries seem our daily portion, but how much easier they could be borne if we made up our minds to be cheerful. Thus we will not add to the sadness and unhappiness already in the world by going around with a facial veneer of gloom and despair, but will scatter sunshine and good cheer wherever we go. If it is not your good fortune to possess this envied quality, why not resolve to start its development now? Surely a worthy objective. It is easy to keep sweet when things go right, but it is the happy disposition who knows how and does keep sweet when things go wrong. With his smiles and good cheer, he does more good than a Midas with his money. He is happy himself—a happiness which makes others happy. He is usually popular and successful for everyone loves a cheerful and happy soul. Doors open unto him, and his welcome is ever wholesome and sincere; he is the soda of life—the sweetest sour customers.

VACATIONING

The time is fast approaching when many will be leaving on their summer vacations. The American people are realizing more and more the value of a summer layoff in order to synchronize our worn bodies with the duties incumbent on living. When many of us were boys, the term "vacation," as it concerned the grownups, was thought of only as a privilege of the socially elite and seldom enjoyed by the working class. Those days are gone, and apparently forever. As a nation we seem to have been transformed into a vacationing people—old and young, rich and poor. But many of us are wont to take along a zoodly sized package of business cares. We must learn to empty our minds, as we relieve our bodies—just actually VACATE. Then, when we return pepped-up with new ambition and physically rehabilitated, we find ourselves better qualified to dispose of the tasks and problems that are sure to be waiting. We must learn how to shun living for loafing. We must train ourselves to momentarily forget, air out our minds and un-kink our bodies. If you can't do this you might better remain at home on the job.

3000 TO 1

As proof of the value of proper fertilization, a stool of wheat, numbering 50 stalks from one seed, developing about 3000 kernels, was left at the Review office by a farmer reader Monday afternoon. Although this would usually be considered as a satisfactory increase, wheat has been known to stool 100 stalks from one kernel. The reason for such prolific fertility is not generally known, even among the best informed. Little credit is given the lowly earthworm (angle worm), but the fact remains that where the earthworm abounds, vegetation is likewise abundant. The excrement of the worm is atomic—the greater number of earth worms, the larger amount of excrement which abounds in atoms. Atoms are plant food. A worm is positively harmless to plant life in fact it is nature's method of fertilization foster-

ing the plant with its excrement. The problem among scientific farmers is how to develop the earthworm, thereby increasing soil fecundity. It is well to look into the matter of worm fertility, for when the farmer is prosperous, every industry is favored. We would suggest that our Chamber of Commerce give this problem consideration and pioneer the movement in this vicinity.

THE ADVERTISER AND THE BUYER

We wish to commend the merchants of Beaverton for the enterprising spirit they are showing in the advertising of their goods. Practically every business institution in Beaverton is a user of Review advertising space. They are doing their part toward the support of a contemporary toward business and at the same time, informing the public how best to buy such commodities as are mostly in demand, and seasonable.

The intelligent buyer is usually a consistent reader of advertising, and the skill and experience shown in everyday buying is largely the information gleaned from the merchants' advertisements. The present economic urge has taught us the value of a dollar and developed a buying intelligence in the American mind unknown a decade ago. Progressive merchants are cashing in on this new knowledge. Watch the Beaverton merchants grow and expand.

REVIEW ADVERTISING VALUE PROVED

The proof of the value of advertising was well demonstrated last Saturday by the large attendance at the Beaver Theater matinee. It was conservatively estimated that over 1000 attended. Admitting the performance was free it goes to show that advertising is real, the secret of success being able to get the proper put in the ad. A large percentage of those in attendance were from the rural districts, many of whom did considerable shopping before returning home. Mr. Yeager, proprietor of the local bakery, says his business showed a considerable increase over several previous Saturdays, and no doubt all other businesses benefited accordingly. And why not? The goods offered for sale by Beaverton merchants are the best obtainable and the prices attractively low. The venture was so flattering, the theater management has decided to continue the Saturday matinee, the program to be a serial, two comedies, and a big western feature—a bang up good show at popular prices.

CREDIT

These are days of tremendous credit, a condition that is causing considerable worry to the business world. Too much credit has made many bankrupt. Our prosperity is based on honesty. But, as all is not gold that glitters, neither are all honest appearing men honest. Often when men assemble in the pursuit of business, or just bent on social pleasure, the trickster is to be found—the tare in the human family. This class must be weeded out. There can be no high civility without good business morality. Every young man and woman would do well to remember that all successful business stands on the foundation of strict morality—righteousness between man and man. On this foundation credit can be continued and our obligations liquidated.

The airplane hopoff from America made Charles Levine famous, and a present day hero, but the hopoff with the German frauin is likely to bring him the equal in notoriety. If Mrs. Levine's present discordant temper continues. Truly, a married man must be discreet.

What outsiders admire about Beaverton is the general good will so manifest among its people—a sort of all-for-one, and-one-for-all spirit. That's why Beaverton is enjoying such a steady and consistent growth. The elements of co-operation are put to practical use.

It frequently happens that when a man is dead in earnest he gets the reputation of being a live one—Los Angeles Times.

When our efforts are such as to vindicate themselves, we know we're right.

"Beaverton! Where's it at?"
"I'll bet my hat."
"Since the big parade they don't ask that."

E-asy to reach
A-lways alert
V-ery progressive
E-ndless opportunities
R-eady to cooperate
T-olerant
O-berly behind the times—
BEAVERTON!

WHY I FAVOR THE INCOME TAX

(By Thos. B. Kay, State Treas.)

I did not favor the income tax measures proposed for adoption at the general election in 1926 because I considered them unfair and discriminatory. I was further opposed to them then for the reason that I thought the adoption by the State of Oregon of an income tax law of the tenor of the two measures voted upon would be detrimental to the interests of the state at large in that, if they had been adopted, Oregon would have been the only western state with an income tax law. The adoption of either of the measures submitted at that time in my opinion would have had a deterrent effect upon the establishment of new manufacturing and industrial enterprises within the State.

Notwithstanding this fact I now believe that the present income tax law to be submitted to popular vote on June 28 next should be approved. The condition of the finances of the State of Oregon at the present time calls for emergency relief and warrants the enactment of a reasonable law to provide necessary money for state purposes. I consider the terms and provisions of the proposed income tax law fair and reasonable. While the objection that Oregon would be the only western state with an income tax law would still exist if the present measure is approved by the

people, the proposed law is nevertheless much more equitable in its provisions than was the previous law in operation in Oregon, on those voted upon at the November election. The exigency of the present situation renders imperative the passage of laws which will provide the funds with which to pay State obligations based upon legislative appropriations in excess of current revenue.

The income tax law together providing for an amendment to the constitution authorizing a property tax levy in December 1928 of \$2,500,000 plus six per cent, less estimated receipts from income taxes during the year 1929, and authorizing for ensuing years a successive increase at the rate of six per cent, less estimated receipts from income taxes, would provide the necessary revenues. These measures, if approved, would serve the further purpose of relieving to a considerable extent the tax burden on real property. The burden, in fact, would be shifted to incomes received by persons who at present are paying little if any of the expense of state government.

It should be distinctly borne in mind, however, that unless both the income tax act and the measure providing for reestablishing the property tax base are both concurrently adopted, the financial condition of the State of Oregon will remain as at present and the State will be required to borrow from outside

sources in order to pay current expenses.

In my opinion these measures constitute the only present solution to the financial problem with which the State is confronted and for that reason I give them my support.

PROPOSED MEASURE WOULD RESTRICT TAX LEVY

Measure 302 on the ballot for the special election to be held June 28 is a constitutional amendment which provides that the Portland School District may be restricted in its special tax levies as is every other School District in Oregon only by what is known as the State Constitution. The voters of the State of Oregon in 1916 passed an amendment to the constitution of the State which provided that no tax levying body may levy a tax for one year which exceeds by more than 6% the tax levied the year previous. In 1917 it was estimated that a six mill school levy would be sufficient to meet the requirements of the Portland School District without levying the full amount permitted by the constitution. In accordance with this estimate, the legislature enacted a law which limited the Portland School District to an annual six mill tax levy, which 2 years later was increased to 6 1/2 mills. For the past several years this tax levy has been inadequate to meet the growing demands of the School District.

LETTERS

From Our Readers

Beaverton, Oregon, June 20, 1927.

Editor Review,

Dear Friend:
I am interested in the law closing the Nestucca River to fish nets.

This law was passed by the Legislature and is being held up by the commercial fishermen. Unless this bill becomes a law we might just as well say good-bye to salmon and steel-heads in the Nestucca.

The fish belong to all of the people and unless this bill carries, a few fishermen will ruin one of the biggest assets of the State. I hope you can vote 322 X Yes at the election on the 28th.

Yours truly,
J. W. Raynard.

Beaverton, Oregon, June 20, 1927.

To the Editor:
It is quite gratifying, indeed, to know that the Beaverton Float won recognition in the Floral Parade in Portland last Thursday.

It is just a little more evidence that shows what a city like Beaverton can do when its people get behind an idea and put it over.

There are several little matters connected with the venture that I feel should be brought before the public, and it is the pressure created by these matters that impels me to write you this letter.

The first is that the president of our local Chamber of Commerce put forth the idea of a float so forcibly that a separate organization—a so-called known as the Beaverton Boosters' Club. Committees were appointed and the idea carried out.

The financial committees met with loyal support from the citizens. Many gave more than was asked for. Within a few days \$89.83 was collected and more was promised. One man who heard that a subscription campaign was on, hunted up one of the committee and made a donation.

The other committees met with similar success. Lumber was contributed by the Lumber companies; several carpenters gave their time and ingenuity; the greenhouses in and around Beaverton gave generously of flowers and plants. Several ladies worked into the wee, small hours for several nights in order to get the decorating done. One garage furnished free space besides several hours of work by the mechanics. Other contributions were made in various ways.

It seems, Mr. Editor, that these folks are entitled to an expression of appreciation in the columns of your paper. I feel certain that you will gladly give it.

There are other phases that are gratifying. One lady, who is in public work in Portland, sat in the stadium beside a lady from Beaverton. She watched the parade wend its way down into the stadium grounds. When she saw the Beaverton float appear at the top of the hill she pointed to it and exclaimed, "Oh, how plain those letters are!" And then she added "That country out there is coming to the front rapidly, too." No doubt there were many similar expressions if one could have been where they were uttered.

The float did more to advertise Beaverton than any other agency that could have been employed.

There were other floats more beautiful, but few, if any, were so full of meaning—"Beaverton City of Homes." The sentiment struck the heart-strings of the crowd. Their countenances, and cheers reflected that.

We have the ball rolling. Let's keep it going by pulling together that there may be no West Beaverton, no East Beaverton, no North Beaverton, no South Beaverton, but a united Beaverton—united for a greater and better Beaverton.

F. J. Dietrich.

In other words, the original estimate was too low to meet the increased demands for school funds brought about by a large increase in school population and the voters of Portland have year after year voted special taxes above those permitted by the limiting statutes. All other taxing units in Oregon are restricted in tax levies by the 6% constitutional amendment and the Portland School District is asking that its tax levies be restricted by the same general constitutional provision. This measure affects no other district in Oregon than the Portland School District.

A rancher south of Beaverton, who has discovered the secret of natural fertilization by developing the earthworm, furnished the Review with a sample of wheat on Monday that counted 57 strong, healthy stalks from one kernel. The heads averaged about 58 kernels, an approximate total from one seed of about 3206 kernels—surely a laudable increase.

Semi-Formal Coats

Are Always Needed



As every smart woman knows, there is nothing like a straight-line black silk coat for a thousand and one different occasions of morning, afternoon and evening of summer, spring and fall, and even of winter when a warm twill lining is added. This style lends itself readily of course to any other color that you may prefer, and may be made in satin, ribbed silk, moire, wool crepe or cashmere with harmonizing lining. The flat-haired flared bow of self material may be placed at the shoulder rather than at the closing. (Copyright, 1927, by Butterick)

Jackson—"The idea of letting your wife go about telling the neighbors that she made a man of you! You don't hear my wife saying that."

Johnson—"No, but I heard her telling my wife that she had done her best."

Small Son—"Father, who is Mike Huntry?"

Father—"I don't know. Where did you hear about him?"

Son—"Well, we've been singing in school, 'Mike Huntry, 'tis of thee.'"

"Au revoir," said Ikey.
"Val's dat?" asked Izzy.
"Goodbye in French!"
"Volk," said Izzy, "carbolic acid."

"Val's dat?" asked Ikey.
"Dat's goodbye in any language."

Irate wife (discovering husband on front steps trying to open door with Star key): "What are you doing there, Webster?"
Husband (turning knob right and left): "Sh-h-h, I'm trying to get Harry Trueblood in Oakland, California."

THREE-DAY HOLIDAY



Fares Cut

—for vacation trips over the Fourth

July 4th, comes on Monday this year. Make the most of this three-day holiday. Play at the beaches; you can take the whole family for a trip at surprisingly low cost.

Save time, money and nervous energy by going on the train. Buy round-trip tickets with limits to suit your plans—Sunday only, Saturday to Monday, Friday to Tuesday, 16-day and season tickets.

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.

GROWING COOPERATION BETWEEN BANKS AND PUBLIC

(A Reader's Contribution)

Banks and the public have come to understand each other very much better in the last few years. You will rarely find in these days a bank that has any of the old time aloofness and false dignity that once erected an icy barrier between banker and depositor. Today these two men meet on the common ground of mutual confidence and understanding.

People know more about the "inner workings" of banks today than ever before. They have a better understanding of the close relation of the bank to individual and community progress. This new light of economic education has driven out the dark shadows of ignorance and suspicion. The banker is no longer thought of as a practitioner of black arts in a mysterious realm of finance controlled entirely by himself. He is recognized as a plain business man, engaged in a form of business that serves and vitalizes all other kinds of business. It is no exaggeration to state

that out of this new found friendship, understanding and mutual respect, has sprung much of the rapid industrial progress and prosperity of this country.

It has been said that the Chinese have been held back in the march of civilization and in their intercourse with other nations by their cumbersome alphabet, which is really not an alphabet at all.

In like manner, though to a lesser extent, the people of the European nations have been retarded in their economic growth by popular ignorance and suspicion. The wider use of checks, for example, would very greatly facilitate transactions and speed up industry, but our modern checking system cannot have the wide use over there that exists here until broader economic knowledge has come in to drive out the old suspicions and prejudices.

The cooperation between banker and business man, farmer and wage earner, that we know here in America has undoubtedly been one of the strongest reasons for our present commercial wealth and

MEASURE NO. 302

On the ballot for the special election to be held June 28 is a constitutional amendment which provides that the 6 per cent limitation provision of the Oregon Constitution may apply to the Portland School District as it now applies to all other school districts throughout the state.

This measure affects no other district in Oregon than the Portland School District and Portland residents will appreciate your support. VOTE 302 YES.

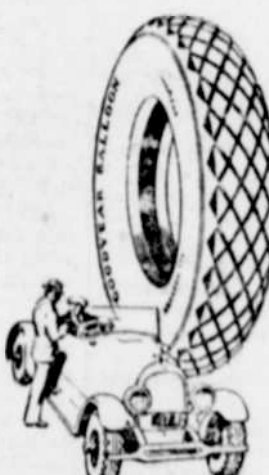
F. S. PICKERING—Chairman, Board of Directors, School District No. 1, Multnomah County, Oregon.

MRS. W. W. GABRIEL—State President of Oregon Congress of Parents and Teachers.

CHAS. A. RICE—Superintendent of Schools, representing Portland School Administration.

WALTER S. ASHER—Representing the Central Council of Daddies Clubs.

Paid Advertisement.



Who's Under You?

By Elmer

So you talk, and haggle, and dicker. The dealer does the same. Night falls, or you do, and the deal is closed.

You got a big "discount" off the list. Or a long "trade" for your old tires. Or "Service station prices" or something.

How do you know you got the bottom price? Maybe you gave up too soon. Who's under you, when it comes to bedrock in tire-buying?

No use worrying about such things when you deal with me. My prices, like the quality of my goods, are non-skid, all the time.

I think you're smart enough to know that I have to make a fair profit to stay in business. And I aim to stay in business. I sell Goodyear Tires because they're the best you can buy and my prices are low.

Stipe's Garage, Beaverton, Ore.