

Beaverton Review

Issued Every Friday at Beaverton, Ore.

—By—
THE REVIEW PUBLISHING CO.Juliette Carter, Society Editor
J. H. Hulet, Business Manager

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FRIDAY, JANUARY 20, 1928

Most humorists take themselves too seriously.

Where there's a will, there's always a lawyer to break it.

Statistics show that 1927 was a record year for statistics.

Anyway, those New Year's resolutions didn't do any harm.

When a man's pockets are empty, he can usually fill them by pocketing his pride.

A blue serge coat collar is one of the best things in the world, it seems, to stop dandruff.

CONSIDER THE NEWSPAPER

Where do you obtain your knowledge of current events, science, politics, and the greater part of your education?

From your newspaper.

When your merchants need business, through what medium do they obtain it?

Your newspaper.

When the community and the churches, schools, civic and welfare organizations of the community need community action and cooperation, to what do they appeal?

Your newspaper.

These are some of the reasons why the newspaper is YOUR newspaper and why communities are only as strong and progressive as their newspapers.

If there is one quick cure for community somnolence it is a wide-awake newspaper.

The first duty of the newspaper is to transmit to its readers the thoughts and activities of humanity at home and abroad, and the value of that other department of the newspaper—advertising—should be overlooked by none.

The public anticipates its shopping by scanning the advertisements in the newspapers, and the merchants anticipate their business by newspaper advertising. Advertising is a mutual proposition between all concerned.

Before the rise of present intensive newspaper advertising, the public was powerless to plan its buying. Money, time and dissatisfaction was the price paid. At the same time the merchants had to be content to wait for business, and the most of it came on Saturday afternoon and evening, seldom on Monday, and never in the morning. Newspapers and the universal employment and appreciation of newspaper advertising permits the public to plan its shopping, and has made business for every week-day.

WHAT SHALL WE PRINT?

This leads up to something else, which is—some one is passing the story around that the Review refuses to print anything in the line of a boost for anybody, which is in keeping with lots of the insidious propaganda that is peddled, pro and con, mostly con. The Review has never refused to print anything unless it carried some of the following characteristics: a direct attack on somebody, a statement of something which was, in our opinion, detrimental to the welfare of the community, or a communication irrelevant, immaterial, and without substantial foundation in fact.

True, we do not print everything that comes to our desk. A little glance through the window any day will reveal "oodles" of material which is present, some of which probably would be good if printed: for instance, something about the \$3 automobile tax. We have three or four piles of a dozen sheets each in regard to that. We have stated communications at times from people who have products for sale, who are using other means and paying for space in other periodicals, but who failed to advertise with us, and yet want to use our good nature as a means of disseminating sales talks to our readers.

It seems just a little bit difficult for the lay mind to differentiate between what is advertising, what is news, and what is propaganda. If a Beaverton farmer sells a hen for \$2,000, that is news, but if the same farmer had previously sent in a communication to the Review stating that he had a hen which he wanted to sell for \$2,000, that would have been advertising. If a real estate man has sold a parcel of Beaverton land it is news. If he is stating that he is offering something for sale, that is advertising.

In closing, let us say that if you want your communications printed as you write them, without having them doctored, mutilated, or otherwise disguised, send them to the Review. We are glad to get them, and will publish them, as many as we have time and space for. If they are news or if they treat of questions which are of value for public discussion. We will also print your ad if it is for a legitimate product, but we won't advertise that you are running a still, or that you have a gold brick to sell, or any other product which is illegitimate.

MAN'S BIGGEST PROBLEMS

Scientists from all over the world gathered in this country recently to discuss problems of applying science to human living, to promote longer life, increased efficiency and well-being, and race improvement. These are the greatest material problems the world must face.

But science has already lengthened human life, statistics gathered by life insurance companies show. The average man is able to live in what would have been called luxury a few hundred years ago, through the work of scientists. Many people believe that the race has improved and that the average man is more efficient now than he ever was before. So science may eventually be able to solve these problems.

Nevertheless, science can do little to solve the problems that trouble man the most. His spiritual problems far outweigh the material for the thinking man, except, perhaps, when his very existence is threatened. Science can help make man physically comfortable, but it can't help him with his biggest problems.

WORRIES

If we will carefully take stock of our worries we will find that most of them are about things that do not matter. For a caption that would be suitable at the head of the list of rules I would suggest, "What Of It?"

I suppose that I had the best mother in the world. She is entitled to all of my respect and esteem because she patiently put up with me all through my childhood, and cared for me until the day of her death. I can remember, however, that when I went away from home in my younger days she was always solicitous that I should wear clean underwear and stockings because she said that if there was to be a train wreck and my body was found, what would people think if they found out I had on dirty underwear, as though I should care about the state of my underwear when I was a corpse.

Much of the care and trouble that mothers take is of the Martha kind, for Martha was "careful and troubled about many things."

Suppose the children do litter up the floor and pick the flowers in the garden, and tramp into the house with muddy feet. Anybody who knows children expects such things, and if they don't know children they are out of luck.

It might be all right to see that your boys are washed behind the ears and that their finger nails are clean, but you should remember that while these things should not be left undone there are more important things. It is important, for instance, that your children should always think of you pleasantly and gratefully. Your affection for your son counts more with him than your solicitude for his appearance.

It is well that the dandruff is brushed off your husband's coat collar and that his tie is right and his boots are polished, but if you do nothing else for him but call attention to these peccadilloes, by and by the idea will seep into his head that you are nagging. What he wants most of all is to keep his love and esteem for you, and you ought to work at making yourself worthy of that much more than to work at how he will look to other people.

I do not mean to underrate the little attentions that should be bestowed upon those we love, but I emphasize the fact that these little things are of small importance compared with the greater matter of love.

On one occasion it was said by a wise man that the Pharisees paid tithes of mint, anise, and cumin, but neglected the greater matters of the law. So we sometimes make the mistake of looking for flecks of dust when we should be admiring the landscape.

It is all a matter of proportion. The principal thing to learn in living is how to value things, how to be particular about the essentials and give small heed to the non-essentials.

A boy recently turned up, at Catalina Island after having been lost for several days. His mother broke down and wept. "But he's safe," some one remarked. "I know," sobbed the mother, "but he has a dirty shirt on right here in front of all these people."

IN CONFIDENCE, By Miss Flo

Dear Miss Flo:—
I am engaged to a young man who was engaged to another girl before he met me. The engagement was broken off and my fiancé tells me that he has forgotten all about the other girl. Just the same, I find that I am quite jealous of her. Do you think a man ever forgets an old love affair? Do you think I should let things that happened before we met bother me? E. W.

My dear, every man in the world has had at least one affair before he is finally married—and most of them have had anywhere from two to a hundred!

Of course, it is natural for every woman to want to be the first in the heart of the man she loves—but you are certainly looking for trouble if you lie awake at nights worrying over a puppy love affair which your sweetheart undoubtedly has long forgotten.

The only thing with which you should concern yourself is being the last woman in his life—and you aren't off to a very good start if you are jealous already—for jealousy is not conducive to a long

and happy married life.

As for a man's ability to forget an old love—why, that is the easiest thing he does.

Dear Miss Flo:—

I am eighteen years old and my parents are trying to force me to marry a man thirty years old—because he has money. I do not like him, but they are making my life so miserable I am afraid I will have to marry him to get away from home. What can I do? D. L.

You are much too young to think of marriage for three or four years—but regardless of your age, never marry a person you do not love, even to satisfy your parents. It is a sacrifice they should not ask you to make—for it can bring nothing to you but unhappiness. I am afraid, my dear, that your parents are very selfish. Otherwise they would not ask you to give up all those things most parents desire for their children—youth, good times, young friends, and finally, love and a happy marriage.

In this regard, it would be most unwise of you to follow their dictates. Remember—no matter what happens—you do not have to marry anyone, unless you choose. It may require considerable strength of character to continue to refuse their demands—but in the end it will save you much greater misery than you will experience at home due to your refusal to marry a man you do not care for.

Dear Miss Flo:—

I took a girl to an affair recently, and, as she lived some distance from town, I did not take her home. Since that time, she will not go out with me. Don't you think she is unreasonable? J. J.

I most certainly do not think that she is unreasonable. It was not very chivalrous of you to let the young lady go home by herself. If she didn't live too far away for you to take her to the affair, it certainly was your duty to see her safely home. You failed her at a time when she relied upon you, and she has every reason in the world to be angry. Perhaps you can square yourself with her by admitting you were in error.

THE TACK HAM.

MER ADVERTISER

This doesn't mean the man who advertises tack-hammers for sale, but the one who tries to drive home his advertising with tack-hammers. Did you ever see five circulars handed driving car state? A stake was set up and given a tap to start it, and then the five men—when their sleds one after the other so slowly that you wondered how each got out of the next fellow's way—and that stake sank right down into the ground as if the ground had opened up for it. What would have happened if the tack hammers had been equipped with wheels? Nothing would have happened, save that the stake would have toppled over.

It is all right to assume that light blows delivered long enough will produce results. We say the constant dropping of water wears away stone, but if these blows are too light, the results are practically nothing. If your advertising is going to produce results and build business, it must consist of blows that produce results. Instead of scattering your advertising so widely that no single advertisement or series will count, concentrate enough so the blows will be effective.

Use the best advertising agency or the best paper in town, and use space large enough to be noticeable. Hit hard and steadily, even though you hit less often and in fewer places. Instead of using cheap, trashy circulars, or advertising novelties or calendars, get something that will be effective.

COMING TO PORTLAND

DR. MELLENTHIN

SPECIALIST

in Internal Medicine for the past fifteen years

DOES NOT OPERATE

Will be at

Benson Hotel, Wed., Thurs., and Fri., Feb. 1, 2, and 3.

Office Hours: 10 a. m. to 4 p. m.

THREE DAYS ONLY

No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his many satisfied patients in Oregon who have been treated for one of the above named causes:

Elmer Booker, Condon.

Chas. Desch, Portland.

D. G. Horn, Bonanza.

Fred Shields, Klamath Falls.

Daniel Steiner, Allegany.

R. E. Neal, Central Point.

Joe Sheehans, Gibbon.

Remember above date, that consultation on this trip will be free, and that his treatment is different.

Married women must be accompanied by their husbands.

Address: 211 Broadway Bldg., Los Angeles, California.

Don't putter away with a tack-hammer. Get a sledge and hit a nail that will get you somewhere, and hit just as often with the sledge as you can manage to swing it.

MORE SETTLERS WANT

INFORMATION ON OREGON

We are printing, this week, another list of prospective settlers who have asked for information on Oregon. Anyone interested may obtain the names and addresses of these people at the Review Office, No. 20802 is interested in the Willamette valley. He wants an improved land suitable for poultry raising, tree culture, and possibly goat raising, and intends to come to Oregon in July.

No. 20804 is also interested in the Willamette valley, and wants about 15 acres of either improved or unimproved land suitable for poultry and fruit raising. He is especially interested in a district suitable for turkey and pheasant raising. He is coming in June.

No. 20805 is interested in the coast. He wants a small improved place suitable for general farming, close to good schools. He will come soon.

No. 20806 is interested in securing about 60 acres of improved land suitable for poultry, fruit and hog raising, also general farming. He prefers level land, and also wants good house and barns, but this is not necessary. He is coming this summer.

No. 20810 is interested in securing 40 acres of improved land suitable for general farming. Coming this fall.

No. 20811 is interested in securing from 80 to 100 acres, suitable for dairying, and general farming. Wants practically level land, close to good markets. Coming.

No. 20812 is interested in Gilliam, Wasco, and Sherman counties, and wants from 80 to 160 acres of improved land suitable for general farming. He is also interested in the Willamette valley and in irrigated land to some extent. He is coming when he sells.

No. 20813 is interested in the Willamette valley, and wants from 40 to 80 acres of improved or partly improved land suitable for dairying sheep raising, and poultry raising. Coming in February. He prefers to rent with view of buying in three months.

No. 20815 is interested in the Willamette valley, and wants to secure land suitable for general farming. He is coming soon.

No. 20816 is interested in securing 10 or 15 acres suitable for poultry raising and truck farming.

No. 20817 is interested in northwestern Oregon, and wants about 80 acres of unimproved land suitable for general farming. He is coming in March.

No. 20820 is interested in western Oregon. He wants about 80 acres of partly improved land suitable for dairying and poultry raising. Prefers to rent with privilege of buying later. Coming.

Vale will join the reclamation service in a city drainage project.

WANTED and FOR SALE

Advertisements in this column 1 cent a word. Minimum charge 25c.

How good news does spread. GENERAL GASOLINE is still the best. Adv 36 If

Cash Paid for Chickens—Chas. Berthold, Beaverton, Oregon. Adv 49 If

Apples For Sale—75 cents and up one mile south of the bank, on Watson St., Beaverton. David Pitt. Adv p7

CHURCH ANNOUNCEMENTS

Nazarene Church

First and Stout Streets
10:00 a. m. Sunday school. J. L. Holden, Supt.
11:00 a. m. Morning worship.
6:30 p. m. Young People's meeting.
7:30 p. m. Evangelistic service.
7:30 p. m. Wednesday, midweek prayer meeting.
The public is cordially invited to come to all our services, and especially to hear this great preacher of God's word, and song leader and soloist.
Roy L. Nolt, pastor.

Church of Christ

Sunday school, 9:45.
A Bible reading contest has been started. Two sides are represented by the "New Fords" and the "Victory Six." An object lesson will also be given Sunday morning. Lord's supper and preaching, 11. Young People's society at 7:00. Evening preaching service at 8:00 p. m.
The morning sermon will be on "Bearing the Cross." The evening sermon is of special interest. It is on the subject, "Is One Church As Good As Another?"
You'll enjoy every minute of our services.
Oscar A. Cooper, Minister.

MEAD NEWS

Silver Star Camp meets the first Saturday and third Tuesday evenings of each month. Visiting neighbors welcome. Consul H. A. Morrison, Clerk Jacob Kemmer. Adv 41 If

Beaverton Rebekah Lodge No. 248 meets first and third Tuesday evenings at 7:30 P. M. in the L. O. O. F. Hall. Mrs. Walter Harris, Secretary, Mrs. Marjorie Lewis, N. G. Adv 41 If

Beaverton Lodge No. 252, L. O. O. F. meets every Monday evening at 8 p. m. Visitors welcome. S. G. Rogers, N. G. M. E. Underhill, Secretary. Adv 41 If



SAVE YOUR WRAPPERS

A Gun Will Be Given

FREE

For Only 15 Wrappers!

And a Bread Knife for

Only 25 Wrappers.



M. E. CHURCH

Sunday, January 22nd, the program of this church will be as follows:
Sunday school at 10:00 a. m., Edward D. Roseman, Supt. Morning worship at 11:00 o'clock.
Epworth League at 6:30 p. m.; evening worship at 7:30.
There will be a 15-minute evangelistic song service at the beginning of the evening service. Special selections by the choir at both morning and evening services. A cordial invitation is extended to you to attend all these services and join with us in the worship of God.
Prayer meeting Thursday evening at 7:30. Choir practice Tuesday evening at 7:30.
W. Edwin Ingalls, Pastor.10 a. m.
Sunday Catechism — 8:30 and 9:30 a. m.
Baptism — 2 p. m.
Weekday Mass 8:20 a. m.
Saturday Confession — 4:30 and 7:30 p. m.
Rev. J. M. O'Neill.

We Serve...

Your telephone company, owned by a steadily growing list of individual stockholders, has only one function to fulfill. That is to serve to the best of its ability the territory in which it operates.

Oregon Telephone Company

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 6703 Portland, Main 3510

Berthold's Famous Feeds

Berthold' Egg Mash

Berthold' Dairy Feed

Berthold' Scratch Feed

CHARLES BERTHOLD

Hay, Grain, Feed, Poultry Supplies

Garden Seed

Lime, Cement, Plaster, Fertilizer

Beaverton, Ore. Near S. P. Depot.

Buick Beauty . . .

Buick Luxury . . .

Buick Performance

for only \$1195

You can buy a Buick closed car at prices as low as \$1195, f. o. b. factory. You can buy it on the liberal G. M. A. C. plan—with a moderate down-payment which may be taken care of by your present car in trade.

These prices mean maximum value, and in Buick you get real beauty—real comfort—real performance. You get the unrivaled value resulting from Buick's unrivaled production in the quality field.

Come in—see Buick—compare it with other cars of similar price—then let the facts decide you to buy Buick.

SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1850

SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Mich.; government tax to be added.

The G. M. A. C. financing plan, the most desirable, is available.

BUICK

H. C. Peterson

HILLSBORO

OREGON



How much longer are you going to put off buying that home, Mr. and Mrs. Rent Payer? There is no longer any good excuse why you should not own the home in which you live. Home-owning in America is as easy as paying rent—and in a short while the property is yours—and you find yourself AHEAD in the world.

We have a listing of desirable city and farm lands—every one of which is a bargain. If you are interested and will investigate you will be surprised at the reasonable terms upon which a home can be obtained. We have small or large homes—exclusive listings only—and waiting her for you.

Tell us what you want in a home—and if we haven't it on our listings we will find it for you—and at the price you can afford to pay.

Phone 5405

Beaverton Finance Co.