

Beaverton Review

Issued Every Friday at Beaverton, Oregon.
—By—
THE REVIEW PUBLISHING CO.

Juliette Carter, Society Editor
J. H. Hulett, Business Manager

Entered as second class matter December 9, 1922, at the postoffice at Beaverton, Oregon, under the Act of March 3, 1879.

FRIDAY JULY, 27, 1928.

PRESS DAY JOYS

There's trouble in the printshop,
No language can express;
For Thursday's rolled around again
The day we go to press.

The compositors are hustling fast,
Each has a dirty proof,
The make-up man is cussin'
In a way to raise the roof.
The "devil" pied a galley full
Of solid nonpareil;
The foreman's saying things to him
That makes the brimstone smell.

The stenographer is fawin' 'bout
An ink spot on her dress,
And any gal-darned fiol can tell
We're trying to get to press.

Everything is all "balled up,"
The forms are in a mess;
And now the Old Man's asking:
When we're goin' to press?

Through the room there rings aloud
A piercing hell-born wail—
The office dog is yelpin' 'cause
They've stepped upon his tail.

The pressman is ready now—but
The d—n old forms won't "lift,"
So he whistles out a "dutchman,"
And gives his quid a shift.

The forms are on the press at last,
The press is running great—
But we've got to take them off again—
"Forgot to charge the date!"

They're on again like motor's down,
We're running swift and slick,
But a paper's on the rollers now,
And you bet it's there to stick.

The whole d—n bunch is mad as sin—
And cussin' more or less,
For h—l breaks out on Thursday when
The paper goes to press.

—By Captain Jack Mills, many
years ago in the Ada (Indian Ter-
ritory) Democrat.

WORSE THAN A CRIMINAL

"The price cutter is worse than a criminal," states an article in the Standard Oil Company Magazine. "He is a fiend. He not only pulls down the standard of his goods, he not only pulls down his competitors, but he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat."

"Nothing is so easy as to cut prices; and nothing is so hard as to get them back when they once have been pulled down. Any child can throw a glass of water on the floor, but all the wisest scientists in the world cannot pick that water up."

"Who gets the benefit on the price cutting? Nobody. The man who sells makes no profit, and the man who buys soon finds himself getting an inferior article. The man who cuts prices puts up the sign, 'This way to the junk pile.' He admits he cannot win by fighting fair. He brands himself as a hater below the belt."

"If the business world were dominated by price cutters there would be no business at all."

"HEAVENLY" ADVERTISING

Sir Charles Higman, who comes to America every year to advertise tea, said at a banquet in New York:

"I learn many advertising lessons every time I visit your hospitable shores. Advertising is in the air. Even the children breathe it in."

"I was taking tea with a great editor, last Sunday afternoon, when his little daughter came back from Sunday school with an illustrated text card in her hand. 'What's that you've got there little one?' the editor said. 'O,' said the little girl, 'just an ad about heaven.'"

I WISH I WERE LITTLE ROCK

I wish I were a little rock,
A-sitting on a hill,
A-doing nothing, all day long,
I wouldn't eat, I wouldn't sleep,
I wouldn't even wash,
I'd sit ad sit a thousand years,
And rest myself 'til goosh.

WITH BEST FEATURES OF BOTH?

A story now going the rounds of Missouri editors is that Omar D. Gray of Sturgeon, the newspaper consolidator, plans to merge heaven and the other place so they might be run more economically.

A prominent paper recently attempted to josh a couple who were married on February 29, offering a free year's subscription to the bride if she popped the question. The bride promptly went in and collected the offer.

An inscription seen on a passin'-sliver:

"One flat tire,
A broken gear,
Runnin' on three cylinders,
Hop in my dear!"

The man who can't afford to advertise is the man who doesn't advertise.

When a merchant gets a fresh supply of goods, is he storing or stocking it? He's storing it, if he doesn't advertise it.

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

WINTERTIME RADIO RESULTS OBTAINED DURING SUMMERTIME

No Longer Is There a Dividing Line Between One Season and the Next in the Pursuit of Radio Happiness.

By DR. ALFRED N. GOLDSMITH
Chief Broadcast Engineer, R.C.A.

Radio, unlike canned goods, has no winter or summer season. There are fresh vegetables the year round in the radio garden, so that it is hardly necessary to harvest and can our radio enjoyment during a few months for use in what might be a less fortunate season.

If we mentioned wintertime or summertime or photographic music, we might be laughed at, because the photographic presentation has come to be accepted as a permanent, unchanging, immune form of entertainment, ready to serve in mid-winter or mid-summer alike. And by the same token, when radio programs and radio services are maintained from one end of the year to the other at the same high levels of excellence, with little difference to indicate the passing seasons, it becomes decidedly odd of order to speak of seasonal radio.

Today the signal strength of any first-class broadcasting station within its service range is more than ample to ride high above the normal summertime static level. Indeed, it is only when the radio enthusiast insists on going in search of DX or long-distance signals that the static level becomes troublesome, since he has plunged below it.

Important Considerations
Of course the elements of good reception should be more closely observed in summer than in winter. Among the more important considerations are:

1. Selecting the signals from a station of adequate power, located not too far distant. It is well that the station have a reputation for careful maintenance, and be quite free from the criticisms of poor transmitter operation, haphazard monitoring, varying power, serious fading, wave length wobble, and other signs of poor broadcasting. Fading, it goes without saying, is usually a condition beyond the control of the broadcaster, and may just as well be charged up to the location of the listener.

2. Selecting high quality programs, and especially features with sufficient "body" to cover up such static background as may exist even with high signal level. It is well to note that signal level is one thing, and sound level is another. A good orchestra or concert band is a better background in combating static interference than a string trio or a violin solo.

3. It is well to be content with reasonable volume. While it is true that the volume control of the radio set increases or decreases everything issuing from the loudspeaker—static as well as signal—proportionately, it is a matter of how much background noise may be present before the listener becomes fully conscious and even irritated by its presence. By being satisfied with reasonable volume during the days of high static, we may reduce the background noise to a minimum. The power of transmitters is not reduced during the summer months. Hence in most localities there is ample signal strength from leading stations to ride well above the usual summer static, with the exception of the occasional thunderstorm in the immediate neighborhood. Yet who expects ideal radio conditions every night? Try driving your automobile through a thunderstorm at night, with the dazzling flashes of lightning, the torrential downpour of rain, with the howling system in difficulties due to moisture, and other troubles! Still, we do not speak of summertime automobile handicaps. We are willing to forego motoring during the occasional storm of winter or summer.

Quality Programs
Programs are maintained at the highest standards, although in keeping with seasonal moods and activities of outdoor weather, they may be pleasantly different from those of indoor weather. The skilled program director, in fact, pays close attention to the demands of his summertime audience.

As to the radio listener, there is just as much reason to listen in during the summer as during the winter. Music, enlightenment, contact with the world, the thrill of sporting events, participation in history in the making, and other program features form a rich mental background for our summer life.

If anything, radio may truly be enjoyed to better advantage amid the outdoor setting made possible in warm weather. The acoustics are frequently better when windows can be thrown open. Radio is at its best outdoors, on the porch or even on the lawn. Indeed, too little attention has been paid to the stage setting for the radio presentation, and summertime offers us many an opportunity in this direction.

Beaverton Rebekah Lodge No. 252, I. O. O. F., meets every Monday evening at 8 p. m. Visitors welcome. S. G. Rogers, N. G. M. E. Underhill, Secretary. 741

Beaverton Lodge No. 252, I. O. O. F., meets every Monday evening at 8 p. m. Visitors welcome. S. G. Rogers, N. G. M. E. Underhill, Secretary. 741

ICE

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

VOICE AND PICTURES NOW SYNCHRONIZE

New Apparatus Made Available for Schools, Churches and Motion Picture Theatres.

Engineers are now at work on a simplified photophone device suitable for use in the home, which will make it possible, it is stated, to reproduce "talking movies" in the home very much as the ordinary radio broadcast programs are now being received in more than eight million homes. This announcement was made by General James G. Harbord, President of the Radio Corporation of America, at the formation of a new company to be known as "R. C. A. Photophone, Incorporated."

In discussing the formation of the new company, General Harbord pointed out that although the Radio Corporation, General Electric and Westinghouse had been preparing for several years to market apparatus synchronizing voice and music with motion pictures, public introduction of the apparatus had been delayed until the engineers had achieved "complete practicability" so that it would be as simple to operate as a radio set, and, at the same time, highly perfected.

"The Photophone," said General Harbord, "is both simple and practical. The essential principle is the recording of pictures and sound on one film. While various methods have been devised for 'talking movies,' experience has shown that the most practical is that of recording pictures and sound on the same film. This is the method employed by the Photophone. It is now possible to photograph the President of the United States—voice as well as action—and to distribute films reproducing the event throughout the country."

Uses and Operation
"Easily operated reproducing apparatus for use in theatres, schools and churches will be nationally available. An entire opera, musical comedy or drama can be electrically recorded on the film, just as it is seen and heard, and then reproduced from the same film. Whatever can be seen or heard, whether it is a nightingale singing or an army in battle, can now be recorded and reproduced for both the eye and the ear. Moving picture dramas with complete orchestral accompaniment, or with music and speech, will be available for nation-wide use."

"Standard films without the sound can be used without any change in the machine. The only thing the operator has to do is to close one switch when he is projecting pictures with sound, and open it when he does not want the sound. Any type of 'talking film' can be used in the machine. The type of sound reproducer to be used will vary with the size of the room in which the pictures are to be shown. The reproducer embodies some remarkable new developments in acoustics."

"Sight and hearing have been the two avenues of approach to the human mind for education, religion and entertainment. Now one medium combines the appeal to sight and hearing simultaneously, with universal accessibility and availability. The complete practicability of the new art has already been demonstrated, and there remained only the need for an intelligent and serviceable system of manufacture and distribution."

"One can only guess at the many varied uses of this invention as an instrument for the spread of knowledge, for bringing the people of the world closer together, and for the advancement of civilization."

Dr. W. (to tailor)—I brought that last pair of trousers to be re-seated; you know, I sit a lot.
Tailor—Yes, and perhaps you've brought your bill to be re-cut; you know, you've stood a lot.

Poet—I cannot understand why you refused my poems. I put my whole heart into them.
Editor—It would have been better if you had not.....we had to pay excess postage on them.

The Corvallis cannery is employing 120 workers and is doing a large amount of business.

The power plant at Canby may be sold to the Portland Electric Power Co. for better service.

A \$6,000 guard rail has been built around part of the rim of Crater Lake to avoid accidents.

Beaverton Lodge No. 252, I. O. O. F., meets every Monday evening at 8 p. m. Visitors welcome. S. G. Rogers, N. G. M. E. Underhill, Secretary. 741

Beaverton Lodge No. 252, I. O. O. F., meets every Monday evening at 8 p. m. Visitors welcome. S. G. Rogers, N. G. M. E. Underhill, Secretary. 741

ICE

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

Beaverton Wood Co.
Beaverton, Oregon

In Confidence

Readers desiring a personal reply can address Miss Flo, in care of this newspaper.

Dear Miss Flo,

I wish to have you explain a difficulty that has arisen in my mind as to a girl friend. There has recently moved here a girl with whom I wish to get acquainted. She seems like a nice girl and I believe she would be a good friend.

I have been to her home once but we did not appeal to each other. Must I ask her if I might come and see her, or ask her parent's consent?

JAMES.

Dear James, your difficulty is not so very difficult. It seems from your letter that so far the girl and you have not shown very much interest in each other, and you are trying to create an interest that does not exist. Why do this just because the girl happens to be in your neighborhood?

However, if you sincerely want to call on her and not attracted only

by her near location ask her permission. It is not necessary to ask her people, but you should of course ascertain from her that her people do not object to your coming to see her.

Dear Miss Flo,
In a church wedding, who walks down the aisle with the bride—her father, or the groom? I am to be married soon. My father does not like social functions and if he would be obliged to march down the aisle with me I would prefer a home wedding to a church one although I want a church wedding very much.

Dear Mabel, this question is not easy to answer as the practice varies with churches of different denominations. The only thing to do is to enquire at the church in which you intend to get married, and find out what the procedure is in that church.

Peggy Joyce Will Wed Again! Not At All Cynical About Men, Says Ex-Wife of Five

New York, June—Well, here's the answer to one of the world's burning questions. Peggy Hopkins Joyce is going to get married again!

No, she doesn't know just yet who'll be No. 6—such details take care of themselves in Peggy's scheme—but she admits she understood she hasn't lost faith in men.

"I've no doubt that some day I shall fall in love again and let my impulses govern my logic," says Peggy in an interview to be published in the July issue of Smart Set magazine. "I'm not a bit of a cynic even though life may have tried to make me so."

"I am not ashamed of my interest in men nor of their interest in me. Man is woman's natural study, and although she has finally achieved a large degree of emancipation, she is no less dependent upon man than in the days of Moses."

One point is positive, and that is that Peggy will never be a business woman. She thinks they are a bit "queer." Moreover, she's convinced that "to hunt her man and finally to bring him to the altar is the duty of every woman to her race."

"Any Girl Can Win Any Man"
"A woman's ambitions are unnatural if they do not have their inspirations in her sex," she declares. "When I see so many women aping men, firing their unsuited bodies in male tasks, blindly ambitious to succeed in business, I feel sorry for them. They are being false to themselves and to their sex. But already some of these business women profess to scorn us who remain feminine."

"American women, by neglecting the study of their men, are forfeiting their birthright. A country is no greater than its women."
And, having disposed of that, the

sometime countess, drops a few convictions about men and suggestions on how to catch them.

"Any girl can win any man if she tries hard enough. Love isn't neces-



Peggy Hopkins Joyce

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.



SYSTEM and CHECKING Account

First a checking account eliminates the necessity of carrying or keeping money where it might be lost,

misplaced, burned or stolen. Second it provides a complete record of each transaction whether incoming or outgoing money is involved.

BANK OF BEAVERTON

A GOOD BANK IN A GOOD TOWN IN THE GARDEN SPOT OF OREGON.

W. W. Livermore, Pres. B. K. Denney, Vice Pres.
Doy Gray, Cashier

CHURCH ANNOUNCEMENTS

Nazarene Church

10:00 A. M. Sunday School. J. L. Holden, Supt.
11:00 A. M. Morning Worship
7:00 P. M. Young People's Meeting
8:00 P. M. Evangelistic Service
You are welcome to all of these services.
—Roy L. Nolt, Pastor.

Bethel Cong. Church



9:45 A. M. Sunday School.
11:00 A. M. Morning Worship.
3:00 P. M. Junior Endeavor.
7:00 P. M. Senior Endeavor.
8:00 P. M. Evening Worship.
Prayer Meeting, Wednesdays at eight in the evening.
—Donald MacNeil, Minister

St. Cecelia Church

Sunday Masses — 7:40 and 10 a. m.
Sunday Catechism — 8:30 and 9:30 a. m.
Baptism — 2 p. m.
Weekday Mass 8:30 a. m.
Saturday Confession — 4:30 and 7:30 p. m.
Rev. J. M. O'Neill

A \$2,500,000 factory is proposed at St. Helens for Fir-Tex, insulating material from sawmill waste.

KINTON HAPPENINGS

(Continued from front page)
dern huge opposite the schoolhouse
Floyd Bieri and Mrs. Robert McClure of Scholla were in a bad accident near the rock crusher on the Scholla-Portland road, last Wednesday afternoon. The machines were badly wrecked but none of the occupants were seriously injured. Mrs. McClure received a bad scalp wound and was badly shocked. Mr. Bieri and son were cut on the hand and face some, but all are doing nicely.

Finia Brown of Clatsop, who is district president of the Sunday schools in this district called a meeting of the vicerepresidents of each school to meet at the church in Scholla Monday evening. Arrangements were made for a joint picnic of all the schools a little later in the season, time and place to be announced soon. Everett Wright, vice president of the Kinton school was present at the meeting.

Motorist—I killed your cat. I shall replace the animal.
Old Maid—This is so sudden, but I'm afraid you can't catch mice.

One man—I owe a great deal to that woman on the corner.
Second—"Sort of a guiding light, eh?"
First—"No, she is my Landlady."

Joy

at the
GAS SALESROOMS
Come In
and see for yourself
6th and Salmon Sts.

LESS THAN 3%

You see the telephone instrument, which to many is the sum and substance of telephone equipment. Actually that telephone represents less than 3 per cent of the total equipment necessary for your share of service. Hidden from view are miles of wire, switchboards power plants and other equipment—the invisible reminder, necessary to render efficient service.

West Coast Telephone Company

LUMBER

Big Stocks! Special Prices!

DOORS	2x4's to 2x10's per M. \$10.00
WINDOWS	
SHINGLES	
MOULDINGS	1x12's 12.00
SCREEN WIRE	
CEMENT	Rock-Surface Roofing
SAND	Per Roll \$ 2.25
GRAVEL	
NAIS	Cedar Siding, per M. 15.00
BUILDERS	Barn Plank, per M. 15.00
HARDWARE	
POULTRY	
NETTING	

'OUR RED TRUCKS DELIVER'

W. J. McCready Lumber Co.

Phone, 4603

F. D. PECK, SALES MGR., BEAVERTON, PHONE 5603

USED CARS
with an OK that counts

This Car has been carefully checked and shown by a qualified mechanic.

Exceptional Used Car Values that You Can Depend On

When we recommend a used car we do the job thoroughly. The motor is gone over completely by expert mechanics using Genuine parts for all replacements.

Then we attach a Red O. K. Tag to the radiator cap showing exactly what units of the car have been put into first class condition. This tag is your guarantee of quality and superior value. If you want to secure an unusual, dependable value in a used car visit our used car display.

Bernard & Stipe

Look for the Red Tag!