

Beaverton Review

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J. H. Hulett .. Business Manager

WHY NEWSPAPER ADVERTISING PAYS

This is the age of publicity and he who employs the best medium for reaching the buying public achieves the greatest success.

For many years newspapers furnished the only means for carrying messages to the buying public. Later, magazines and other periodicals entered the field, then circulars, and finally the radio.

Volume advertisers employ advertising experts who are constantly on the job studying the subject, and well they may for they annually spend hundreds of millions of dollars to create and stimulate buying.

These experts are generally agreed that no medium of publicity approaches the newspaper which enters the home and is read by every member of the family, and often by neighbors who are not subscribers. As a result of their studies circulars have been discarded as of little value. The radio as an advertising medium has seen its peak. A recent survey showed that 60% of the radio audience turns the dial onto something else when an advertising talk is on. You cannot turn off the home town paper. You can throw it away, but you never do until you have read it throughout.

Ask any rural mail carrier what the mail patrons do with purely advertising matter that patrons have not written in for. He will tell you that they are invariably thrown away at the box or on the way to the home which shows conclusively that that kind of advertising has no appeal.

The merchant who reasons that he is so well known that he does not need to advertise is courting a visit from the sheriff. Older readers will recall St. Jacob's Oil, a remedy that was in the medicine cabinet of nearly every home in America thirty years ago. It had been placed there by the excellence of the product, aided by a great and intelligent campaign of newspaper advertising that extended over a period of many years. We can visualize their ads even at this late date. Finally, the original owners sold out to some concern for a large sum of money. The new owners of St. Jacob's Oil reasoned that the product was so well known that further advertising was throwing money away, and by discontinuing the use of newspaper space they could effect a saving of something like two million dollars per year, the sum the former owners had been spending to keep their product before the public. What happened? Sales immediately began to fall off and in a few years St. Jacob's Oil became but a memory with the old timers. The owners, of course, went to the wall. Countless others have met with the same experience, and yet others, who persist in following in those footsteps, will meet the same fate.

Newspaper advertising brings buyer and seller together at less expense and with much greater effect than other medium. Why not use it?—Congressman Harold Knutson, Pioneer-Journal, Wadena, Minnesota.

The so-called "Grange Bill" amendment to the Constitution of the state of Oregon should be of interest to every voter in Beaverton. While there are those of us who still have some hopes for municipal ownership of public utilities, the fate that has befallen the only one with which this municipality has had any dealings, the water system, has been of such a nature that a man must be hardy indeed to believe that there can be much done with public ownership of public utilities.

As we get the history of the movement to popularize the water system here, it must have been away back in 1920 or 1922 that a certain element here became imbued with the idea that only Bull Run water could make the eyes of the world turn towards Beaverton—turn this way in such a manner that there would be longing in the glances cast. There is no doubt that these men acted from conscientious motives, that they thoroughly believed the words that they uttered, and what were some of the words? Listen, for they are being used lately with a sinister meaning! They are, "without cost to the taxpayer."

There was a certain man who stood in with the powers that be, held their confidence. These same powers that be were arranged with this man to figure out a scheme whereby "Bull Run water can be brought to Beaverton without entailing any cost to taxpayers, bring it here in such a manner that it will pay for itself."

A nice little bond issue of \$65,000 was voted because we were assured that just charging a little more for the water, the system would pay out all right. Talk about your sharp-pencil fellows—they have nothing on the fellow who engineered the scheme to saddle a debt on this municipality which some of our children will have to pay.

It is doubtless true that the so-called power trust is making money out as the Tualatin Valley Water Co. was making money back in 1928. But if it is a sin to make a

STATIC DISCHARGES DUE TO DRY HOME AIR

Heating Plant Humidifier Eliminates Cold Weather Electric Shocks.

Many people have been frightened by electrical discharges from their hands or other parts of the body upon contact with radiators, electric outlets, switches or even other persons. Although there is a slight sensibility of shock and a cracking accompaniment these discharges, they are harmless, according to the Holland Institute of Thermology of Holland, Mich. These bodily electrical discharges are generally experienced during the winter heating season, especially on real cold days. Technically they are known as electrostatic charges. They accumulate in the bodies of active persons when the air has a low humidity, the percentage varying from



Discharges of Static Electricity on Cold Days Indicate That the Home Air is Too Dry for Health.

10 to 20 per cent. Persons who are active in air of this low humidity content are prone to be affected. Often these charges may be generated by merely shuffling the feet across rugs or carpets, and on personal contact with a ground, such as a radiator or metal hardware, a bright, electrical discharge is discernible.

When conditions of this sort exist in homes, says the institute, they indicate that the home air is far too dry for health or for comfort. It is then that abnormal high indoor temperatures are necessary to maintain bodily comfort. Some persons find it difficult to "feel" warm unless the indoor temperature approaches approximately 80 degrees Fahrenheit. The element lacking is a proper percentage of humidity, or moisture. Electrostatic charges do not accumulate when the air has a relative humidity of from 45 to 75 per cent, for then the electrostatic charges are conducted by the moisture in the air to the ground as fast as they appear.

With modern heating systems of the vapor-air type, the discomforts of dry air, high temperatures and electrostatic charges are eliminated. Heating systems of this type are equipped with automatic humidifying devices which supply the indoor air with an adequate amount of moisture and maintain throughout the heating season a remarkable uniformity in the percentage of humidity. Where a relative humidity of 45 degrees is maintained, bodily comfort is assured with a temperature of 70 degrees. By making comfort possible at moderate temperature, it is obvious vapor-air heating systems open the way for fuel economy, as it is much cheaper to maintain a temperature of 72 degrees than temperatures running into the 80s. And, aside from effecting fuel savings, the discomforts and electrostatic charges due to over-dry indoor air are definitely obviated.

little money, most of us would enjoy sinning just a little more than we are at present.

But it behooves us to think twice before voting for a measure which will allow a certain organized element to place others in a district which can be bonded, for bonds mean debts, and there is no way around it. If you give a bond, you promise to pay. Some people may be able to get away from paying debts, but the fellow who does is not looked upon with any amount of pride, nor is he thought of as a desirable citizen.

It may not be the intention of those sponsoring "The Grange Bill" to impose any hardship on anyone, BUT—any sort of a perusal of the wording will soon convince the careful reader that it is woefully lacking in some respects and willfully full of teeth in other paragraphs. Look it over, think about it, and act according to your best judgment.

—The Review has no axe to grind whether the bill becomes an amendment, or not. But we should like to see an intelligent electorate voice their convictions at the forthcoming election, November 4 1930.

The Mazaroff Mystery

by J.S. Fletcher



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"Um!" Crole said quietly. "Now that, ma'am, if you will pardon me for using plain speech to you, is indeed an utterly absurd suggestion! Mr. Mazaroff, or, as we should call him, Mr. Merchison, so far from being a needy adventurer, was a wealthy man, a very wealthy man! And if you will pardon me still further, I will just put something before you. If this man was, as he asserted himself to be, and as we shall probably prove, Andrew Merchison, who married you twenty-two or three years ago, your second marriage with Mr. Elphinstone is no marriage at all! You are still, in law, Mrs. Merchison, and—"

"What is all this leading up to?" demanded Mrs. Elphinstone. "I—" "To this, ma'am," continued Crole, lifting an admonitory finger, "and a very important point, too, as you will quickly see. Although I have had very little dealing with this unfortunate man, I have had some dealing, while he was in London, and it is my distinct impression that he has died intestate."

"Well—and what has that to do with me?" questioned Mrs. Elphinstone.

"Merely this, ma'am. If he was Merchison, and you his wife, and this young lady your child, you and she come in, between you, for every penny he's left! And there will be a great many pennies, or I'm a Dutchman! My advice to you, ma'am, is this—before settling on an attitude of incredulity and denial, just step across to the Woodcock, and see if you cannot satisfy yourself that the man lying there, sadly disfigured, but identifiable, was not the man he claimed to be."

With this Crole made one of his old-fashioned bows and walked out, and I followed him, leaving mother and daughter standing looking at each other. As we passed the gates, Crole pulled out a snuffbox and took a hearty pinch.

"That's a d-d flint-like woman, Holt," he said, cynically. "Hard—hard—and obstinate!"

My own impressions of Mrs. Elphinstone were precisely those which Mr. Crole expressed so emphatically. But I was just then thinking of other matters.

"If the real Andrew Merchison was drowned in Bombay Bay," I said, "how could—"

Crole interrupted me with a sharp, sceptical laugh.

"Aye, but was he so drowned—there, or elsewhere, or anywhere?" he exclaimed. "My own belief is that he was never drowned at all! For all that Sinclair, the writer of that letter, knew, Merchison had arranged for a boat to come off for him at a certain hour at night—it comes, and he slips off into it and is clean gone. Easy! He could have sent money and things—especially money—ahead of him to wherever he was bound. Didn't you tell me he spoke of Durban?"

"Of Durban, yes," I answered. "It was there he took the name of Mazaroff."

"Aye, well," continued Crole, "no doubt he'd some reason—or other than the one he told you of—for leaving his old name behind him. He may have wished folk in both England and India to believe that Andrew Merchison was dead. But letter or no letter, cabin trunk or no cabin trunk, monument or no monument, I believe that

Oregon State News

A new school gymnasium has been dedicated at Cove.

A restaurant building is under construction at Crane.

Oil drill operations are continuing 20 miles west of Crane.

Repairs have been made to Pier No. 3 at the Astoria port.

The Clarick Theatre at Baker has installed new sound equipment.

The West Coast Power Co. has removed the light poles from Main Street at Clatskanie.

An addition has been built to the rabbit building at the State fair grounds at Salem.

The Merrill Lumber Co., at Merrill, capitalized at \$20,000, has filed articles of incorporation.

Excellent progress is being made



Mrs. Elphinstone.

Salim Mazaroff was Andrew Merchison, and that he was murdered as Merchison, and not as Mazaroff."

"As—Merchison?" I exclaimed, pausing in sheer surprise. "But—who knew him, here, as Merchison?"

"That's got to be found out, my lad!" he answered, with a knowing look.

We found Maythorne standing at the door of the inn, in company with Musgrave: Maythorne gave Crole a sort of informing smile as we came up to them.

"Mr. Musgrave has just made a discovery," he said. "His gun is missing."

"Not three months since I gave twenty pounds for it!" Musgrave muttered. "Very near brand new it was! Couldn't have believed it could have been taken from there, neither."

"And where was it taken from?" asked Crole.

"It was taken from the private sitting room that Mr. Holt there, and the dead gentleman had," replied the landlord, with a glance at me. "Hung on the wall, on two hooks it was, just inside the door—you may have noticed it, Mr. Holt?"

"Yes, I noticed a gun there, certainly," I replied. "But I hadn't noticed that it had gone."

"Nor me—only I haven't been into that room this last two or three days," said Musgrave. "It was the missis that found it out—she came to me about it just now. Of course, some of them drover chaps poked their noses in there, and, seeing nobody about helped themselves to it!—easy enough, that would be."

"Was the gun loaded?" asked Maythorne. "I suppose not?"

"Well, it was," admitted Musgrave. "I kept it loaded—you never know what you may want in a lonely place like this."

"Dangerous, though, to keep a loaded gun about, don't you think?" said Maythorne, good humoredly. "By the bye, what sort of cartridges were there in your gun?"

"Kynoch's, number twelves," replied Musgrave, promptly. "Always use those."

"That might help you in tracing the gun," remarked Maythorne. "You should tell the police that." He

on improvements at the American Legion airport at Roseburg.

The county road crew has started surfacing the McEwen section of the Sumpter market road.

A new Texaco Service Station, at Hood River, completed at a cost of \$10,000, has been opened.

The Klamath Falls Storage and Transfer Company has moved to new quarters at 440 Spring St.

The Dairy-Bly mountain section of the Klamath Falls-Lakeview highway has been completed.

M. F. Smith of Rainier has started work on a service station on his property at West Fifth St.

Bids have been opened on the surfacing of 8.7 mile stretch of the Main-Poe Valley highway.

Preliminary survey is underway between Eugene and Oregon City, considering the possibility of canalization for navigation and flood control.

turned from the landlord towards the moor, motioning Crole and myself to follow him. "I'm going to have a look at this Reiver's den," he said. "Better come with me. Odd, isn't it, that Musgrave's gun, loaded with number twelves, should disappear on the very night on which Mazaroff is shot dead? Didn't you tell us, Mr. Holt, that the doctor showed you some shot which he called number twelves?"

"He did," I assented.

"I suppose this doctor—what's his name—Eccleshaire?—knows number twelves from number tens?" he suggested.

"He's a shooting man, himself," I replied. "Staying at High Cap lodge with a shooting party."

"Ah, then he'd know what he was talking about," he remarked, and turned from me to Crole. "Well—and Mrs. Elphinstone?"

Crole told him all about our doings at Marrasdale tower as we walked across the moor. He listened and said little. But I noticed that his eyes grew brighter and his whole air more alert when we came to Reiver's den—a black, gloomy, eerie; just the place for murderous deeds. There was a local policeman on guard there; he showed us the place where Mazaroff's body had lain and been discovered. This was amongst a mass of gorse and bramble at the foot of an almost perpendicular rock, some thirty to forty feet in height.

"My mate, what found him," the policeman said, in a confidential whisper, "he says as how when he first come across him, he thought as the gentleman had fallen over them crags in the darkness. But of course he hadn't—and 'cause why? If he'd 'a' fallen from there, he'd 'a' broken his neck and every bone in his body; big, heavy man like that he was. And there wasn't no bones broken. My impression, gentlemen, is as how he was murdered first, and carried here afterwards. Look how these here shrubs is trampled down!"

Maythorne was closely examining the surroundings: I noticed that he, too, was apparently struck by the evident tramping of the gorse and bramble. Once or twice he stopped, as if to look closer at his objects—once I saw him pick something from the ground and thrust it into his waistcoat pocket. Presently he came back to where Crole and I stood with the policeman.

"If a gun were fired in this ravine, those rocks would give back a fine reverberation," he observed. Then he looked at the policeman. "You didn't hear anything that night?" he asked with a smile.

"I heard nothing," agreed the policeman. "Don't know nobody as did, neither. There's a cottage by here—just back of that clump of beech—the folks there, they didn't hear nothing. Not—nothing whatsoever!"

"Oh, there's a cottage there, is there?" said Maythorne. "And who lives in it?"

"Old shepherd and his missis—Jim Cowie, his name is," replied the policeman. "I was talking to him about this affair just now—he heard nothing."

Maythorne turned away, toward the clump of beech. We followed him, along a narrow track that ran at the foot of the rocks under the lower branches of the trees, and went up a flagged path to the cottage door; Maythorne knocked; a woman's voice bade us enter.

(Continued Next Week)

FIRST BOY TO JOIN FISHER BODY GUILD

Ralph L. Hurtle of Ontario Leads Boys Entering Scholarship Contest

Ralph L. Hurtle of Ontario was the first boy in Oregon to enroll in the Fisher Body Guild, which is sponsoring a nationwide program to develop better craftsmanship among boys.

More than 900 awards, valued at \$50,000 and including four university scholarships, will be given to boys who build the best models of a miniature Napoleonicon coach. The awards will be made by concerned educators along technical lines who have endorsed the Guild movement.

Any boy in the United States between the ages of 12 and 19 years inclusive is eligible for membership in the Guild. Enrollment blanks may be secured at any General Motors dealer. As soon as these blanks have been received by the Fisher Body Corporation, a booklet, membership button and complete working plans for modeling a coach will be forwarded to the boy.

Going to the wide age range, two class divisions have been formed. One is a Junior group composed of boys from 12 to 15 inclusive and the other a Senior group composed of boys from 16 to 19 inclusive. Awards will be divided equally between the two divisions, two scholarships going to the juniors and two to the seniors.

In addition to the scholarship awards, trips to Detroit will be presented to the boy in each class in each state whose model is adjudged the best in the state. Further awards in cash will be made to the builders of the second best model in each division in each state, and for individual merit on particular parts of the model building, such as the chassis, body, and wheels.

MASQUERADE DANCE

Leedy Grange, Cedar Mills

NOVEMBER 1, 1930

8:30 p.m.

Good Prizes

Admission, 50c

Good Music

CHURCH ANNOUNCEMENTS

Church of Christ

Sunday school is at 9:45 and it is our desire that every member of the church be a member of the Sunday school. If you are missing this opportunity of Bible study, resolve to be present next Sunday.

The morning services are at 11:00 o'clock and the sermon topic will be, "The Manner of His Coming." The topic of the evening sermon is "How I Know there is a God." The Christian Endeavor will have a Halloween Party next Friday evening and all young people who are planning to attend must be at the church at 7:45. Don't forget the Endeavor prayer meeting at 7 o'clock every Sunday evening.

Bethel Church

9:45 a.m. The Church School. R. C. Doty, Superintendent.

11:00 a.m. Morning Worship. "The Foolishness of Preaching." Anthem: "How Lovely Are the Messengers." Mendelssohn solo by Harris Hanson.

Dr. Daniel A. Poling speaks at the City Auditorium, Portland, Sunday afternoon at three o'clock, upon "Old Boundaries and New Frontiers." Mt. Olivet Baptist Chorus will sing Spirituals. This three o'clock service is of such merit that this Church will not hold its evening meeting, and urges its congregation to hear Dr. Poling.

Nazarene Church

The church held its monthly missionary meeting last Wednesday evening under the auspices of the Women's Foreign Missionary Society. Miss Alice Watts, returned missionary from China was the speaker. She gave a most interesting account of some of her labors in that land. She also spoke of some of the customs and characteristics of the people. The meeting was both inspiring and profitable, and the attendance larger than usual. Mrs. Anna Steere is the efficient President of the society and this monthly meeting is proving to be a great blessing to the church.

A number of the young people from the N. Y. P. S. attended a zone rally held at the Sellwood Church of the Nazarene last Friday night. The church was well filled, and when the zone leader, Rev. Milo Anderson made a test of the attendance, it was found that Beaverton church had the largest representation of all the visiting churches. Rev. Galloway of the Salem church brought the message of the evening, a spiritual challenge to the young people, based on the words of Jesus to the rich young ruler who came to inquire the way of eternal life.

Sunday services at the usual hour, 11:00 a.m., and 7:30 p.m. The Sunday school meets at 9:45 a.m. and the Young People's Meeting, 6:30 p.m. A cordial welcome to all.

St. Cecilia Church

Sunday Masses, 7:40 a.m., 10:00 a.m.

Sunday Christian Doctrine, 8:30 a.m., and 9:30 a.m.

Saturday Confession: 8:30 p.m., 4:30 p.m., 7:30 p.m., and 9:00 p.m. Weekday Mass, 8:20 a.m.

M. E. CHURCH

J. J. Patton, Minister.

The Bible school meets at 10 a.m. Preaching services at 11:15 a.m. and 7:30 p.m. Morning theme will be, "The Dwelling Place That Only God's People Know." The subject for the evening discourse will be, "Separating Influences of Sin." All are cordially invited to attend the services of the church.

The ladies meet for work Wednesday at 1:00 p.m.

Kinton Church

Services at the Kinton church for this Sunday are as follows: Bible school at 10 o'clock in the morning and preaching by the pastor, Rev. W. E. Simpson at 2 o'clock in the afternoon.

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Residence Phone, 3602

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CHARLES BERTHOLD
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afternoon. Everyone is invited to be present at these services.

Beaverton Rebekah Lodge No. 248 meets first and third Tuesday evenings at 7:30 P. M. in the I. O. O. F. Hall. Mrs. Marjorie Lawis, Secretary, Mrs. Mary J. Ware, N. G.
We Print Butter Wrappers.
The Beaverton Review

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