

The Beaverton Review

Issued every Friday at Beaverton, Oregon.

Entered as second-class mail matter Dec. 9, 1922 at the Postoffice at Beaverton, Oregon, under the act of March 3, 1879.

J. H. Hulett, Editor & Publisher

Where Saving is Wasting

That money saved is money wasted, when applied to advertising, is quite evident according to James M. Skinner of the Philco Radio company. In a recent speech he said:

"We have not slackened selling effort. Quite to the contrary, we have increased it.

"We have not curtailed our advertising to save money. Again, quite to the contrary, we have increased our advertising appropriation every year and this year we have increased our budget for magazine advertising alone by 50%. Our increase in newspaper advertising may be even more than that.

"We believe that money saved by not spending it in advertising during times like these is money inexcusably wasted, because markets are just like anything else... if you want them, you have to buy them, and what else are you doing when you spend money in advertising but trying to buy a market for your goods?"

You can buy a market much cheaper when nobody else is making a serious bid for it than you can when everybody else is spending just as much as you are. We are getting more for our advertising dollar today than we ever did before; that is why we are spending so largely, so confidently and so willingly."

VIGILANCE OF NEWSPAPERS

For nearly three hundred years news gathering and printing have gone along hand in hand recording every single act of progress throughout the civilized world with a vigilance that notes the discovery of new worlds, the sinking of a Lusitania, the throes of a World War, the flight of a Lindbergh, the overthrow of a throne, the installations of a civic club, the recording of an eclipse and the rising prices of farm products.

Your newspaper, be it ever so humble or be it tremendously large, if it is earnest and sincere, it is your best friend.

CARE OF ORCHARDS IS NEEDED YEARLY

In spite of the unfavorable economic returns from orchard crops, there is apparently just as much pruning being done this year as in any year. This tendency to continue giving the orchard care is necessary if the orchard is to be continued. Most fruit growers realize that consistent pruning every year is preferable to going into the orchard occasionally and cutting severely. If pruning is begun early in the life of the tree and its growth directed a little then much of the heavy cutting that is sometimes resorted to will be unnecessary. Long time pruning work on several farms in several parts of the county is being started now. In this work certain blocks or rows of trees will be pruned every year, and the resulting crops carefully checked as to quality and yield.

In the pruning process where large limbs or branches are removed it is advisable to paint over the wounds with some kind of a paint to prevent the entrance of organisms that cause rot. Probably the most satisfactory paint for this purpose is made by mixing dry Bordeaux with raw linseed oil. This makes a disinfectant paint, that has proven satisfactory for a number of years.

Teachers and pupils of the Raleigh school served a farewell luncheon at noon Tuesday, in the school house in honor of Andrew Martin who is moving to Portland. Audrey has been a pupil in the primary grade for the past year and lived at McMullen Acres.

BELOW ZERO

A Romance of the North Woods



By Harold Titus W.N.U. SERVICE

A moment of silence followed. He could see the pulses leaping in her throat, and his own heart speeded a trifle. A girl in a corner should welcome such a chance, and he waited, anticipating that welcome, but it did not come. Instead of figuratively falling on his neck and hailing him as the savior of the day, she folded her small hands and looked at him with a gaze as searching as his was level.

"Perhaps you're asking for more than you understand... in the way of trouble, I mean. I need help and right away, but I wouldn't want any man to come to work for me without knowing just how desperate the situation is. That, you see, wouldn't be fair to... to the sort of man I need.

"People who have known this company for years figure that we are through. Even the men on the job have the notion that we're marked paid. Perhaps they are right; I'm trying to prove them wrong.

"I... It might be simpler if I knew just how much you have heard?"

He told her tersely the gossip he had listened to in the past hour, and she nodded slowly. "Those things are all true. There's a fundamental problem of finance, however, which is behind it all. The Bank of Kampfest, now owned by Belknap & Gorbelt, holds enough of our paper to make our statement look very bad. We can hope for nothing but embarrassing demands there. The only way we can meet those obligations and keep from being sold out to satisfy them is to keep the mill sawing. I can borrow on lumber in the yard from Milwaukee banks, largely because we have some very favorable contracts. However, the contracts will be voided unless we are prepared to meet their terms of regular and prompt deliveries.

"The way out now goes back to keeping the mill logged and running. Things haven't been any too smooth at the woods end; you know what we are up against in the matter of transportation, evidently. We can't spend a dollar for more equipment. We must keep afloat with what we have... or go down."

She paused and John had a queer feeling; annoyance at her apparent competence.

"Snow came early and we're going to have trouble with it. We have fourteen miles of railroad through chop-pings where drifting will be certain. I was worried tonight and went looking for Tiny and Way-Bill—my engineer and conductor—to have them take the plow out if it didn't let up. That's how I happened to see your reception. The snow has stopped; we're safe for tonight. How long we'll be safe, no one can tell. Without fighting snow we've been unable to build up a reserve of logs in the millyard. A three-day shut down would ruin us."

She paused again and her eyes shifted a moment from his intent scrutiny. She talked like a man, a business man, but that change in her face indicated to John that she was playing up to a part, downing her weaknesses and limitations with an effort which gave her a superficial veneer of coldness, hardness.

"No, things haven't been going so well in the woods. I kept Royce, my father's old superintendent, on because I could trust him absolutely and I... I need men I can trust—the shell she had built about herself giving way ever so little for the moment. "We were just getting along when Mr. Belknap himself came up to Kampfest."

John's mouth tightened and his brows gathered closer. "He seems to have arranged things very well. For a year Mr. Gorbelt, his partner, has been asking me to put a price on the property. I have refused. After Mr. Belknap left, the process of forcing us out began. They overtaxed our railroad with their logs; then Mr.

Mr. and Mrs. Oscar Effenberger (Gladys Shellenberger) were week end visitors at the L. D. Shellenberger home.

Belknap's hired thug put my superintendent out of the picture. The camp foreman, Mark Saunders, isn't up to the job. Two others who are good loggers won't come, now that the story has got around that Tom Belknap is after the Richards, hide.

"That is the situation," she ended abruptly. "That's what a superintendent will have to confront. Who are you to do it?"

He smiled, despite the unpleasant conviction that this Ellen Richards was going to be amazingly hard to deal with, and reached into a pocket for his bill-fold. "A fellow doesn't like to polish his own medals," he laughed, a bit nervously, as he considered the thin ice on which he was treading. "I've only held one job that amounted to anything"—fingering through the papers in the wallet. "I've had four years in forestry school, but the value of that remains to be proven, I suppose." He handed over Sandy's letter. "I don't know what you expect in the way of personal qualifications. I swear when it isn't always necessary; I smoke cigarettes; I've been known to drink some. I don't know all that there is to know about hardwood logging by a long shot."

She was not reading the letter; watching him, instead, as though his words or manner intrigued her.

"I'd be interested in this job principally because it would... would show what I could do, and I'm curious to know how good or how bad I am. I've done my best to size up my own shortcomings; as for the rest, I'll leave it to Sandy Melver"—gesturing towards the letter she held.

The girl's eyes dropped to the scrawl and her mouth twitched. It was coming now, he felt! She was going to jump at the chance of getting help! He leaned forward a bit.

"That's a fine letter, Mr. Steele," she said. "Witch Hill... I don't know the company." She looked at him as if slightly puzzled and paused a moment. Then, decisively: "I'd like to have you go to camp with me tomorrow morning. After a few hours on the job I'll give you an answer."

She rose with a manner of dismissal and John Belknap, masquerading now as John Steele, got to his feet, annoyed and confounded.

"Fair enough," he said; it was all there was to say. "What time?" "Seven sharp, in the mill-yard. Good night. And once more: I thank you for... for what you did here."

"That was all right," he said. "I'd be glad to take on a row with a hand like Gorbelt!"

He did not heed the slight huskiness that had been in her voice, indication that thinking back to her encounter brought a recurrence of fright. He did not care what went on in the mind or the heart of Ellen Richards except for what she might think or feel of him as an applicant for a chance to show his father, indeed, what he was wound on!

CHAPTER III

He was in the mill-yard early, watching Ellen, clad in Mackinaw and breeches and pacs, as she watched the loading of camp supplies. She was crisp, intent, business-like and greeted him almost curtly.

Tiny Temple reached down from the locomotive cab to shake his hand; Way-Bill took a moment to apologize again for the trouble of last night, and John could see that both were watching him closely, probably wondering about his errand.

He strolled about; watched the mill saw; looked over equipment in the yard. With the train under way he sat alone in the "doghouse" of the way-car while Ellen remained below, talking earnestly with the conductor.

Her words reached him occasionally and always they were of the country, savoring in phrase and inflection of the timber. She was a daughter of the camps, for certain; sprung from

the same stock which had given him birth.

Out to the northward they toiled, up mile after mile of stiff grade, and after seven miles they crossed the main-line branch, with its water tank and tender's house.

From the crossing they rocked and clanked down long grades towards the distant timber, stopped at the Belknap & Gorbelt camps, spotted cars and then went on another three miles to Richards Camp Sixteen, woods headquarters.

He just followed her around. He met men: Saunders, the foreman; Jack Tait, the barn boss; the cook, the scaler, the clerk, Jerry Tubbs, fat and asthmatic. He heard her talk to these men as he himself would have talked to men in his employ; directly, tersely, in their own language. But now and again he heard items which indicated the sorry deficiencies in her experience for such a task as that confronting her. He kept his eyes as well as ears open; he asked questions of Ellen occasionally and of a man here and there; but all the time he was restive, up on the bit, growing hourly more provoked with a girl who needed him but who would keep him waiting!

But in late afternoon, when she led the way into the office, deserted for the moment, she changed; ceased to be the assured young business woman, filling a man's shoes more or less competently.

The crude office was silent, and John closed the door.

She dropped to a chair as though suddenly weakened and her mouth worked. Then she looked up with a wry little smile and asked:

"Well, what do you think of it?" "Haywire!" he exploded. "It's slow, costly... a joke! No wonder you're in trouble with a woods job run like this one!"

"Well... what would you do?" she asked, trying to put some tone of challenge into the words and falling.

He stood there and told her what he would do and why, item by item; told it emphatically, almost as though she were disputing him; told it with a thoroughness and his agility of interpretation.

She watched him, lips parting as his conviction-carried him away and when he stopped, again standing before her, saying, "Those are a few of the things I'd do until I dug up more to do," she looked away into the sunset, filtering through the naked tops of maple and birch and beech and her eyes misted.

"I'm glad you're looking for a hard job, John Steele!" she said calmly. "I think... I think I'm going to depend on you from now on."

He laughed then, as a man will who is coming out of a fright.

"I'll do my best," he said.

(Con't Next Week)

LOCAL NEWS

Mrs. Mary E. Hyde of Banks, Ore., called on Beaverton friends Wednesday afternoon.

The Raleigh P. T. A. meeting will be held Monday evening, February 20 at eight o'clock. Mr. C. A. Lyons will be the speaker of the evening. Refreshments will be served. Everyone invited.

Mrs. Carrie Kelley who has been taking care of her father, W. B. Emmons during his recent illness left for her home at Battleground Wash., last week end accompanied by Mr. Emmons.

The Cook's Nook

"Treat 'Em Rough is 'Slanguage' To Remember In Planning Menus

In planning your menus for health—"treat 'em rough"! Following this sage advice does not mean that you must slam pots and pans, bang oven doors or wrench cook books apart. All it means, and sense it is too, is to be sure there is sufficient roughage in our daily food, and that there is enough bulk for our bodies' needs. The body needs bulk just as a ship needs ballast, and the roughage is what helps keep our bodies clean and functioning properly.

Animals get their bulk and balance, naturally, in the form of bones and sand and the woody parts of panst, but much of the food of us two-legged animals is so refined that, unless we are careful, we may eliminate bulk from our dietary almost entirely.

For this reason we must take particular pains to eat foods which are rich in cellulose, for these are the bulky foods. Celery and cabbage and bran and spinach contain cellulose; a very excellent source—and certainly one of the tastiest large amounts of valuable mineral salts in addition to their vitamin content they are especially valuable in the "regulatory" habit for the child—and are one thing he will eat without a single protest.

Selectable forms of getting your roughage are simple. Try some of these recipes which taste good while they do you good!

Date Bran Muffins
1 1/2 cups white flour
1/2 tsp. salt
4 tps. baking powder

1/2 tsp. soda
1/2 pkg. pasteurized dates
1 tsp. salt
2 cups bran
2 eggs
1 1/3 cups milk
1/2 cup molasses
1/4 cup liquid shortening

Sift white flour, soda, baking powder and salt together into mixing bowl. Mix sliced dates through with fork. Add bran, eggs, milk, molasses and liquid shortening. Beat eggs, add milk, and stir mixture into dry ingredients. Add molasses and liquid shortening. Stir as little as possible to mix. Fill well-oiled muffin pans two-thirds full. Bake in hot oven (425° F.) for 25 to 30 minutes. Variations: (1) To make lighter-colored muffins, substitute brown or white sugar for molasses and omit soda, increasing baking powder to 5 teaspoons. (2) Sour milk may be substituted for sweet by increasing soda to 1/2 teaspoon and reducing baking powder to 2 tps.

Graham Pudding

1 1/2 cups graham flour
1/2 tsp. salt
1/2 tsp. soda
1 tsp. baking powder
1/2 cup butter
1 pkg. pasteurized dates
1/2 cup molasses
1/2 cup milk
1 egg

Mix dry ingredients without sifting. Mix dates through flour with finger tips. Melt butter; add molasses, milk, and beaten egg; stir this mixture into dry ingredients. Fill well-oiled molds two-thirds full of batter. Cover tightly. Steam for 2 1/2 to 3 hours. Serve with hard sauce or a liquid pudding sauce.

Keystone Stables

At 1090 Powell Valley Road in Portland, Tom Sherlock, Manager Telephone Sellwood 5078

Offers the Farmers and Business people of the community a most advantageous market for Horses and Mules, conducting sales and exchange business. Have all sizes colors and prices. All stock as represented. They are authority on the value of horses and accurate on appraisals.

From almost the beginning of organized society the sale house has been one of the centers of activity that has aided in the progress of the community and been a meeting place for the buyer and seller to whose mutual advantage it was to make an exchange.

They are well versed in values of any kind of horses and thoroughly understand the breed and care as well as to tell just what condition they are in, their age and their ability to be of service.

The reputation of the house for fair and above board methods, its general usefulness as a meeting place for the buyer and seller has

brought it an ever increasing patronage from all over the surrounding territory. People recognized that this is by far the best method to dispose of stock and thus its popularity is ever on the increase. It takes a long time to find a buyer by personal sale and here there is always someone ready to pay cash on the spot. It attracts buyers from all over the country to the city.

They buy horses and mules from all the surrounding territory and furnish them to farmers and business men at prices that are very reasonable. The management of this establishment are excellent judges of all kinds of horses and mules and are able to supply the public at prices that are very reasonable.

We are glad to compliment the Keystone Stables upon the service they are rendering the people and would suggest to people of this part of the state to drop in and talk with the management the next time you are in town and learn the advantages of this service.

Schanen Marble Works

At 1432 Macadam In Portland Telephone ATwater 0711

In selecting a family memorial this firm can show you memorials built on the basis of quality, embodying both durability and good appearance and in both these qualities imperishable materials are used in constructions.

The same painstaking care is given the purchase of a headstone from this firm as a monument or mausoleum. The stock which can be seen at this establishment is always comprehensive, because this firm buys in huge quantities in every style and material available.

When one builds a home, business structure or any other building they usually consult a competent architect to draw up and make their plans for such a struc-

ture so that it will be artistic and in harmony with surroundings and location. The same care and careful attention should also be taken in the selection of a monument or memorial. This firm is considered competent and very capable designers of monuments and art memorials and will be glad at all times to offer expert advice, plans and suggestions along these lines to all interested in high grade work of this kind.

As designers this popular company has achieved a well merited reputation, the designs being original and artistic, and they are ready at any time to submit designs for all classes of work in the line as well as to faithfully execute to the letter any special

designs submitted to them.

They have the very latest and most modern appliances. This includes the best equipment which enables them to produce the finest grades of work in the most expert and finished manner. In fact this is known as one of the best equipped in the state and is known far and wide for the artistic quality of its dependable work.

The Schanen Marble Works at 1432 Macadam Portland Oregon can meet all requirements from headstone to the most elaborately memorial. Their aim is to satisfy and they will figure with you or help you select something that meets your desire and needs. You are sure to get satisfaction when you go to this firm.

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MICKIE, THE PRINTER'S DEVIL



What's in a Word