

THE BEAVERTON REVIEW

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

ISSUED EVERY FRIDAY AT BEAVERTON, OREGON

J. H. HULETT, EDITOR

SUBSCRIPTION RATES Per year (in advance) \$1.00 Not in advance 1.50

WORTHWHILE GOODS

Business is so often accused of cold bloodedness. Some of it is—very, very cold, even ruthless; but compensating this a great deal of business is done between individuals and organizations on as fine and fair a basis as you will find anywhere in human contact.

The SNAPSHOT GUILD HOME-TOWN STREET SCENES



It won't be long now before opportunities to snap pictures like this will be gone.

HOW many of you have as a family possession photographs of scenes about town in the days of horse cars, watering troughs and hitching posts? Not many probably, because those were the days when amateur photographers were few and far between.

Such photographs were usually the work of the professional and those that remain today are mostly in museums and newspaper offices. Most of you without doubt have seen the published reproductions of them and exclaimed in comparing those old-time scenes with the appearance of the city today.

scenes and "life and action" incidents about the city is one of the most interesting phases of outdoor picture-taking. To be successful with these pictures, bear in mind that you will have to work quickly and quietly, attracting as little attention as possible where people are to be included and you must be able to take in an interesting situation at a glance.

The ability to level your camera quickly and accurately is particularly important, as in most cases the architecture of surrounding buildings will show, and, if the camera is not level, the lines will be anything but pleasing.

The view-point of the camera is also important. Many pictures of street scenes show that its position was too low. Often a good shot of a busy street can be made from the steps of some public building. Interesting and odd views are obtained from windows of high buildings, pointing the camera down.

When taking streets from the curb, hold the camera as high as you can. Cameras with eye-level finders are especially convenient for this kind of work. Don't take pictures when a fast-moving vehicle is very near unless your camera is equipped with a very fast shutter and you want a picture of the vehicle as the principal subject.

There is hardly a city which does not afford camera owners subjects possessing interesting features from the structural and historical points of view. In most architectural work full detail is essential, in which case the lens should be stopped down to the smallest opening consistent with the lighting conditions and shutter speed used.

John van Guilder.

STEEL BRINGS A NEW HIGH IN SAFETY TO THE MODERN HOME

THE use of steel framing in dwelling construction is a practice which is winning increasing favor with safety-conscious, penny-wise and comfort-seeking home builders.

Among its recognized advantages, when used in residences of ordinary sizes and in small multiple dwellings, are added strength and durability, with resultant freedom from depreciation and maintenance expenses; greater fire-resistance, including protection from lightning, banishment of destructive vermin, such as termites; less likelihood of sagging floors, sticking doors and windows, and consequent cracking of walls, etc.; reduced conductivity of heat and cold, and relatively high impenetrability to sound.

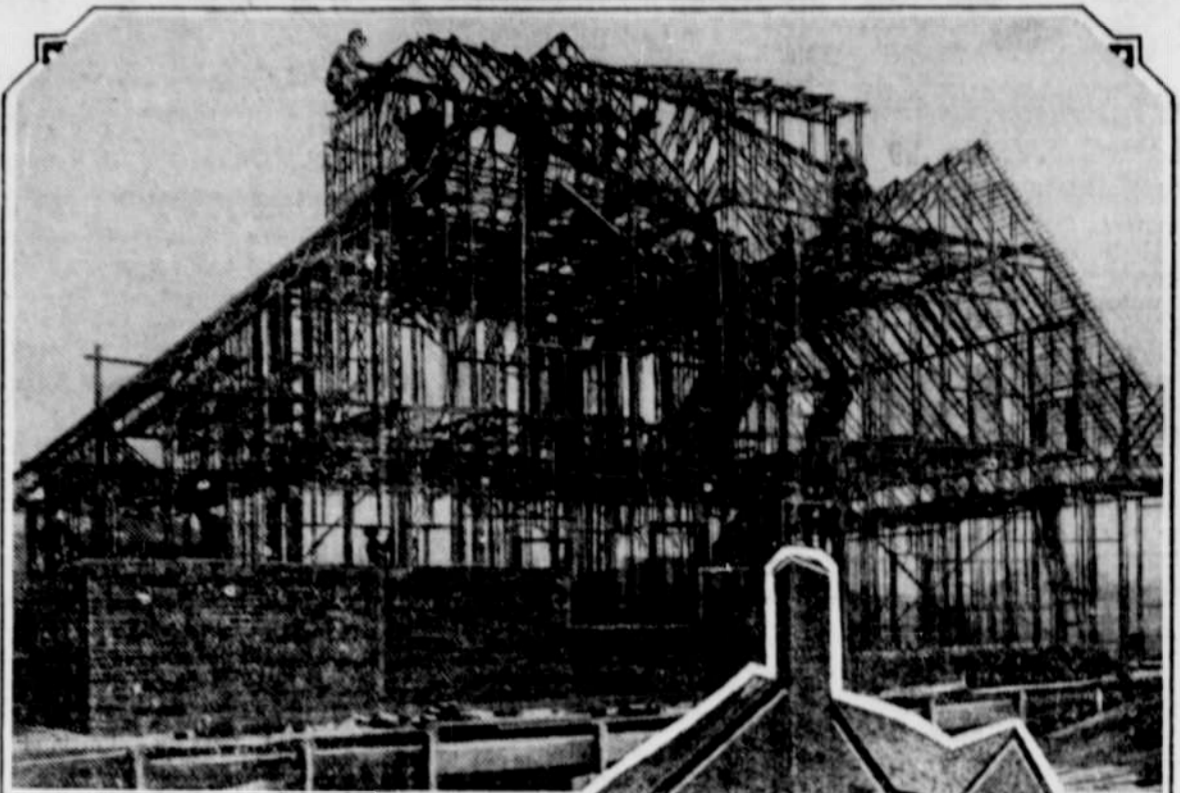
In joists and studs of the webbed or solid type, as manufactured by Bethlehem Steel Company, needless weight has been eliminated, yet steel's traditional strength has not been sacrificed.

Steel frames for houses owe much of their recently acquired popularity to the added protection from fire which they make possible. By supplementing the steel frame with metal lath in walls, a modern home can be made as fire-safe as a modern apartment house. Dangers from disastrous basement fires are reduced substantially by utilizing steel-supported fire-proof sub-flooring. Many home-owners are employing the fire-proof floor construction only on the first floor, thus preventing any potential basement blaze from spreading to the upper stories and cutting off escape.

With steel's qualities of durability and strength already a by-word, the avenues of economy are apparent. Depreciation and maintenance charges naturally are reduced sharply through use of steel framing and supplementary construction methods in the erection of walls, floors, roofs, partitions, etc.

When a house is framed with steel, the builder or owner can forget about such annoyances as sagging floors, sticking windows and doors, separation of the trim from walls and floors, or the appearance of cracks in the plastering, often caused by shrinkage of wood framing. The steel frame cannot shrink being rigidly welded together so that it won't warp or give, either.

The metal skeleton of the house provides a natural protection against lightning. The framework, rooted in the foundations, grounds



any bolts which may strike the structure.

Termites thrive on wood, generally eating their way into buildings by way of the framework. Their advance is checked by the use of the steel construction. These destructive insects have done damage totaling millions of dollars to wood-framed houses. A tight steel-framed house also keeps out other kinds of vermin.

The metal's natural conductivity of heat and cold, physicists point out, is broken by the latticing or webbing of the joists and studs. In a steel-framed dwelling, the thermal conductivity of the walls is slightly less than in walls in which wood members spaced on 16 inch centers are used. The steel members usually are spaced 24 or 30 inches apart.

Either rock wool, inserted in the open spaces between the upright studs, or insulating board, readily may be employed for insulation.

Steel joists used in connection with fire-resistant flooring, also create a relatively high impenetrability to sound. U. S. Bureau of Standards' test show that floors of the fireproof type, using a concrete top slab and plaster ceiling below, are more resistant to sound than floors of wood construction or of the concrete joist type. By the use of more than one type of material, the



This house, showing the adaption of webbed steel framing to a typical architectural design for a Pennsylvania home, is built in a manner which renders it completely fire-resistant and termite-proof. The steel frame, brick veneer exterior, metal lath and plaster treatment of inside walls, concrete sub-floors and steel door, window frames and stairs, combine to make the structure impregnable to fire.

sound waves are shattered, thus reducing the volume.

In affording to home owners the added comfort and safety made possible by use of steel, engineers have had to surmount many obstacles. Steel in the old days was synonymous with weight and bulk. Many people today still think only of bridges, sky-scrapers, warships, and other mammoth structures in connection with steel construction work.

The main problem of the steel industry, then, in seeking to adapt steel joists and studs to home building requirements, was to eliminate weight without compromising

on strength. A steel member of minimum thickness is somewhat heavier than a wooden stud or joist, but to compensate for its greater weight it is stronger and more rigid. Few steel studs, joists, girths or other pieces of the framework required in a house of ordinary design weigh more than 100 pounds, and most weigh less than 50 pounds. As the greater strength of steel permits spacing the framework pieces farther apart than if they were of wood, the total weight of the erected framework generally is no greater than that of wood construction.

THE REVIEW CAN DO THAT PRINTING FOR YOU

INDIAN SHOW

Give this Nez Perce Indian a hand. With a few dry chips of wood and a fuzzy worm, he made a little movie show that shut the mouth of the white man.

It was like this.—But first recall what the Nez Perce Indians are. With them Bibie and Bible living come first. On the particular day of this affair, a high-brow of the white race arrive! With a sneer he wanted to know what the red man ever got from his God up in heaven somewhere? So came the showette. Mr. Indian gathered a few chips, set a fire under them and on the topmost piece he placed a worm picked from under a leaf. The poor thing crawled from this edge to that and just as it was about to be singed, the man of the woods lifted it off to safety, with—"That is what my God did for me; saved me from burning."

You say these Nez Perce Indians over in Idaho are taught in the Bible, but what of the wild tribes who never saw a Bible nor heard of the true way? So you ask, The answer is that when such kill, steal or lie they know that they have sinned. For the Creator engraves the moral law on the heart of every man the world round. Juggle men sin and often sorrow but know not the way home.

Hear ye! Hear ye! Hear ye! Hear all you folks who think you can earn heaven by keeping

the holy law as it is in the Bible. To win you must score 100 in every word, thought and deed from the cradle to the grave. For—"Cursed is every one that continueth not in all things which are written in the Book of the law to do them." Only Jesus Christ ever so lived. He alone ever earned eternal glory by holy living. And it is in Him that we see saving grace, for after

He had won the prize he took our curse that we had earned by our sinning. "Christ hath redeemed us from the curse of the law, being made a curse for us" (See Galatians 3:19, 13.)

Count your life-long sin-guilt taken off by Christ's death for you and eternal life written in by His holy life for you. Tell God the great transaction is closed and you are his forever.

Business Places To Patronise IN BEAVERTON

STUDIO BARBER SHOP E. D. Van METER, Prop. FIRST CLASS WORK AT REASONABLE PRICES

Beaverton Barber Shop C. J. STEVENS, PROPRIETOR SATISFACTION GUARANTEED

W. E. PEGG UNDERTAKER AND EMBALMER Grange Building Beaverton

The Oregonian Great Newspaper of the Northwest ARTHUR MULHOLLAND Auto Route and Agency Beaverton Oregon For information regarding service or subscriptions Phone Beaverton 7303 Residence and office: Corner, Second and Hall

OPTOMETRY Glasses, Fitted or Repaired Our Specialty DR. A. E. WILSON

Dean Taylor Beaverton, Oregon. P.D. adv.

Advertisement for NERVES NERVES NERVES featuring a woman's face and text: "After more than three months of suffering from a nervous ailment, Miss Glivar used Dr. Miles' Nerve Tonic which gave her such splendid results that she wrote us an enthusiastic letter."

Advertisement for NERVES LIQUID featuring a woman's face and text: "After more than three months of suffering from a nervous ailment, Miss Glivar used Dr. Miles' Nerve Tonic which gave her such splendid results that she wrote us an enthusiastic letter."

SMILES AND SALES

Few people care to sell goods to a sour faced crank, so you can be certain that the number of customers who are anxious to buy from the fellow who has forgotten to smile is limited indeed.

The philosopher and the poet, the expert on selling theory and the average buyer have been proving this to be a fact ever since Mother Eve started on her first shopping tour to learn all about the latest style in fig leaves.

Most everyone is willing to pay a little extra for a certain thing if they can get an honest smile along with it. The honest smile and what goes with it have been responsible for more free advertising for the salesman than has any other factor.

A smile is a magnet which draws customers and holds them tight—a frown drives them away often to a place from which they will never return.

There is a whole lot of profit in being good natured, for when a man is good natured he is at his best as a salesman. And when business misunderstandings enter into the picture—when there is trouble to be straightened out—that is the time when a real smile is the most valuable thing on earth.

GOLD

Gold is a magic word. It has played an important part in all ages, having been valued from the very earliest known civilizations for its durability, usefulness and beauty, as well as the fact that its supply was limited. Gold was probably first used as coins by the Greeks of Lydia, Asia Minor, 2600 years ago. The first Lydian coins were made of electrum—a mixture of gold and silver. Gold began to supplant silver as the chief metal for money 200 years ago, but the real swing toward gold has come since 1800.

There is said to be about \$11,000,000,000 of monetary gold in the world today. The total production is said to be about \$400,000,000 a year. Experts say that unless new gold fields are opened up the production of gold will decline rather rapidly.

SHEEP AND THE CROWD

The difference between sheep and the crowd is that folks can't be as easily herded. However spectacular and inspired leadership becomes there are always a few smart men who discover the political leader's

clay feet and selfish purpose. Some obscure and keen-witted patriot always catches the would-be statesman in the act of grinding his little axe on the backs of the people.

It was a great statesman who said you can't "rook" all the people all the time.

So in times of great political excitement the most valuable citizen in your community is the one that stands serene and apart from the crowd, and watches blind and foolish sheep jump fences.

AN OLD ECONOMY

Under the spell of false prophecies millions of us are told that the frugality preached and practiced by our forefathers is now the bunk.

Under an old economy we even rolled scrap-strings into balls, covered our pantry shelves with old newspapers and made rags into rags.

In these spendthrift days new schools of thought have produced a strange economy that runs contrary both to divine teaching and human experience.

Waste is a sin. A just Jehovah will finally punish with famine a people who destroyeth food while children go hungry. This is not a religious superstition—it is common sense.

CITIZENSHIP

"Young men and women enter into citizenship in this country as easily as they pass through a door."

Should we not hold some public event each year in every community and initiate those who come of age into the holy orders of citizenship—anoint them with the oil of patriotism? I saw some young men the other day around a flag pole—Old Glory, neatly folded, was passed from one to the other. While each cradled it I saw the eyes of their elders went wet.

The "stars and stripes" isn't just something with which to wave at parades or to decorate public rostrums—the flag is sacred. It was brought by the price of blood of our fighting forefathers.

BONDED ADVERTISING

John Wanamaker's advertising has stood the test of more than

60 years because it is founded on principle—service to the customer and to the public generally. Its practices have changed, but not its guiding principle. Mr. Wanamaker looked upon his advertising as if he, himself were speaking directly to the reader. He was individually responsible for what the store said. His advertising word was as good as a legal bond.

As early as 1873, John Wanamaker wrote and published this classic in advertising; a classic because in simple and plain language he states the basis of all advertising—confidence and good will:

"1. We advertise what we have for sale.

"2. We have for sale what we advertise.

"3. The people come and see that it is so.

"4. The people buy our clothing because they are pleased with the guarantee we make.

"5. The people are satisfied that they get full value for the money they leave with us and they come again and again and send their friends."

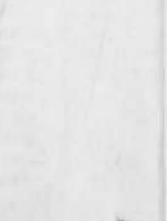
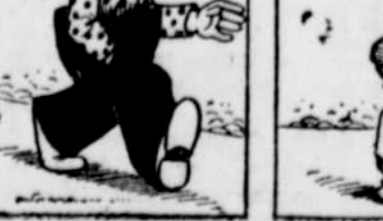
Feline Philosophy

(By Gobonous the Office Cat.) Conceit is God's gift to little men.

The most curious thing in the world is a woman who isn't.

So live that it don't make no difference what color your roadster is.

"MICKY" AND HIS GANG



By Sam Iger