

THE BEAVERTON REVIEW

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FATUOUS FETTERISHES

Did you ever try to figure up the "fatuus fetterishes" of advertising? You know what I mean—the deft (or is it daft) angles, silly suppositions, and, shall we say, cockeyed, conversations indulged in by some advertisers, their copywriters and their characters. For instance:

That supposedly well bred women spend their time making wise cracks behind concealing hands, about the hair, teeth, nose, complexion, bed linen or bathing habits of their friends, neighbors, and acquaintances.

That a sagging marriage can be restored to its pristine, altorresque freshness by using Mumbo face cream and Jumbo cereal.

That all women want to be 17 or 18 forever; That women will buy anything if told that the Astorvits are using it;

That the public still thinks most testimonials are unsolicited;

That because strip advertising has done a swell job for one item it will be equally successful for something far different;

That a man has only to appear freshly shaven every day and wear spotless linen to get that five bucks a week increase;

That the continued use of superlatives really means something;

That balloons are really necessary to show the reader that the characters are saying something.

Control Of Communicable Diseases

Methods for the control of the spread of communicable diseases and for preventing serious complications arising from them have greatly changed during the last quarter of a century.

In former times it was the common practice to close the schools, particularly in the rural districts, when many cases of communicable diseases occurred among the children. In those isolated communities there was little contact between children outside of the school, but under modern conditions with good roads, automobiles and the moving pictures, the schoolroom is no longer the chief place for contact. As far as the spread of communicable disease is concerned, it is far more serious for children to be at large than in school where they can be watched and the contacts looked after before the disease has become epidemic. The State Board of Health therefore does not advise schools to be closed on account of communicable diseases except under unusual conditions.

The reason for quarantine and isolation of the sick is not generally understood by lay people. The word quarantine is rarely used now except in cases of smallpox and other serious diseases which are contagious through their entire course. The isolation of the patient is now relied upon for most of the communicable diseases, especially those that affect the throat and upper air passages.

The chief reason for isolation in these diseases is to protect the patient from the complications which may arise if he is allowed to mingle with others and thus receive secondary infection. Measles and whooping cough in themselves are not regarded as fatal diseases or subject to serious complications if properly managed. Nature has made wonderful provisions for the protection of the individual from invasion of many types of disease germs. Some of these germs such as those causing pneumonia, tuberculosis, etc., are practically always present but can not readily enter the deeper respiratory structures unless the road there is weakened by other kinds of illness. Measles and whooping cough are the diseases which most seriously break down this protection, thus creating a ready entrance of other disease germs especially pneumonia. Both of these diseases are very infectious during their early stages but do not retain this infectivity very long. However, due to their effect upon the lining of the throat and upper air passages and to their general toxic effect on the body the patient is rendered very susceptible to infection.

It is therefore plain that in order to prevent serious complications...

The SNAPSHOT GUILD SEEING THINGS AT NIGHT



Photographing lightning presents no problem other than patiently waiting for the flash with the lens open, the camera stationary. At the top—A night picture made with an exposure of 25 minutes at f.8 on chrome type film. It's probable that a shorter exposure would have sufficed.

OUTDOORS at night you will find many a good, perfectly "gettable" shot. Lightning, for example, takes its own picture very neatly. And the procedure is simple. As a lightning storm approaches, place the camera (even a simple box type outfit will do) on a window sill or some other convenient perch, aim it at the storm center, open the shutter for a time exposure—and then wait for things to happen.

If you are lucky, a bolt of lightning will soon come within the ken of your camera. Then close the shutter, wind the film to the next number, and try again. Lightning pictures are doubly effective if they include nearby buildings or trees. Picturing illuminated buildings, electric signs, and other night-blooming subjects is simply a matter of time exposure. The camera, of course, must be stationary. Length of exposure depends on the amount and color of light on your subject, and the kind of film used. The chrome type of film is excellent for outdoor night time exposures, as it minimizes flare from strong, exposed lights. Usually, you'll find exposures of from two to five minutes adequate (unless you stop the lens way down; then you'll need longer time). And if your subject is bathed in colored lights, especially any reddish hue, give it about double the time you would otherwise use.

Real moonlight pictures are something to point to with pride. Moonlight will make pictures just as sunlight does, but being many times weaker, exposures must be very considerably increased. The simplest way to calculate a moonlight exposure is to give 25 minutes for each 1/100-second exposure that would be given the same scene in sunlight. Suppose it is a landscape with a dark-toned object in the immediate foreground. The sunlight exposure would be 1/25 at f.11. Then by the light of a full moon with sky clear throughout, it would be 100 minutes at the same stop. This could be cut down to 50 minutes with stop f.8. Without nearby dark-toned object, the exposure can be cut down to 25 minutes at f.8; for distant landscapes, to 10 or 15 minutes.

If a sort of daylight effect is desired, then exposures must be multiplied by four. Warning: Don't include the moon itself in your picture unless you want it to show a nice bright "halo" or "sausage" hanging in the sky. Like the sun, the moon "do" move. John van Guilder.

humor, which may account for his careless handling of the craft—to the extent that it became grounded on a sand bar. It was another two weeks before it was loose and on its way again toward Cincinnati, all the while Carpenter waiting for his supplies and the people wondering why the Spy had not gone to press.

Mr. Beavertonian, Do you know that printing PAYS. Yes sir, I said, "PAYS." You may be shocked but it's true, so help me.

Like that Dad who takes the young hopeful to the woodshed (I wonder if it is ever done) this is going to hurt me more than it does you, but I verily believe that you are the poorest advertiser in the world. Now, I mean that kindly and with your interest in mind.

I'll give you a few examples. Just the other day I was talking with one of our enterprising businessmen, young, and well liked in the community. The conversation switched to advertising. Said he, "You know we spend a lot for advertising. All these donations to different organizations, the church, the festival, community improvements, they are every one charged to advertising. That is the only way we can justify these expenditures."

Now all that is charity. It's emphatically not advertising. He could just as well charge what he spent on his girl friend to advertising. Both expenditures,

WHY THE PAPER WAS LATE At first the residents of early Cincinnati were merely disappointed when the Western Spy and Hamilton Gazette failed to appear on schedule, but after almost a month they were worked up to a lather, and they were determined to find out why Editor Joseph Carpenter wasn't giving them news of the outside world.

Investigating they found that a turkey gobbler was the cause of it all. Carpenter was in his office ready to print the next edition as soon as his shipment of print paper and printer's ink arrived on the Ohio flatboat from the East.

When the boat was near the shore where Maysville, Ky. now is, the steersman spied a gobbler on the Kentucky bank. A steady diet of fried catfish three times daily was too much for this steersman, so he grabbed his rifle and went ashore.

The gobbler fled and the steersman followed. But just when he might have taken aim to fire, a skunk intervened and—well it didn't do right by the steersman.

Upon returning to the boat the passengers would not let him come aboard. Despite his protests and pleadings, he was compelled to remain on the shore for a week until nature, with her bristling winds and clear springs, had thoroughly removed any trace of the encounter.

By the time he boarded the boat again he was not in the best of

all the above mentioned are for the purpose of establishing good will in the community but they are not advertising.

It's strange but worry is nothing else but the interest you pay today on the borrowed troubles of tomorrow, most of which never happen.

What with pocket battleships and canoes that fold up a "concealed weapon" these days could be a navy.—Los Angeles Times.

WHAT THEY SAY

"Almost every responsible position on earth is held by people past 40."—Walter B. Pitkin.

"One does not cease to be a farmer because drought or wind or pest may have rendered the farm barren."—Benjamin N. Cardozo.

"Labor is the most difficult hurdle you've got, greater than monetary or other problems; you'd better recognize labor."—Sir Josiah Stamp.

"The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little."—Franklin D. Roosevelt.

The "burning" spring mentioned by George Washington on his visit to Kanawha Valley, West Virginia, was perhaps the first natural gas discovered in the New World.

Real Estate Transfers

Meier and Frank Co. to Fred L. Dow et ux, Lot 1 Metzger Acre Trs.

Hazel A. Gardner et vir to Bruce T. Haverstick, Part Lot 7 Blk 10 Simmon's Add.

George McNelly et ux to J. L. Doane et ux, 1.24 acres Beaverton-Reedville.

Lillie N. Bierly to Leland A. Flint, 60 acres Sec 1 T2S R1W.

B. C. Hughes et ux to Maudie Parks et ux, 9 1/2 acres Sec 32 T2S R1W.

Maria S. Ruuska to Hjalmar Harala et ux, Lot 4 Alexander Acres.

Emma Benz to Ralph M. Speelman et ux, Lot 36 1st Add Benz Park.

Glenn S. Ehle et ux to Gust Anderson et ux, Lots 27 and 28 Blk 22 West Portland Heights.

J. W. Connell (Sheriff) to Luella L. Howell, Part of A. W. Hart DLC 60 T1S R1W.

J. D. Cooke to Emma Benz Tract 59 3rd Add. to Benz Park.

S. Brown et ux to Ziona F. Wilmut, 46.12 acres Sec 22 T1S R1W.

Fred Grossen to Christian Jaggi, Sr. et ux, 11 acres T1S R1W.

Luella L. Howell et al to C. Copel, Part Wm. Pointer DLC 62 T1S R1W.

Glady M. Vinson et vir to J. R. Hyde et ux, Tract 76 Tualatin Valley Homes.

Raymond C. Gallup et ux to J. H. Pankonine et al, 24.17 acres Sec 32 T1N R2W.

Carl Stein et al to Helga Berge Lots 5 and 12 Blk 26 North Plains.

Here's Hollywood

ON THE SETS: This week Jimmy Cagney was doing a hot dance routine for his first musical picture. "He went into it with grim energy, disregarding how much his hair flew about. It was highly pleasing, as it doubtless will be to screen audiences for a change, to see a dancer who lets his hair get mussed up."

"Slick hair on a dancer," Cagney keenly observed, "is as silly as the dumb beauties shown on the screen, waking up in bed with a perfect wave, every hair as slick as though she had just gotten in. Which in truth she had—to make the scene—and the public knows it."

Walter Brennan, winner of an academy award this year for his fine Swede characterization in

Old Oregon Trail Pageant Scheduled



Scenes of the days of cowboys and Indians of the frontier west will be re-enacted at the triennial Oregon Trail Pageant celebration at Eugene, July 22, 23 and 24 when citizens of Lane county present the fourth pageant depicting the history of the old Oregon west. In this photo an Indian points the way to the great Oregon country to scouts Joe Johnson and C. F. Farmer. Johnson and Farmer will be playing real life roles in the pageant since both were famous Indian fighters and covered wagon train scouts of pioneer days. The characters are wearing the authentic costume of the days of 1843.

"Come and Get It," strolled about the Goldwyn lot rather tramping in a scrubby beard. It's for his forthcoming role in "Adventures of Tom Sawyer."

"Sure makes your chin itch in the summertime," he growled, "and I'll be wearing it for the next two months."

Noted for his old men impersonations although he's only 46, Brennan has made it his special art by studying and imitating old men ever since he was a boy in Lynn, Mass.

"I like to play old people," he explained. They have lots of interesting traits and mannerisms which most people don't notice. I get a kick out of doing them."

When you see "32nd Street" on the screen, notice the vaudeville trio suddenly toss their mint julep glasses over their shoulders. The scene, shot many times, drew an amused audience of studio executives and workers to the Eleven different times the trio tossed those glasses crashing into the orchestra behind them. And eleven times the musicians dugged in every direction. However the "frosted glasses" were made of very thin, hardened glue—harmless!

Over at Columbia Grace Moore was doing a scene in French. When she finished she asked her French tutor how it sounded. Tutor said: "Terrible." Miss Moore said plenty, fairly hitting the ceiling in one of those spoiled-child outbursts for which she is notorious.

Appropriate is the current Hollywood story that the singer recently asked her boss, Harry Cohn why she was getting so little publicity. Cohn, who is brutally outspoken at times, reputedly shot the answer: "Because you've made all the newspapermen despise you!"

The crowd at this week's preview of "Saratoga," Jean Harlow's last picture, filed out rather soberly. Not that the picture wasn't all right—it was her usual smart-cracking type. The ending did it—a sharp reminder of her recent death. She and Clark Gable are looking at you from the rear of a departing train. They continue to look until the train fades in the distance. Then comes the words: "The End."

Harlow's multitude of fans will be happy to know that, although a substitute finished the picture, it is Jean herself who is seen in the final fadeout. As in many pictures this had been "shot" long before filming was completed. "That's part of production efficiency,"

Donald Meek, noted for such excellent character roles as is now being seen in "Toast of New York," makes a hobby of collecting old suits. He uses them in pictures. "No one can artificially age a suit," he explains, "except by wearing it: More than once I have seen a worn suit on a man in the street, stopped him and arranged for an even swap for my perfectly good one. The man naturally would be amazed and then delighted. So would I!"

To boost sales for her new picture...

Business Places To Patronise IN BEAVERTON

STUDIO BARBER SHOP E. D. Van METER, Prop. ONE HUNDRED PER CENT UNION SHOP

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

W. E. PEGG UNDERTAKER AND EMBALMER Grange Building Beaverton

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

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

ture, Shirley Temple has been taken to local theatres to hand out purchased tickets of an evening. Big stars often sell seats for charity shows, but never had I heard of one exploiting his or her own show! There's Hollywood.

Hell Holes Aplenty

It is one thing for the tr. be in the African jungle to sit under the terror by night and the arrow that flieth by day as the weary centuries trail by.—So to sit under the pestilence that walketh in darkness and the destruction that wasteth at noonday, until at last you go and open the Bible to them. Then follow the years of schooling until the tribe is clothed and in its right mind; given to prayer and praise and in turn taking the Light to their old-time enemies all about. So the converts to the Christian faith abroad get foundation. And that is that.

Now reverse the shield. Here in the homeland is something different. Take the case of this railway fireman on a passenger run out of Portland. He would have been engineer, but the proud State of Oregon set drink before him. He took to the bottle and lost out. Next came the family breakup; the man sank lower.

A Christian friend brought him into the Mission and "Talked Bible to me for three hours afterward." So he put it. The next night—"What the preacher said about Lot's wife hurt me down inside." Convicted him, that is. The third night he went his way to the Cross, as one worker puts it. There was much crying to God for deliverance. He still loved the wife and wanted to get back the children. Two hundred pounds of flesh and blood gave way to repentance and tears aplenty. At last he said he understood the Way and that Christ was his.

So the man went out into the night and to what? To the old hell-holes waiting to suck him in again. With will power burned out; with little or no Bible background; penniless as a rule, these human derelicts drift on down.—Or do they? Not if the new birth has come in. When it has, we say it is another Jerry McCauley brought through to become a saint of God. For this the Gospel Mission live. For this you lift your sacrificial prayer.

Don Taylor, Beaverton, Oregon. Pd. adv.

Advertisement for NERVES featuring a woman's portrait and text: "Nerves NERVES Nerves Dr. Miles NERVINE 'Did the work' says Miss Glivar WHY DON'T YOU TRY IT? After more than three months of suffering from a nervous ailment, Miss Glivar used Dr. Miles NERVINE which gave her such splendid results that she wrote us an enthusiastic letter. If you suffer from 'Nerves' if you lie awake nights, start at sudden noises, tire easily, are cranky, blue and fidgety, your nerves are probably out of order. Quiet and relax them with the same medicine that 'did the work' for this Colorado girl. Whether your 'Nerves' have troubled you for hours or for years, you'll find this time-tested remedy effective. At Drug Stores 25c and \$1.00 DR. MILES NERVINE LIQUID"

"MICKY" AND HIS GANG

A comic strip titled "MICKY" AND HIS GANG by Sam Iger. It shows a character named Izzy (himself) being recruited into a gang. The dialogue includes: "LOOK WHO'S HERE! IZZY ABLE JUST MOVED INTO THE BLOCK—WILL HE BE RECEIVED WITH OPEN ARMS BY THE GANG? OR WILL HE BE BLACK-BALLED? WE SHALL SEE HOW THE KID WITH THE 'LOVING CUP' EARS FARES"; "YOU WANNA JOIN THE GANG-eh? WOTS YER NAME AN' ADDRESS? DO YA PLAY WID GOILS?"; "ME NAME IS IZZY ABLE AN' I LIVE ON TOLD STREET—ME MUDDER—AN' FADDER ARE MARRIED—I LIKE ICE CREAM AN' BASEBALL—DONT PLAY WIT GOILS—ME BRUDDER USES AKEL GREASE ON HIS HAIR—ME RICH AUNT PLAYS MAH JONG AN' SMOKES CIGARETTES—AN'"; "YOUR A MEMBER! YOUR A MEMBER!"; "THANK".