

THE BEAVERTON REVIEW

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Penny Wise, Pound Foolish

Even at the risk of boring some of our readers, we should like to indulge in our favorite pastime of deriding big business for being just plain dumb. The dumbness is just like the title implies: penny wise and pound foolish.

The average eastern manufacturer and business man spends hundreds of thousands of dollars trying to develop foreign markets for his products. He has only to compete with the rest of the world.

And he almost completely ignores the richest market in the world and which is right in his backyard: the domestic farm market.

Take for example the public utility companies. The manufacturers of appliances would do very well for themselves if they were to conduct contests by which 4-H club boys and girls could win radios, irons, and the many other smaller electrical gadgets; even put up as prizes stoves, fans and the like for the whole family.

That is the way they could build up a load for their power lines. Instead they will spend millions trying to peddle iceboxes to Eskimos and electric heaters in Panama. Expenditures of a like amount of money at home would bring twenty times the business.

Lewis H. Brown of Johns-Manville Co., and Warren Showmaker of Armour and Co., are doing their best to convince the brasshats of the soundness of going after the home market. But, thus far, it's one of those things that the others seem to want to put off until next week.

The National Farm News.

CALLED ON THE CARPET

The Federal Trade Commission has grown into a mammoth branch of the Government. It draws the chalk line and those engaged in doubtful ways of doing business have to toe the mark. Recently it has taken a hand in correcting many errors and abuses. Here are some of the cases:

Using lottery methods to stimulate the sale of candy and peanut products.

Discrimination by wholesale food producers against certain branches of the retail trade.

Unfair methods in the sale of food and medicine for birds.

"Mushrooming" the virtues of mushroom spawn.

The beauty doctors, pimple and wrinkle removers, vitality tonic producers, curers of muddy complexions and sun burns; correctors of contour of the chin; nourishers and rebuilders of the skin; plus the fakers who claim to restore youth and make a leather-faced octogenarian look like a high-school graduate have been taking their spankings and say they like it.

Exceptional inducements offering profits up to 80 cents on each dollar by using a machine that fries potato chips brought an outlaw order against these little get-rich-quick schemers.

A dealer in polish for brass pewter that would "make old things look new" was told that there are new ways of doing business, so why lie about it!

A concern with a way to make the stomach sweet when the patient suffered from sour gasses during a drunk was compelled to discontinue extravagant claims.

Cap manufacturers were called on to explain price-rigging methods among themselves, plus boycotts against those who refused to purchase their uniforms and caps.

The Federal Trade Commission certainly is energetic in its efforts to protect the country's suckers.

INVENTOR LOOKS AHEAD

When families of the future go for an evening's ride after dinner, mother and little sister may be able to pick out the color for a new dress from the varicolored automobile headlights on the highway.

The development of a system of colored headlamps insuring good vision without the hazard of glare, was one of numerous predictions made by Charles F. Kettering, widely known inventor in a recent address in Detroit before the American Society of

The SNAPSHOT GUILD SERMON TO VACATIONERS



The photographer, fairly close, took care to focus on the child, not on the distant scene. Exposure 1/100 second at f.8 on a fair day.

THIS year when you go on your vacation, resolve to come back with better snapshots than you did a year ago.

Determine to take more care with your lens stops, your shutter speeds and your focusing. Decide that before you take a picture you will give thought to the light conditions; whether the day is hazy, dull or very dull; whether a midday sun is shining from a clear sky or the less intense early morning or late afternoon sun; whether the light is increased by reflections from expanses of water or sand; whether your subject is in average shade or deep shade; whether under any of these conditions you are photographing nearby objects or a distant scene. Say you will consider these things each time and carefully adjust your camera to fit them.

Make up your mind that you will think also about the composition of each picture, that it shall have merit because of its pictorial qualities and that in each scene showing human or other beings there shall be storytelling interest.

Declare that you will bring back from this year's vacation no more out-of-focus pictures nor underexposed or overexposed ones, nor pictures blurred by camera movement; no more of those lifeless pictures of

persons just posing, nor "scenics" as void of noticeable feature as an army blanket, nor any more conglomerations of meaningless composition shot at random for no good pictorial reason. Such pictures are, as you know, products of no ambition to make the best out of the possibilities of a person's camera, the film he uses and of himself as a photographer.

In terms of entertaining, eye-delighting, emotion-stirring and photographically excellent pictures, the possibilities are unlimited, and on vacations, whether you head for the ocean, mountain, lake, river, even the prairie or the desert, the opportunities for real pictures are unlimited. Do make up your mind this time to link before you shoot.

Special suggestion: If you have never used a color filter, treat yourself to two or three of different types, or at least one average filter such as the K-2, and experiment with them before you start. Filters bring in clouds distinctly, cut the high haze, combat too bright reflections from water or sea sand. Like deftly placed cosmetics on a lady's face, deftly used filters enhance beauty. Learn to use them. You will be surprised and delighted with the results.

John van Gulder

Civil Engineers.

According to Mr. Kettering, cars of the future might be equipped with headlamps capable of producing either one of two colors, together with viewing screens of these colors. For example, the colors might be blue and orange-red. Cars traveling south and west might be required to illuminate the road with the orange-red light and would use their orange-red viewing screens. Cars traveling north and east would use the blue lights and screens. The colors would be so selected that the blue screen would transmit none of the orange-red light and the orange-red screen would transmit none of the blue light.

Other possible future developments in motor cars, highways and cities as forecast by Mr. Kettering were:

That within the next 23 years, roads will have to be provided for 50% more cars than we have today.

That the car of 10 or 25 years from now will be just as different and will have just as many improvements as it has in the past 10 or 25.

That the development of high speed limited highways will make it practical for persons to live as far as 50 miles from their work.

That the city of the future will have many elevated and depressed highways crossing in every direction.

That the traffic capacity of cities will be almost doubled by eliminating parking and using streets only for travel.

That every large building may provide adequate parking space for its tenants and customers, double or triple decked exposed parking lots being utilized in the more congested zones.

That as roads and cars become better, speeds may go up still further and with more safety than at present.

That the performance of trucks and buses of the future will more nearly equal that of passenger cars.

That while rear-engined passenger cars would provide better visibility and eliminate much engine noise, heat and odors, the use of rear engines in cars will require an engine about half the weight of the present unit.

That the use of governors on cars to regulate speed probably

will not be generally used because automatic devices which limit speed or take the control away from the driver may increase accidents.

There will be tremendous growth in the use of buses, especially to replace street cars.

That the Diesel engine is here to stay and will soon be common in large motor vehicles, but that so far a Diesel engine has not been developed which can be used successfully in passenger cars.

That the highway of the future will be as different from the present highway as the automobile of the future will be from the present automobile.

Here's Hollywood

The most notable Hollywood "rubberneckers" of the week were Mr. and Mrs. John Boles and their two fathers, John N. Boles of Greenville, Texas, and N. J. Dobbs of Tyler, Texas. Showing them around, Boles suggested they go to see two of the top rank stars making a scene. "Oh no," replied Boles, senior, "we'd rather see Gene Autry making one of his westerns."

Boles' latest starring picture, "Stella Dallas," was previewed this week to an enthusiastic audience. It's a stirring story of mother love and sacrifice, with Barbara Stanwyck as the mother and Ann Shirley the daughter. Hailed as Stanwyck's greatest role, it probably puts her out

front for this year's academy Award. Anne's role was equally fine, one to be loved by every girl and every girl's mother.

King Vidor, who directed the picture, now is hailed as in the top rank. Until this one he had done little of importance since "The Big Parade," several years ago. Incidentally the day after the preview Vidor was seen breaking in a shiny new car, one of those \$3,000 ones which look like a hippopotamus sliding along a mudbank. Alrexy spending the rewards of his new fame.

OTHER PREVIEW: Jeanette MacDonald's new musical "The Firefly" has her and Allyn Jones inspiring everyone with songs as thrilling as in her picture "Naughty Marietta."

Joan Blondell's latest "Back in Circulation," is a newspaper story with Pat O'Brien which is about the poorest excuse for taking picture patrons' money ever seen. A strictly formula thing which convinces of nothing except that it's "just another movie."

The Russian Polar flies visited Eddie Cantor and the "strip-tease" gal Gypsy Rose Lee, on their picture set. One of the flies declared, through their interpreter, that while going over the pole it was so hot in the plane they had to practically strip. "Oh," accused the dancer, "stealing my act!"

ODD FACTS: Gary Cooper was born on a Montana ranch, worked there as a cowboy for two years, earned his first salary as a newspaper cartoonist in Helena, and spent his first movie vacation in Africa hunting for the beads and hides which now decorate his ranch home. Frederic March comes by his starring eminence rightfully—he was a leading man in his college dramatic club, and went from there direct to Broadway plays. Janet Gaynor was still in a Chicago elementary school when she became a volunteer entertainer at the Great Lakes naval training camp.

STARS AT HOME: Edward G. Robinson's huge living room looks like a small art gallery. He has a score of valuable paintings hung on its walls, each with a reflected light above it. If you get the rare chance of visiting Robinson he will first show you his latest, additions to the collection, and then take you to the cool patio to help him admire his five year old son.

An attractive but modest six-room stucco home has been taken by Ralph Byrd, and when we found him also interested in paintings! But his was new paint in the bath and kitchen—which he was doing himself. "I learned to paint," Byrd explained, "to keep from starving when I first hit Hollywood. Made a deal with a cafe to save the whole place for my meals and \$3 a day, with which I paid my back rent." Byrd moved in during the one week vacation he had between the action thriller "S.O.S. Coast Guard" and his current leading role in Columbia's "Women of the Night."

Arthur Hohl, whose antics with a hornet's nest give you a good laugh in "Small Town Boy," delights in showing visitors the hand-carved chairs, tables and book-ends which he makes in his own wood-working shop.

HERE! HOLLYWOOD—Margaret Sullaven has been signed for the leading role in Universal's comedy, "Having a Wonderful Time." The deal was closed by agent Leland Hayward, THIRD husband of the actress. Her SECOND husband, William Wyler, is conferring over the job of directing the picture, and the leading man will be Henry Fonda, Miss Sullaven's FIRST husband.

Anemia Or Lack Of Good Blood "Anemia is caused by either loss of blood or by failure of the body to make blood. The disease is divided into two classes

primary and secondary, the latter always being due to some underlying condition.

"The symptoms of all forms of anemia are practically the same, depending upon the intensity of the disease. Shortness of breath occurs because anemic blood carries a lessened amount of oxygen than normal and therefore more breaths have to be taken in order to retain the normal quantity of oxygen. This is strikingly shown by breathlessness when the anemic person goes up stairs or climbs a hill. With this shortness of breath there is a rapid and conscious action of the heart beat, a marked paleness of the skin and lips a tendency to giddiness or faintness.

"Anemia may be secondary or primary. When secondary it is simply an evidence of an underlying cause of disease such as a defective food supply, the eating of too much candy and sweet desserts instead of fruits and green vegetables which contain iron; fever; poisons such as lead, mercury arsenic; Bright's disease and jaundice. Patients with anemia need to have a physician study them in order to determine the cause and to prescribe the proper line of treatment.

"There are two types of primary anemia—one is easily curable and the other absolutely hopeless. The curable form occurs in young girls usually beginning any time from the fourteenth to the sixteenth year of life. This disease is most common in ill-fed overworked girls of large towns confined all day in close, poorly lighted and badly ventilated rooms. Such cases complain of breathlessness on slight exertion and palpitation, and they faint easily. They do not lose in weight—in fact their weight may increase. Their skin has a striking yellow green color and for that reason this disease is often called green sickness. There may be puffiness of the face and swelling of the ankles which may suggest Bright's disease. These anemic girls often become low-spirited and irritable. Their appetite is peculiar and they crave all kinds of indigestible articles such as pickles, chalk and even earth. They are sometimes called clay eaters in the South. The cure is easy and brilliant—Blaud's iron pills with regulation of the bowels—for these girls are generally badly constipated.

"The other form of anemia is called pernicious anemia because it is always fatal. This disease occurs in middle life and no certain cause has been as yet discovered. Treatment has seemed to help but no line of treatment has ever effected a cure."

"The federal farm credit structure is now sound enough to withstand the strain of another depression, and in such event would serve as a cushion against

the previous devastating effects of forced agricultural deflation and liquidation. The production credit bank, one of the four branches of the system, integrates well with orderly marketing programs." Dean William Schoenfeld, O.S.C., chairman of the board for federal farm credit administration.

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CHURCH ANNOUNCEMENTS

St. Cecilia's Church Rev. G. L. O'Keefe, Pastor

Sunday Services—7:20 and 9:30 A.M.

CHURCH OF CHRIST Geo. W. Hatch, Pastor

Bible School—9:45 a.m. Mrs. Vernia Hopper, Superintendent

Communion service—11 a.m. with special music by the choir directed by Mrs. J. Johnson. Preaching by the Pastor. Subject "What Jesus Means To a Growing Christian."

Proaching 8:00 p.m. Midweek assembly on Wednesday at 8 p.m. Intermediate Christian Endeavor at the same hour. Friends and strangers will be given a cordial welcome at all assemblies.

Bethel Congregational Church Harper R. Burns, Pastor

Bible school—9:45 a.m. R. C. Doty, superintendent. Good classes for all ages.

Morning worship at 11:00 a.m. Special music by Vested Junior choir. W. L. Cady, Director. Sermon by the Pastor. Theme, "The Story of My Life."

Note: This Lord's Day being the occasion of the pastor's birthday, the message will consist of a brief story of his life. The message will be helpful and interesting to young people.

We do so much appreciate the many who are helping to keep the church going during the summer months.

Nazarene Church Julius Miller, Pastor

Sunday School—9:45 a.m. Bring your family for religious worship and stay for the morning

Morning Worship—10:45. Subject, "The Safety of Those Who Trust in God."

Evangelistic meeting—7:45 p.m. Subject "Personal Evangelism."

Good congregational singing, and special numbers are always a part of our service.

Midweek prayer-meeting—7:30 Wednesday nights. Come and worship with us. We welcome strangers.

Read the Classified Ads.

True Confessions

This started it "I've had money and health aplenty ever since God took me as his own." So it began. At this hall a dozen men stood to speak out. The straight and narrow path had been no bed of roses for them. But enough of grace there had been and what could one ask more?

Now the Author-Evangelist speaker of the evening, picked up the line. He took us back to our boyhood. He showed a Bible-loving father with the Book open as he cobbled the shoes for the village back there in Michigan.

Then the mother became a widow and through reverses, they found themselves penniless. The mother canvassed and sold things; she took in washings—"I will ask for work by no means for bread," was her saying. With

lard spread on instead of butter, things looked black until on a day but one she was left to divide between two children, our man and his small brother. That afternoon she is out to this day. Mother and boys knelt and she poured out her prayer and claimed the promises in the fatherless and the widow. As he told it, that was an hour of hour of hours; a pattern for saints who would wrestle and prevail.

Super-time came. "I have food for you; those hazelnuts from last fall." So they ate. But the small boy knew that something was bound to happen. He knew just after that prayer and he wanted to stay up. Sure enough, a knock at the door. In trooped the church folks. A fortnight before someone had said "I was time for a party. The thing grew and the widow's place was chosen. "And let's make it a pound party!"

There you have it except the pound of flour became a barrel, and other needfuls aplenty. Then the surprise of the villagers when the family plight was discovered. So the evangelist told of God's faithfulness. As he sounded the altar call a young Hungarian, minus coat and with skin showing through a torn shirt, made for the front. So the evening passed and out of it may you sense something of the warmth and joy that spreads thru a Gospel Mission when testimony gets the swing.

Dr. Miles' NERVINE

Beaverton, Oregon. Pd. adv.

Business Places To Patronise IN BEAVERTON

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W. E. PEGG UNDERTAKER AND EMBALMER Grange Building Beaverton

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

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

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AFTER THE HONEYMOON



Geoff Hayes.