

THE BEAVERTON ENTERPRISE

BEAVERTON, OREGON

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BUSINESS CONSISTENCY

Good business judgment has a two-fold value. It keeps commerce sailing on an even keel, and in the end returns to the public the fullest measure of service.

As to what constitutes good business judgment we must look to the individual business man and to the public that makes up his patronage.

Cut-throat prices are not always the great benefit to the trading public that the self-styled public benefactor would have the people believe. The cutting and slashing appears to serve the customer for the time, and then the blow-up comes. Quality is sacrificed for price; but worst of all, the continuance of the concern in business is doubtful.

The old saying that you can't get something for nothing finds its primary application in the world of business, in merchandising.

The merchants of our town are not cut-throats. This does not mean that they do not have special sales and bargains. But they are the type that believe in living and in letting live.

The fact that there have been comparatively few business failures in our town in the past speaks well for the business men and women of this community.

But where does the public come in? The public comes in stronger, if at all, than anybody else, because business failures hurt the community more than they hurt the individuals involved.

To sustain the community the community must be found and adhered to in light of conditions. The correct level of prices are those that meet fairly existing competition, plus prices that will permit the merchant to stay in business and meet his community obligations with self-respect.

It's an old song, but one that lives. Every dollar spent outside of our town for things that could have been purchased with a fair competitive price in our town is a constant pull against the business of our town, which in turn pulls down local prosperity that affects everybody else in the community.

Suppose the theory of trading away were applied 100 per cent. What stretch of the imagination does it take to see the community go backward; to see business men failing because they went into business to SERVE YOU and failed to receive your patronage; to see property values lower, institutions suffer, jobs lacking, industry lag, and community spirit and civic pride lessened?

There was never any competition as keen as community competition is now. And because of this every citizen should rally to the support of his home town. In so doing he is following his own BUSINESS CONSISTENCY, and it is good business to trade at home.

THE FIVE-DAY WEEK

The executive council of the American Federation of Labor, at the annual convention of the body in Los Angeles, declared advocacy of the five-day week for members of certain crafts. As this declaration comes from representatives of the recognized labor organization in the United States, it will not pass unnoticed. Tho the five-day week does not see its general adoption for some years, the mere announcement of such a proposed program for labor is of far-reaching significance.

If the world's work can be done in five days out of seven, by all means it ought to be done. If the labor-saving devices mean anything in our economic and social structure of society, they ought to make possible more leisure for those who formerly toiled with hands alone. A shortened working week would bring about advantages, but not without their corresponding problems. No less would be the social results than the economic.

One great ultimate of all working people is a greater amount of leisure. But if this added leisure is translated into mere idleness; or if its advent into our industrial life would have a tendency to bring debauchery, recklessness, or wasteful lavish of earned money, the working people themselves would be far better off without it. On the other hand, if two or even three days out of the seven would be devoted to self-improvement, education, recreation, worship, research, civil interest, invention, rest, social contact and fellowship, or the mere pursuit of a worthwhile hobby which every man has, then there is no finer pronouncement ever made for social and industrial freedom.

With all his alleged parsimony a Scotchman will always give you something to think about.

The prize optimist of the year is a republican who still believes Cal will choose to run.

ALOHA NEWS

Mrs. B. Thegley, Portland, visited her sister Mrs. F. Olson last week, while Mr. Olson went deer hunting.

Jean Manners, of Portland, was a week end guest of Pauline Kinneman.

Dr. and Mrs. Bob Pittenger, Hillsboro, were dinner guests Tuesday of Mr. and Mrs. J. L. Schmid.

Mr. and Mrs. G. Ronald, of Ellensburg, Wash., were guests of Mrs. P. F. Smith this week.

Mrs. J. Olsen, of Tillamook, accompanied by her daughter Mrs. Frank Withrow, has been visiting for ten days at the home of her daughter Mrs. L. Kinneman.

Mr. and Mrs. Trombley, of Portland, visited with Mrs. A. Adkins last week.

Mrs. Ada Kelly and Mrs. A. Adkins were in Portland Sunday visiting at the home of Mr. and Mrs. Toby Smith.

Mrs. Ben Adams, of Beaverton, was a guest of Mr. and Mrs. C. Florence.

Mr. and Mrs. W. C. Abbott moved into their new home this week.

Miss Lucy Bodge, of Seattle, was a guest of Mrs. W. C. Abbott this week.

Mrs. W. E. Norvell, Juno, Alaska, visited with her sister Mrs. P. F. Smith this week on her way home. She has been visiting her daughter Mrs. Robt. Curry in Chicago this summer. Mr. Norvell is agent for the Alaska Steamship Co., at Juno and they have lived there for several years.

Mr. and Mrs. Gilmore, daughter June, and Betty Stickney spent Sunday at North Beach, Washington.

J. E. Hayes is recovering from a severe illness.

Ross Wheeler won the large ball given away at the Aloha Confectionery for the most wrappers from Curtis Candy. He turned in over 200.

J. P. Kerby received 4 pair of Silver Fox from Hillsboro this week.

R. Rasmussen, of Hillsboro, visited at the home of J. E. Hayes Sunday.

G. H. Wilson, of Huber, is ill at Good Samaritan hospital.

Mrs. J. W. Patterson is rapidly recovering from a recent operation at the Portland Sanitarium.

The Girl Scouts have three new members, Louise Penny, Doris Wells and Zelma Teschner. Ethel Reynolds was elected assistant patrol leader and Lucille Spooner sergeant-at-arms. The first patrol is named Silver Fox and the other Fleet Foot. They will organize a basket ball team. A Halloween party is being planned.

The B. Y. P. V. of the Aloha church will give a play on October 21st in the gymnasium. Mr. Barber, superintendent of the Sunday school, is training the young people.

The Camp Fire Girls met Tuesday after school at their hall. Evelyn and Henrietta Hawley are new members. Plans are being made for a Halloween party. Girls are urged to join.

A Silver Tea was held at the home of Mrs. Crueller Thursday.

Mrs. A. Maycumber, who has been visiting at the home of W. Hawley returned Monday to her home in Cheyenne.

Geo. Brown, of San Francisco, is visiting E. Cornell and attending school.

Dorothy Clark celebrated her 10th birthday this week with a party. Those present were: Esther McKeown, Jeannett Cornell, Fred Gee, Mildred Twoby, Claude Gee and Elizabeth Hayes.

Miss Lee and Miss Thelma Lee left Sunday afternoon for an extended visit in Montana.

H. G. Reynolds and wife, of Portland, visited J. W. Reynolds and family Sunday.

Eaner Newman and daughter visited at the Tetiner home Friday and listened to the "Hoot Owls."

Queen Esther Circle will have a cooked food sale at Morrison and Lowreys Red and White Store Saturday.

Olivia Whitmer who sold his place is moving to Arizona October 19th.

Mr. and Mrs. Sereno P. Nelson, of Portland, were dinner guests of Mr. and Mrs. N. J. Skee Tuesday.

J. D. Gilmore is building a new house.

N. M. Jensen has sold his home near Orenoco and has moved to Portland.

SURPRISED AT GROWTH OF ALOHA

Miss Mary A. Morrison of Cleveland, Ohio, was an Aloha visitor Tuesday at the home of Mr. and Mrs. Matt King, and also looked over her 4 acres of land, next to Buck's Store. She purchased this 20 years ago and was agreeably surprised to find that her property was in the center of town. She ordered the Aloha News sent to her home "as she wanted to know all the news about this thriving town."

D.—Have you ever run a temperature?
He—No, but I've driven every other kind of a car.

LIBRARY BOOKS FOR WINTER EVENINGS

Can be Secured from Mrs. Mack any Time During School Hours

RARE TREAT FOR ALL

Miss Cornelia Marvin, State Librarian Will Loan Books for Three Months

A rare treat is in store for all the people of this neighborhood who like to spend their winter evenings in profitable reading.

Thru the state librarian, Miss Cornelia Marvin, Mrs. Mack has made arrangements to have a three months loan of a Carnegie "International Mind Alike." It is a group of about 30 books furnished by the Carnegie Endowment fund for international problems. Some of the titles follow: "The Occident and the Orient," "Spain Today," "What the League of Nations is," "Brazil after a Century of Independence," "Sweden and its People," "Lanterns, Junk and Jade," "Cargoes and Harvests," "The Psychology of Bolshevism," "Beyond Kyber Pass."

These books will be at the Aloha-Huber school beginning about November 1st. They can be borrowed for a period of two weeks by anyone interested in the solution of international problems.

Aloha-Huber

Boy Scouts

Troop 15, of Huber, was well represented at the Court of Honor, Thursday night, at the Court House in Portland. There were 4 boys there. They were, Gordon Coward, who was there for Merit Badges in Carpentry and Cycling; Harold Price for Craftsmanship in Leather and Craftsmanship in Wood; Walter Stickney for Craftsmanship in leather and William Sundberg for cycling. This makes ten Merit Badges in the Troop.

There were 4 visitors at the meeting last Friday, and they all said that they had a very good time.

The Troop committee also held a meeting with four members present. They were Mr. Mann, Mr. Tatlock, Mr. Price and Mr. Coward.

Frank Shepherd, Scribe

Miss Mary A. Morrison, of Cleveland, Ohio, and Mr. and Mrs. Matt King were entertained by Judge and Mrs. Jacob Kanzler last Sunday afternoon at their home in Portland. Miss Morrison resides in Cleveland, Ohio, but formerly lived in Portland. She is much interested in the development of Aloha and the surrounding district as she owns considerable acreage within the corporate limits of Aloha.

Stirl Spies, who underwent a hernia operation at St. Vincent hospital last week is rapidly recovering.

Miss Nellie Spies, of Grants Pass, has been visiting at the home of Mrs. Spies for two weeks.

Mrs. Spies, Miss Nellie Spies and Mr. Miller drove to Troutdale Sunday to visit C. E. Stevens, Mrs. Spies' brother. The highway trip was greatly enjoyed by all.

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ALOHA HUBER NOTES

Wilma Tuttle, reporter

Cookery Club was organized Wednesday with Mrs. Witzler as leader.

School was dismissed Thursday and Friday so that the teachers could attend the county institute at Hillsboro.

Lucille Dolittle has entered the 7th grade and her sister Ruth the 3rd grade. They formerly lived at Beaverton.

The tag day for the Louise Home netted \$20.55, the largest amount from any school.

The monthly meeting of the P. T. A. will be held at the school house Tuesday evening October 18th. A short program will be given by the members of the 8th grade class.

Mrs. Kearney's room is planning a profit in Geography. They are being very secretive about it but rumors will creep about. The members of the 8th grade class sold candy at the cafeteria on Wednesday to raise funds for the purchase of books. They have been making a thorough study of early settlements and life in the colonies and have been making good use of the New Encyclopedias that were purchased by the Board.

Under Mr. Hickey's able supervision the school house and wards are looking very nice and clean and under the urge of his industry the entire 8th grade turned out and made a cleaning of the school grounds.

The eighth grade has just begun the study of the departments of our government and their functions. We find the work very interesting.

A good percent of the 8th grade received 100 per cent. in grades in the reading last Tuesday.

POEMS BY F. KANZLER

Below are printed two clever poems from the pen of Frances Kanzler, 12 year old daughter of Judge and Mrs. Jacob Kanzler, of Portland, Oregon.

MY SONG

By Francis Kanzler

Do you know what I think, think, think,
When I lie by the river's brink
And the birds sing in the trees,
And the flowers sway in the breeze
I think of a maiden fair,
With beautiful golden hair,
And eyes so true, like skies of blue,
That beautiful maid of mine,
And though the time be long,
Till I make her a love song,
I shall find that maid with the golden hair,
And ask her to be my lady fair,
Now do you see what I think, think, think,
As I lie by the rivers brink.

"ODE TO A VIOLET"

By Frances Kanzler

"Oh modest little violet
Lift your dainty face,
And smile from the depths of the
Where the dew faintly spins lace.
Oh sweet and fragrant flower
Thy color of azure hue,
As if the Artists of Nature
Had used the Sky's own blue!"

Mr. and Mrs. C. J. Stickney are enjoying a visit this week from Mrs. O. E. Couch, of Eugene, who is an acquaintance of many years and a former neighbor when the families were both residents of North Dakota.

BIG SALE

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1-2x6 Bevel Siding per M	19.00
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