

# THE BEAVERTON ENTERPRISE

BEAVERTON, OREGON

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### OFFICES

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Multnomah—5-10-15c store—Phone Broadway 0791.  
Beaverton—Broadway near O. E. tracks—Phone 7503.  
Portland—408 Dekum building—Phone Broadway 0791.

## WHAT I KNOW ABOUT A NEWSPAPER

By Thos. E. Pickerill

What I don't know about a newspaper would make a longer story, but what I do know about one is worth reading.

It took me the first three weeks to find out I didn't know anything about running a newspaper. During that time I learned many things. It was the Garden Grove (Cal.) News, and it taught me the lesson of charity—plain old-fashioned charity—better than any other institution of which I know. Charity toward the poor devils who have to get out newspapers on time and please everybody.

Often I have wondered how the good Lord ever made men and women strong enough to withstand the petty things that annoy the publisher of a newspaper. What I say here I think applies also to the New York World, The Chicago Tribune, The Los Angeles Times, as well as this paper. The only difference between a daily and a weekly is that the former has potentially 365, and in Leap Year 366, grief spells, while the latter gets by with 52.

Above all, newspaper people are human—humanly human. They must be, or they aren't newspaper people. The general public keeps them human, even if their inclinations try to take flight into idealism. I want to repeat what I said one time: you expect a newspaper to rejoice with your parents when you are born; give you a column and a half all about the wedding gown and the orange blossoms, and the natty check traveling suit, and the minister, and the wedding cake when you get married; and then to pronounce serious eulogies about you when you pass on. That's all right, but what about that overdue subscription to the newspaper, and the criticisms you direct toward the editor when he doesn't make half as bad a mistake.

You expect all the free advertising you can get and still keep on good terms with the editor, but just let the dear editor step out of the path of holy action and you jump on him with both feet. Mistakes! That's one of those serious crimes. The kind that you can't get away with by pleading insanity or ignorance. The wonder is that printers don't make more. Sarcastically speaking, every mistake, every misprint, every wrong initial or mis-spelled word is the result of the editor's and the reporter's conspiracy against you. They law awake nights hatching up something to make you feel hurt. Seriously, neither has time to forget his own troubles and think of you. If you thought twice you would know that every mistake an editor or printer makes hurts them and the paper far greater than it hurts the "victim."

Now let's get forward looking and down to facts. I know that a newspaper is absolutely indispensable in the every-day life of the people. Without the press we would hark back 500 years or ages and ages in civilization or lack of it. And the home newspaper is the greatest solace of all. Readers like personal and social items. You like them because you are not going to find any scandal there. Readers make up many of the scandals from facts they read. That's pretty harsh against the reader, but we do not mean all readers, nor even any considerable number of them. But locals are clean. They are neighborly. They save many a talk over the back fence about Mrs. So-and-so spent Sunday. I tell you the newspaper is a time saver and a quarrel saver.

Then there's the editorial page. You may think only the highbrows read editorials. This is far from the truth. Everyone likes a newspaper to have a policy, though it be a neutral one. Readers like comment on current and community questions. Even if they do not agree with all that is said, there is zest for mental arguments, thrill of thinking for themselves.

The general and national news is not within the sphere of the local weekly paper, but you couldn't do without the local paper any better than you could do Kick for kick, interest for interest, joke for joke, eye for eye and tooth for tooth, you get more real pleasure out of the home paper than you do out of the metropolitan daily. Why? Because it is closer to your interest.

Now for the ads. I will not say much about advertising, for it is a field all by itself. I do know, however, that advertising in the home paper is valuable for the same reason that the local news is valuable. Occasionally one finds a man in business who thinks his business will "set along" without advertising. Well, he may "set along" for a while, but the history of great business proves that advertising pays and pays big.

All this, and still I haven't told you much of what I know about a newspaper. I know it is the most fascinating game in the world that comes under the head of being legitimate. I know just enough about the mechanical end of a newspaper—the type and headline setting, the make-up of the pages, the running of the press—just enough, I say, to keep my inexperienced fingers off of the type and machinery.

The moral of this tale is this: When you are about to criticize a newspaper or any of the people whose duty it is to get it to you, just walk or ride down to the newspaper's plant and hang around there until you have seen the whole process of getting one single issue from the press, and you'll go home a better, more charitable, more forgiving, and more sympathetic citizen.

## OREGON STATE NEWS OF GENERAL INTEREST

### Brief Resume of Happenings of the Week Collected for Our Readers.

Yamhill county's expenditures in 1928 are estimated at \$551,122.45. This compares with \$558,525.10 spent in 1927.

The Bank of Dayton, in its statement of December 31, 1927, registered a total gain of \$15,000 in resources for the year.

Clover growers of Clackamas county attended a clover conference held at the Oregon City chamber of commerce rooms last Monday.

Total sales of stamps and stamped paper at the Sandy postoffice for the year ended December 31, 1927, was \$2178.22; a gain of \$316.89 over the previous year.

Charles Walker, Beatty stockman, was found guilty at Klamath Falls on a specific charge of stealing a cow by a jury which deliberated a little more than two hours.

The Northwest Society of State Highway Engineers will hold their annual meeting at the Multnomah hotel in Portland, January 28, according to a recent announcement.

With a yard full of lumber and a scarcity of logs as the cause, the Oregon Trail sawmill at North Powder has shut down and will probably not open again until spring.

Of a total of 8573 children examined in the elementary schools of Marion county, only 34 per cent were found free from defects, while 5642 were found with defects of some kind.

A 66,000-volt line has been built by the Pacific Power & Light company between Pendleton and Athena at a cost of \$15,000 a mile. Next summer this will be extended to Walla Walla.

Bids for highway construction jobs in three counties and a park concession in Umatilla county will be opened at a meeting of the state highway commission in Portland, Thursday, January 26.

A new high population record was set at the state penitentiary in Salem when 651 prisoners were registered. All of the convicts, with the exception of those in the hospital, are employed regularly.

Mrs. Ella Shulz Wilson was re-elected secretary of the state fair board. A. C. Masters of Roseburg was elected president. H. R. Crawford of Salem vice-president and A. Bush of Salem treasurer.

W. J. Culver was elected Marion county roadmaster for the 15th consecutive time. Virtually all of the hard-surfaced highways in Marion county were constructed under Mr. Culver's supervision.

The Mt. Hood Railway company's tracks have been kept open constantly during the recent storm and service has been maintained to Parkdale. About 85 cars of apples along its track are awaiting shipment.

Seaside is to have an aviation school, a tract of 60 acres having been purchased for that purpose in the north end of the city, with a mile of river and ocean frontage. The school will be opened in July.

Coos county expended \$23,897.26 for road projects during December, it was revealed at Coquille by figures compiled in the county clerk's office. The greatest amount was spent on general roads, totaling \$14,989.70.

Fire losses in Oregon, exclusive of Portland, during December aggregated \$395,042, according to a report prepared by the state fire marshal. There were 76 fires reported, of which three were of an incendiary origin.

The state legislature would be prohibited from interfering with legislation enacted by the voters, under the provisions of a proposed constitutional amendment filed in the offices of the secretary of state at Salem last week.

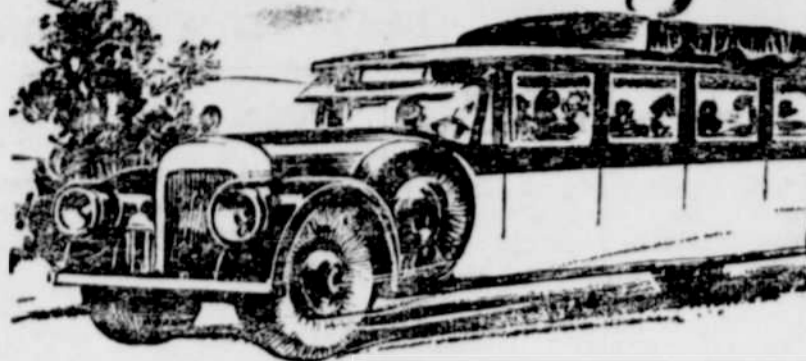
Late registration at the Oregon Agricultural college has increased the total for this term to 3297, the largest enrollment of degree students for the second term in the history of the college, according to the latest report issued by E. R. Lemon, registrar.

Decision to solicit support for the proposed wool warehouse in Baker was made at a meeting of the Baker County Wool Growers' association in Baker last week, and a committee was appointed with a view of determining the sentiment of sheepmen in regard to the project.

The Coquille chamber of commerce will petition the federal radio commission to permit the establishment of a broadcasting station there as the center of Coos county. This action came as the result of a meeting of the chamber last week.

Loss by fire in Astoria during 1927 was lowest of any year since the big disaster of 1922, according to the annual report of Fire Chief C. E. Foster. The total loss last year was \$17,997.03, on which insurance totaling \$10,280.03 was paid.

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AGENTS

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Tobaccos

Confections

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Cady Bldg.

Watson, St.

## DINNERS

THAT CAN'T BE BEAT

Bobbies Barbecue

At this time, there is being broadcast the finest programs in the history of Radio. Are you enjoying these programs to the fullest extent or is your radio "dead" to the world? I am fully qualified to examine your set and put it in first class working order. All work absolutely guaranteed. On new installations I give 30 days free trial and a 5 year guarantee. I build sets with loud speaker volume at 5000 miles distance. Free estimates on repairs. Work called for and delivered. Write, phone or call

L. A. KENNEDY, Beaverton, Oregon  
(member Radio Association of America)

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Lunch Room, Candy, Confectionery, Soft Drinks  
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MORTICIAN

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CONFECTIONERY AND ICE CREAM PARLOR

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Magazines—All The Daily Papers

WEATHERLY ICE CREAM

Canned Goods and Light Groceries to Accommodate Sunday

Night Trade