

THE BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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OFFICES

Tigard—Tigard Pharmacy—Phone Tigard 143.
Aloha—Aloha Lumber Co.—Phone Beaverton 4252.
Beaverton—Broadway near O. E. tracks—Phone 7503.
Multnomah—Multnomah Insurance Agency, Broadway 0791.
Portland—408 Dekum building—Phone Broadway 0791.

THE UNIVERSAL DRAFT IN THE COMMUNITY

Suppose all forces in the community were drafted and placed by compulsion in the service of the common good.

Suppose every citizen gave, like taxes, to every institution organized for community betterment. Suppose that the power of the community's money, influence, activity, cooperative spirit, machinery, brain-power and moral resources were constantly directed toward upbuilding our town and its environs. Suppose that the business men received every dollar in trade that logically belongs to them from the viewpoint of geographical location and community interest.

Suppose that everybody in the community were every day working, striving, thinking, giving, cooperating, boosting, shouting, and praying that our town and surrounding community might enjoy every blessing of wealth, happiness, morality, order, education, religion, prosperity, leisure, research and travel, which are always potentially ours.

Suppose all these things, and then think of the result. The only drawback to such a scheme is that the "compulsion" would spoil it all. People will do their very best and finest work and put worth in to their accomplishments so very much better when the thing is done for the sheer love of doing and because of loyalty to the community than when prodded or forced into cooperative effort.

But suppose that the universal draft were to come from the hearts of all the people—in other words, suppose it were a matter of volunteers—then would come the big results.

Strange as it may seem—everything mentioned in this editorial is not only possible, but probable. It is probable because other communities have nearly accomplished it, while many, many have approached the result.

If people would boost because it is right to boost, and because they help the community and themselves by so doing, the results would be more satisfying and far more lasting, than that kind of progress that comes thru compulsion or by hopes of personal and selfish gain. It is a fine thing to be in the limelight, but that is not the end. Lindbergh is in the limelight, but he is there because his accomplishments placed him there, and not because he placed himself there to be in the limelight.

Volunteer effort, volunteer cooperation, volunteer leadership have been the virtues which have built great cities and empires. When any organization, institution, newspaper, association, or individual is strong enough to bring out such great leadership, it has done the best for its community.

THE SIXTH INDUSTRY

According to Francis K. Sission, vice president of the Guaranty Trust Company, New York, who spoke at the International Advertising Convention held recently in Detroit, advertising is now the sixth industry in the United States. Among the foremost, we know, in point of capital investment are agriculture, iron and steel, motor vehicles, motion pictures and petroleum.

Whether Mr. Sission meant that advertising is the sixth industry in point of capital investment we do not know. It is difficult to classify this great industry of advertising, which, indeed, is more than an industry. It is an institution deep-rooted and well established in the lives of the people. Too little has been said of advertising as necessary factor in commerce and in the everyday lives of the people as a whole. When considered as a vital force, regardless of capital investment, advertising may be said to be the first great industry. It is the great solvent in trade. It is a mighty factor in ambitious progress and development. It is the first thing one sees and the last thing one remembers in matters pertaining to human needs and wants.

Advertising is not only designed to sell goods. It sells communities, counties, states and empires. It beckons the restless to travel, the weary to rest. It finds health and happiness for countless millions. It establishes confidence in business, and informs of qualities and methods. It is the primal cause in the advancement of business as an institution. It is an indispensable element in all that we do.

If you doubt that Barnum was right, read a modern political platform.

Equivalent to a companionate marriage is an orthodox wedding of a woman who doesn't like to cook and a man who doesn't like to work.

HIGHWAY CONDITIONS



GENERAL TOURING CONDITIONS ON COAST ARE EXCELLENT

The highway departments of the various coast states have placed their highways in the best shape possible for mid-summer tourist travel. All roads in Oregon are in excellent shape and are carrying an increased amount of tourist travel, particularly is this true of The Dalles-California and Roosevelt highways. A rapidly increasing number of Oregonians are traveling south by way of the Pacific highway, making a loop trip and returning by way of either the Roosevelt or The Dalles-California highway.

OILING OPERATIONS ARE AS FOLLOWS:

All oiling operations in the state are now carried on so as to cause no inconvenience to travel. Screenings are placed over all wet oil before travel is permitted to use the road. Detours are provided wherever possible.

John Day Highway, Crew No. 3. This crew is working between Lone and Heppner laying heavy oil. One way traffic. No detours.

La Grande-Wallowa Lake Highway: Crew No. 4 is working between La Grande and Elgin. One way traffic. No detours.

Sherman Highway: Crew No. 2 is working between Grass Valley and Kent laying top oil which is immediately covered with screenings. Traffic is being detoured by the old road between Grass Valley and Kent.

The Dalles-California Highway: Crew No. 5 is working between Fort Klamath Junction and Modoc Point during the coming week. One way traffic. No detours. Oiling operations will start on this road beginning the first of the week between Cow Canyon (just south of junction of Sherman county highway and The Dalles-California highway) and Madras. This work will probably last for two weeks.

Medford-Crater Lake Highway: Crew No. 6 is working between Prospect and Trail. One way traffic. No detours.

Mt. Hood Loop: No. 7 will be laying bituminous macadam between Sandy and Zigzag. One way traffic. No detours.

Willamette Highway: Crew No. 8. This crew is working between Goshen and Lowell spreading light oil. One way traffic.

McKenzie Highway: Crew No. 8. This crew will be working between Springfield and Walseville laying light oil. Through traffic will be detoured via country road.

Roosevelt Coast Highway: Crew No. 9 is working between Seaside and Tillamook. One way traffic. No detours.

McMinnville-Tillamook Highway: Crew No. 10. This crew is laying bituminous macadam between Grande Ronde and Sheridan. One way traffic. No detours.

Old Oregon Trail: Starting the first of the week oiling crews will be at work between Arlington and Heppner Junction.

HOME POINTERS

(From School of Home Economics)
O. S. A. C.

Beef and pig liver may be cooked with a tomato sauce which takes away the strong flavor yet leaves all the value. The liver is first scalded then rolled in flour. Brown in fat and add a cup of strained, canned tomatoes. Cook slowly for 15-20 minutes.

The vitamin A content of hens' eggs may be increased by feeding the hens on fresh bluegrass range or by giving fresh lawn clippings.

Ordinary blackboard erasers may be used to clean the top of the stove. This will do away with the mussy, black stove rag.

Green peppers are one of the best sources of vitamin C. They have nearly four times as much as string beans.

Time may be saved by boiling potatoes with the peel on and putting them through the ricer. The peels will remain in the ricer and all the potato can be forced through.

Leaf lettuce is much richer in vitamin A than head lettuce. This is true in the case of all green versus bleached vegetables.

Beef kidney, liver, heart and brain all contain at least twice as much iron as round steak.

A meal may be planned around a bottle of milk instead of a pound of meat.

Lodge Directory

BEAVER LODGE

No. 100, A. F. & A. M.

Meets first and third Thursdays of each month by order of L. D. Shellenger, W. M., J. B. Kamberger, secretary.



BEAVER CHAPTER

No. 106, O. E. S.

Meets second and fourth Wednesday of each month. Barbara Gorham, Worthy Matron Margaret Denny, Secretary. Card party and 500 the third Wednesday—Visitors welcome.

Beaverton city council meets first Monday of each month.

Beaverton Chamber of Commerce meets second Tuesday in each month.

Modern Woodman of American Silverleaf camp, meets the first Saturday and third Tuesday of the month.

Beaverton I. O. O. F. No. 252 meets every Monday night at their hall in Beaverton. N. G. J. F. Godard; sec'y M. E. Underhill.

Beaverton Rebekah Lodge No. 248 meets 1st and 3rd Tuesday of each month. Mrs. Albert Erickson, N. G., Lena Godard, secretary.

Beaver Grange, No. 324, meets the second Saturday of each month. B. C. Denny, master, Mrs. Ruby Boyd, secretary.

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