

THE BEAVERTON ENTERPRISE

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OFFICES

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

OUTDOOR ADVERTISING

We understand the status of billboards and other signs along public highways to be, in part, as follows: the Kansas supreme court has upheld the right of the state highway commission to order removal of unsightly signs along state roads. Arizona ordered all signs off of its state highways by August 1. Georgia has done the same or taken similar action, but has included a ban on cutting trees needlessly. Efforts are being made to have the New York legislature tax billboards. Various states requires licenses.

A movement is on foot to regulate outdoor advertising rather than confiscate it. It is a question how far the law can go, but public opinion always precedes good laws, and public opinion is being formulated strongly against billboards and especially the innumerable "hot dog" type of sign along the roads.

A discriminatory tax would be self-evidently illegal if imposed against property used for billboard purposes or for the maintenance of billboards themselves. A reasonable license would be legal enough, but not sufficiently prohibitive to do away with billboards. The power to tax being the power to destroy, the act of taxing excessively would itself raise the question of legality.

It seems to us that grounds of safety alone would warrant the strict regulation, if not the elimination of highway advertising. No one denies that inattention causes the most automobile accidents, that is inattention in its various forms of carelessness. Reading billboards and driving a motor car certainly do not mix. Billboards at strategic points of danger or safety, such as at curves, grades and narrow places tend to cause inattention and confusion.

As to the esthetic side, governments have not been so slow to recognize beauty, especially to bar anything that makes against the beautiful, for in the planning and zoning acts now so popular in metropolitan centers, special care is taken that the type of architecture shall conform to the scheme outlined. Restrictive measures of all sorts have been included in subdivisions, and have been repeatedly upheld by the courts.

It is no less the business of government to keep its public roads free from ugliness, especially since the greater portion of the population spend much of its time on the road. To say that the abolition of billboards is the destruction of a great industry is not sufficient as an argument for their perpetuation. The history of mankind is the history of the abolishment of industry when something better takes its place. Beauty and safety are always better than ugliness and danger.

"Fifteen Nations Pledged Against War."—Headline. Secretary Kellogg's work will be completed when he induces about fifteen dozen millionaires to sign the same pledge.

Commissioner Doran announces that dry agents will wear distinctive caps and shields when on the highways. Why not make 'em ring a bell like they do in China? 4

"The opposing parties will now try to travel to the White House by punching each other's tickets."—Virginian Pilot. Well, that's better than punching each other's faces like they used to do in the old days.

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THE ENLARGED SPHERE OF SERVICE

No one can say who does the most good in the world. There is no well defined list of "Who's Who" in the field of service to humanity and advancement of the race. Loyalty to one's own community in a particular activity may result in as much good as devoted work toward a national or world ideal. The attainments may not be heralded as far and wide, the deed may not shine in the public light as one who receives the greater acclaim, yet in his humble capacity he may have accomplished things more permanent and lasting.

We are not all fitted for work requiring great executive ability, but we can all do our part in maintaining a well ordered government and advancing the cause of morality, social intercourse and education.

It may be questioned that community cooperation and loyalty are stepping stones to national solidarity. Yet every man or woman who has achieved prominence in nation from good works was once, and is still, if living, a man or woman thought well of right at home in his or her community. One can not step from humble station into fame that comes from honest accomplishment—it is to eminence because of merit—without having had the background of responsibility to his or her own people. Transients have come and gone—paraded before the spotlight of fame, soon to be forgotten. But behind every truly great effort has been a background of simplicity, of obedience to law, of honest intention, and of service to the institutions of civilization all along the line.

The ways of success are austere. The steps to success are high and steep. A well-rounded career is the product of service to home and country, state and nation. It is no easy task to fulfill the obligations of citizenship unless one is willing to sacrifice selfish interest for public good. Then the rewards are ample and abundant, because service accumulates and becomes its own reward.

The enlargement of the sphere of service is not necessarily the attempting of great tasks, but the performance of any work or obligation with a view of perfection. To enlarge one's sphere of service is to concentrate upon the humble jobs that are laid out to be done. To do them well is to gain the capacity for larger things.

A citizen's first obligation is to his community, which includes his home, his schools, his church, his business and all other factors and institutions for individual and social betterment.

INQUIRY LIST

The following people have written to the Land Settlement department asking for information on Oregon. We have answered these inquiries, sending general literature and they have returned signed questionnaires giving the following information. These prospective settlers are all sufficiently financed for their needs:

21309—Mr. James E. Murray, Menlo Park, Cal., is coming to Oregon this fall and would like to get from 40 to 80 acres of improved land in western Oregon suitable for dairying, poultry, and stock raising. He is also interested in irrigated land.

21311—Mr. J. E. Messenger, 142 Glenwood avenue, Fullerton, Cal., is coming to Oregon and wants about 80 acres of improved land between Albany and Junction City suitable for dairying, stock raising, and general farming.

21312—Mr. R. D. Motley, Route 1, Box 259, South Jacksonville, Fla., is coming to Oregon next spring and wants a partly improved farm in either Lane or Douglas counties suitable for general farming, particularly interested in walnuts and filberts.

21313—Mr. C. W. Trotter, Route No. 4, Santa Ana, Cal., is coming to Oregon next spring and wants from 50 to 200 acres of unimproved or partly improved land in Lane county suitable for dairying, fruit raising, and general farming.

21314—Mr. Charles Dofner, 2853 East Walnut, Huntington Park, Cal., is coming to Oregon and wants from 10 to 20 acres suitable for poultry and fruit raising. Has five-room modern frame bungalow that he would like to trade.

21315—Mr. C. S. Buckner, 14727 Strathern, Van Nuys, Cal., wants from five to 10 acres of improved land around Ashland or Medford, suitable for poultry and fruit raising. Has two acres that he would like to trade. He is interested in irrigated land.

21314—Mr. Harry L. Skiles, Delano, Cal., is coming to Oregon within the next two weeks, and wants a quarter section of improved or semi-improved land in western Oregon suitable for dairying, sheep, stock raising, general farming, and particularly walnut raising. Has property to trade.

21315—Frank Pierre, 2010 Telegraph, Oakland, Cal., is coming to Oregon and wants 160 acres more or less of improved and unimproved land suitable for sheep, stock raising, and general farming. Prefers the northwestern part of the state or Coos county.

21314—Mr. L. A. Newkirk, Route 2, Riverside, Cal., is coming to Oregon

this fall and wants from 40 to 80 acres of improved land in the Willamette valley suitable for poultry raising and general farming. Has property in California to trade. Oregon State Chamber of Commerce

Not all men who look for stenographers want letters written.

Professional Cards

HARE, McALEAR & PETERS
Attorneys-at-Law
Upstairs, Shute Savings Bank Bldg
Hillsboro, Oregon.

THOS. H. TONGUE, JR.,
Attorney-at-Law—Notary Public
Office, Commercial Building
Hillsboro, Oregon.

STUDIO
BEAUTY SHOP
MRS. J. E. STEPHENS
MARCELLING
Phone 7803

MAPES & SON
Billiard Parlors
Cigars
Tobaccos
Confections
Soft Drinks
Cady Bldg. Watson, St.

A. M. HOCKENS
Contractor & Builder
Any Size Building
Phone 0825 Beaverton

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Plumbing and Heating
F. W. BISHOP
Phone 2003 Beaverton, Or.

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Shoes for Washington County.
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Phone 3603

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