

THE BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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OFFICES

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

QUICK RESPONSE

One of the outstanding accomplishments of organization work has been the ability of the Red Cross to get into action in assisting stricken areas of all sorts. It is one of the lessons learned in years of experience. The heart of humanity always has been open to calls for aid; but the efficiency shown in getting into action is the remarkable part of modern relief work. When an organization of private individuals can become so strong that it is officially recognized by government, there is no question left of its purpose, and little doubt of its ability to do the job in hand.

CAN A TOWN BE OVER-ADVERTISED

Whether a community can be over-advertised depends upon what is meant by advertising. If by advertising, the truth is told and no more, there is no danger of too much advertising. If, however, exaggerated claims and statements are made concerning either a town or an article of merchandise that are not based upon facts, or that can not be proved, it is better to have left unsaid the statements and unsung the claims.

The story is told of a community which we shall call Fontana, which might apply to any other community coming within the points of the story. Once upon a time a certain man in an eastern state saw a large sign, "FONTANA." He kept seeing other large signs with the same inscription. The power of suggestion was too much for him, so he bought a ticket and started for Fontana.

After two or three days and nights of travel, as the crack train swung across the desert and over the pass, the conductor called "Fontana" to the passenger in question. The man did not stir from his seat. Again the conductor said "Fontana" this time gently touching his passenger on the shoulder. Still no response. Again the call was made; when finally the passenger remonstrated and said, "This isn't my station, I want to go to Fontana."

"This is Fontana," replied the conductor.

"No," said the man, "I want to get off at Fontana."

"This IS FONTANA! Hurry, we can't hold this train here any longer," shouted the conductor.

When the man alighted from the train, stretched himself and took a look at what the conductor called "Fontana," he mused thus: "Well, that sign I saw is bigger than all of Fontana!"

The moral of this fable is: IF AN ADVERTISEMENT ISN'T TRUE IT ISN'T ADVERTISING.

Towns are not made by forcing or suggestion from without. Towns are built by development from within. Good institutions within the community do more to advertise a town than all the padded claims to be found on billboards. The comparative accuracy of news and statistics concerning a city or community and its resources, printed and published primarily for home consumption are of greater advertising value to the city or community than studied phrases to catch the eye of the transient passer-by.

It is a good thing to first be sure that a community has something to advertise, and then to advertise it correctly without extravagant representations.

Most great men come from the farms, and believe us, they stay from them, too.

The United States is a destructive nation. Millions of votes will be killed this fall.

Today's song suggestion: "She Was Only A Harness Maker's Daughter, But She Couldn't Bridle Her Tongue"

On November 6 the people of the United States will find out whether they wanted a dry clean or a wet wash.

The only way we can think of right now to get the vote out is to serve free hot dogs and near beer at the polls.

The candidates should be reminded that we've had free air at the service stations for years.

INQUIRY LIST NO. 323

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:

21438—Mr. A. E. Evans, Lower Rochester, Nevada, is coming to Oregon in the spring and wants a small improved or partly improved farm near Newport suitable for poultry, fruit and general farming. Also interested in irrigated land.

21439—Mr. B. G. Puntney, Box 198, Amarillo, Texas, is coming to Oregon in the spring and wants from 5 to 10 acres of improved land in the Willamette Valley suitable for dairying, poultry and fruit raising. Is also interested in irrigated land.

21440—Mr. Lawrence Barrackman, Barrackville, West Virginia, is coming to Oregon and wants about 20 acres of improved land suitable for poultry and fruit raising. Interested in irrigated land.

21441—Mr. L. L. Showers, Route 4, Box 391, Santa Rosa, California, is coming to Oregon and wants grazing land near the coast suitable for sheep and stock raising.

21442—Mr. F. K. Carmichael, West Grand Forks, British Columbia, Canada, is coming to Oregon next spring or summer and wants small acreage between Albany and Portland, suitable for dairying, poultry, sheep, fruit, stock raising and general farming.

21443—Mr. N. Graves, Husum, Wash., wishes to rent a farm for one year, suitable for grazing 70 head of pure bred Hereford cattle, 10 head of milk cows and 9 head of horses. He has complete machinery to work a place and would like to rent for one year with an option to buy.

21444—Mr. Ab. Hendrickson, Route 3, Litchfield, Nebraska, wants from 20 to 30 acres close to a good school.

21445—Mrs. Florence Muller, Route 1 California Avenue, Corona, California, want to get in touch with someone who would care to take their place, for two years, and let her have theirs in exchange. They have a chicken ranch of 2 1/2 acres, small house, chicken house for 700 hens, rabbit hutches, goat corral, fruit.

21446—Mrs. I. J. Frost, Route 1, Opportunity, Washington, is coming to Oregon between the first and twentieth of October, and wants from 20 to 100 acres of improved land in the Willamette Valley suitable for dairying, poultry, fruit, some stock and general farming.

21447—Mr. J. W. Hazeltine, R. F. D. 6, Warren, Ohio, is coming to Oregon and wants from 100 to 640 acres of unimproved land, with no buildings, in Western Oregon, suitable for poultry, stock raising and general farming.



A Familiar Sight These Days

A Delicious Food

A food for protein; a food for mineral salts; for calcium and phosphorus; all the essential elements for health and strength are found in good cheese. And all the essential elements of good cheese are found in Kraft Cheese.

KRAFT CHEESE

KRAFT-PHENIX CHEESE COMPANY

OREGON WEEKLY INDUSTRIAL REVIEW

Dayton—Charles Trunk reports 5 bushels clover seed to an acre.

Rockaway—New dance pavilion under construction here.

Tillamook—Budget covering city government estimated \$64,005 for 1929.

Tillamook—Rural mail delivery extended 10 miles to accommodate settlers.

Tualatin—Approximately 40 per cent of the 3,500 farms in this valley will be served with electricity upon completion of P. E. P. rural extension line.

FARM REMINDERS

Ant hills if located can be destroyed in Oregon with liquid carbon bisulphide about two tablespoons full are poured into each entrance and then covered over with earth. When this is done in the early morning before the ants have scattered the entire colony is usually killed. finds the experiment station.

In those sections of the state where sheep guano is used for fertilizer for strawberries, application at the rate of one ton to the acre is found satisfactory. This amount is good.

According to the statistics of an automobile association women drivers cause fewer accidents than men. The figures do not take into account the slips of speech directed toward them which they don't hear.

for clean, bright, sparkling Furniture

Use

O-Cedar Polish
30c to \$3.00 at all dealers

PLAN NOW

TO Heat Your Home Next Winter with **GAS** Automatic-Instantaneous-Clean No Chores or Ashes

WANTED

CULL APPLES

WILL BUY EARLY VARIETIES

Gravensteins, Kings, etc. for Vinegar manufacture Will Pay Cash Weekly Delivered to our Hillsboro plant or Portland

PRICE \$8 Per Ton

Will receive in sacks or boxes

Phone Walnut 7660,

Portland,

JONES BROS. CO.

The man who obtains and assimilates All The Facts bearing on his problem is the man of ability and good judgment.

Key to career of HERBERT HOOVER by Wm. O. Johnson

Copyright 1928 W. O. Johnson

Motto II—Size 8 1/4 x 11 1/4 inches

HOOVER AND CURTIS MOTTOES

Have ornamental border to hang without or with frame. Made with neopla ink on high grade tinted art board.

MOTTOES 1 for 15c 25 for \$2.00

Low Cash 2 for 25c 50 for \$3.00

Prices 10 for \$1.00 100 for \$5.00

These postcards have above Mottoes on back. Space for message on front.

POSTCARD 10 for 25c 100 for \$1.50

Prices 25 for 50c 200 for \$2.50

3 1/2 x 5 in. 50 for 90c 500 for \$5.00

Be interested in the welfare and happiness of others, and they will be interested in your welfare and happiness.

Key to career of CHARLES CURTIS by Wm. O. Johnson

Copyright 1928 W. O. Johnson

Motto C—Size 8 1/4 x 11 1/4 inches

Sell these Mottoes and Cards at a profit

EUREKA PUB. CO., Box 1504, Denver Colo.

Send postpaid..... of Mottoes C

..... of Mottoes C; Postcard

I enclose..... (\$.....) for cash

If less than \$1.00 stamps may be sent

Print Name.....

Address.....

Help get out the voters: use these cards

for Economical Transportation

CHEVROLET

USED CARS

with an OK that counts

Reconditioned to Assure Thousands of Miles of Dependable, Satisfactory Service

Due to the great popularity of the Bigger and Better Chevrolet in this community, we have now in stock some reconditioned used cars that represent exceptional values. These cars have been thoroughly inspected by our expert mechanics and completely reconditioned wherever necessary. They are good for thousands of miles of satisfactory service. And because they are sold under the famous Chevrolet Red-O.K. Tag system, you can buy them with the utmost confidence, assured of their dependability and quality. See these cars today.

A few of our exceptional Used Car Values "with an OK that counts"

1923 Ford Touring
Good Transportation at a Very Reasonable Cost
1921 Ford Touring
1927 Buick Sedan
A Bargain

1925 Chevrolet Touring
Perfect Condition—Good Rubber
1926 Chevrolet Landau
Thoroughly Reconditioned
Lots of Extras
1926 Chevrolet Touring
Good Condition

BERNARD & STIPE
at Stipe's Garage Beaverton, Oregon

Dependability, Satisfaction and Honest Value