

# THE BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Member National Editorial Association and Oregon State Editorial Association

Complete coverage of eastern Washington county and western Multnomah county.

Published Friday of each week by Pioneer Publishing Co. at Beaverton, Ore.

Entered as second class matter at the postoffice at Beaverton, Oregon, under the act of Congress of March 3, 1879.

Subscription price, \$1.50 a year in advance; advertising rates on application.

## OFFICES

Tigard—Tigard Pharmacy—Phone Tigard 143.  
Beaverton—Broadway near O. E. tracks—Phone 7503.  
Aloha—Aloha Lumber Co.—Phone Beaverton 4252.  
Portland—408 Dekum Building—Phone Atwater 5914.  
Multnomah—Multnomah Insurance Agency—Atwater 5914

## THE SELF-ADJUSTMENT OF ADVERTISING

The Bakers' Weekly is quoted as striking editorially against the alleged attempt of the tobacco companies to change the public mind away from sweets to cigarettes; "The prevailing craze," says this trade journal, "among a certain percentage of our women to have sylph-like figure at any cost, is, no doubt, responsible for the advertising department of another industry to launch an attack on baked goods, in this instance, specifically aimed at sweet goods."

Continuing: "It has surely come to a pretty state of affairs when a commodity, commonly known as 'coffin nails,' is now publicly recommended to take the place of acknowledgedly healthful articles of food, not merely of course, to increase the sale of their particular cigarette, but also to appeal to the perhaps three million women in this land who would rather be slim than healthy, and who it is well known, will try almost anything, including 'coffin nails,' to prevent the wholesome rounding up of their God-given bodies."

To those who do not believe in the cigaret from an economical, moral or health standpoint, the above quotation presents a strong argument in their favor. Particularly does it reach the point of those engaged in the baking and selling of sweet goods, including candy. But what effect does it have, or what relation does it bear both to the public at large and to the institution known as advertising.

There is little doubt in any thinking persons mind that the tobacco concerns have gone to a pretty far limit in their advertising appeals. Most of us know that so-called famous people lend their names and pictures to 'testimonial' ads, presumably for a consideration. At least one college professor, who made a test, knows that the so-called "blindfold test" is largely a myth, he having tried the experiment in one of our colleges, using twenty students as "testers." The students could not tell one brand of cigarettes from another, and college students if anybody, ought to know.

The answer to all this is that advertising merit adjusts itself. Improper and untrue statements or representations always react against the advertiser and the commodity advertised. Bunk in advertising always finds its own level—at the bottom. By the very nature of advertising it will be bound to keep an even keel in order to hold the confidence of the public. In fact, it is impossible to fool the people for any great length of time. And advertising ceases to be such when it declares untruths or affects the public conscience.

## BEING ALERT TO OUR NEEDS

Activity for community good must be continuous in order that our town may attain its desired ends. All citizens are at times interested in some things pertaining to the community. Some citizens are interested, perhaps, in a few community matters at all times. The real booster is the fellow who at all times is interested in all things for community betterment.

He need not have merely those projects in mind that directly affect his pocketbook to be actively alert in civic affairs. He realizes that the success of the whole community is his individual success. Likewise he makes his individual success reach out in good uses for the entire community.

It is an old saying that you can always get a crowd out when people are against something. The rule probably works as well when people are for something. But the ideal sort of community is one where folks turn out for community welfare whether they are for or against, merely to help out in whatever is found to be for the best. This kind of an attitude may be construed as alertness to our needs.

Our town is blessed with many of the latter kind, and all should wish more power to them and greater success in their efforts. More than that, THE REST OF US SHOULD JOIN THEM.

To the Democrats Mr. Hoover's administration will be just another noble experiment.

Advertising your wares keeps them from becoming shop-worn.

It sometimes takes hot words to iron out difficulties, smooth and lustrous.

Our town will grow in proportion to the way it solves its problems. No problem ever is solved until it is understood; never understood until it is studied; never studied until attention is given to it; never given attention until interest is created; interest never created until the facts are put before the people. Putting the facts before the people is the business of this paper.

## TUALATIN

The Tualatin high and grade school reopened Monday, the small pox epidemic having subsided. Prof. O. B. Krause was not able to resume his work as principal and Mrs. C. L. Smith of Metzger was called to teach his classes.

Several unvaccinated school children were not admitted to school until Wednesday. The patients have nearly all recovered from an exceedingly mild run of the disease. There were but a few cases. With church, Sunday school, picture show and other activities discontinued, Tualatin has not furnished much news during the past week.

Mr. and Mrs. Billy Johnson and five months old daughter, Betty Jane and Mr. and Mrs. Alvin Wells of Tillamook were week end visitors with their kin and kin in the Walter Hawhurst family. They came especially to visit with Miss Trixie J. Johnson who was at home for a week from California. The renewal of family ties and getting acquainted with the dear new grandchild and niece made the days very pleasant ones in the Hawhurst family. Miss Johnson left Sunday for Portland to join her party for a trip to Seattle and points north and possibly east.

## HILLSDALE

Friends of the Virgil Bolton family will be very glad to learn of the complete recovery of their small daughter, Yvonne. The little girl has been confined to her home for the past month suffering from an attack of flu and serious ear affection.

The P.T.A. bridge party held at the home of Mrs. Reddington, Friday afternoon, February 22 was well attended. Mrs. Elverda Lapham won high score. The March party will be given at the home of Mrs. Walter Beardsley at Capitol Hill.

Several from this vicinity are planning to attend the Eastern Star dance to be given in the Multnomah school auditorium, Saturday evening.

Mr. and Mrs. S. Lapham entertained a group of friends and relatives with a bridge party at their home, Thursday evening, February 21st.

Those who enjoyed the evening were Mr. and Mrs. George Battey, Mr. and Mrs. Monte Brickell, Mr. and Mrs. Frank Winnard, Mrs. Walter Beardsley, Mrs. Martha Miller, Al Johnston and the host and hostess.

No new cases of small pox have been reported in this community recently and we have reason to believe the disease has been pretty well coped with. Most all of the school children and many parents were vaccinated last week and as no new cases have developed in the Al Johnston and C. Brugger homes, both families expect to be released from quarantine soon.

## DURHAM.

Grandma Ochs, who has been in a Portland hospital for a couple of weeks, has returned to her home much improved.

Jacob Otter went to work in a logging camp in Washington a few days ago.

Mrs. M. Frison was a Portland passenger on the Oregon Electric R. R. Saturday.

Mrs. Lepley, Jr. was shopping in Portland Tuesday.

The state health nurse visited our school Tuesday and gave the pupils the "once over." On her next visit the pupils will be weighed and measured. At the recent meeting of the Parent-Teacher Association it was voted to have the health nurse make her official visit.

The Community Club will hold their regular meeting Friday evening, March 1st. All who are interested in matters pertaining to the welfare of our neighborhood are urged to be present.

Mrs. Paul Regling and little daughter were Portland visitors Saturday.

The Boy Scouts invited their parents to their meeting last Saturday night. "Hot Dog" sandwiches, cookies, donuts and coffee were served. The regular meeting of the school board was held at the school house Tuesday evening.

## OPEN CENTER VERSUS MODIFIED LEADER TREES

(Continued from Feb. 15 issue)  
Now in order to gain the supposed advantages of having your fruit a little lower to the ground and of having a better distribution of sun light, you raise an open center tree, and thus will have to combat a natural instinct on the part of the tree to grow a central leader. The strongest growth each year will be in the center of the tree; and in order to carry out your idea, you will be forced to remove the heavy inside growth. The heavy pruning necessary to preserve the open center type, will delay your tree from coming into bearing by a number of years and the constant removal of wood will be just that much waste energy on the part of the tree.

A tree will grow about so high whether it be low headed and open centered or whether it is a modified leader tree. As I said before: if you top a tree low the growth resulting from this topping is more vertical than where it is topped high, so that the ultimate difference in height of a tree of either type is not great. You cannot confine a tree to a space smaller than its root system is capable of filling, by cutting back the top. The cutting off of limbs in order to reduce the height of a tree is a good deal like the myth of the dragon, which grew a number of heads every time one was cut off. Of course if you are persistent enough with your tree butchering, and continue year after year to remove a large part of the top, which is the same as removing a part of the trees lungs and stomach, you may eventually starve your tree into a much smaller specimen than nature intended it to be. People who prune this way would save trouble by getting dwarf stock to start with.

(Continued next week)

**MURINE**  
FOR YOUR EYES  
Night and Morning to keep them Clean, Clear and Healthy  
Write for Free "Eye Care" or "Eye Beauty" Book  
Murine Co., Dept. H. S., 9 E. Ohio St., Chicago

**LISTERINE THROAT TABLETS**  
Antiseptic  
Prevent & Relieve Hoarseness Sore Throat Coughs  
Made by Lambert Pharmacal Co., Saint Louis, U. S. A.

**Banish Head Colds**  
Sneezing? Sniffing? Headache? Beware—let Musterole Laxative Cold Tablets relieve that head cold promptly. Safe, quick relief without gripping or ringing in the ears. Chocolate-coated—easy to take. Musterole Cold Tablets are prepared by makers of famous Musterole.  
As a special one time trial offer, you may obtain a regular 35c package for 10c by clipping this advertisement and sending it with 10c, also your name and address, to The Musterole Company, Cleveland, O.

**Cleans as if polishes furniture and floors**  
O-Cedar Polish quickly removes spots and stains and restores furniture and woodwork to their original beauty. So easy to use. Best too for renewing your O-Cedar Polish Mop—the wonder worker for floors. Get O-Cedar at your store today. O-Cedar Corp'n, Chicago, Ill.

**LIVE HENS WANTED**  
Will pay two cents above Portland price for light and medium hens delivered at my place, half mile west of Betheny Store, or will send truck, if you can't deliver.  
L. B. Haley  
Telephone 1-R-8 Hillsboro, Oregon

**LONE OAK BARBECUE**  
NOW OPEN FOR BUSINESS  
T. J. Brugger, Mgr. Tigard, Ore.

**Same Price for over 38 years**  
**25 ounces for 25c**  
**KC Baking Powder**  
(double acting)  
**USE LESS than of high priced brands**  
MILLIONS OF POUNDS USED BY OUR GOVERNMENT

**By Special Arrangement with the Western Out-of-Doors Magazine we can now offer our Readers the following:**  
The Beaverton Enterprise for one year, regular price \$1.50 and the Western Out-of-Doors one year, regular price \$1.00. Both for—  
**\$1.50 YOU SAVE \$1.00**  
The Western Out-of-Doors is a publication of the highest type in their field, beautifully illustrated and is recognized as an authority on Hunting, Fishing, Camping, Trapshooting, Woodcraft, Mountaineering. Publishes the best in out-door stories.  
**OUT-DOOR SERVICE BUREAU MAINTAINED FOR READERS**  
The Western Out-of-Door will also give their regular service bureau membership card, which provides information free on all game law regulations in the Pacific Northwest, best places for hunting, fishing, camping, etc. This Service Bureau membership is worth far more than the price of the yearly subscription.  
**OPEN TO BOTH OLD AND NEW SUBSCRIBERS — MAIL SUBSCRIPTIONS TO**  
The Beaverton Enterprise  
Beaverton, Oregon

Be loyal to your own merchants—spend money at home

**National Demonstration Week!**  
Drive the New Chevrolet Six

No matter how closely you inspect The Outstanding Chevrolet of Chevrolet History—you will never appreciate what a wonderful achievement it is until you sit at the wheel and drive. So this week has been set aside as National Demonstration Week, and you are cordially invited to come in and drive this sensational new six-cylinder car.

Regardless of the car you may now be driving—come in today. Learn what performance is now available in the low-price field.

The Roadster.....\$525	The COACH.....\$595	The Convertible Landau.....\$725
The Phaeton.....\$525	The Sedan.....\$595	Sedan Delivery.....\$595
The Coupe.....\$595	The Light Delivery Chassis.....\$400	Light Delivery Chassis.....\$400
The Sedan.....\$675	The Sport Chassis.....\$545	1 1/2 Ton Chassis.....\$650
The Sport Cabriolet.....\$695	All prices f. o. b. factory, Flint, Mich.	1 1/2 Ton Chassis with Cab.....\$650

**STIPE'S GARAGE**  
Beaverton, Oregon

*a Six in the price range of the four!*