

THE BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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HURTING THE PROFESSION

The unscrupulous in any profession or calling tear down the prestige and standing of the particular craft affected. The same reasoning applies to aviation. Headlines bearing sad tales of tragedy in aviation are principally concerning amateurs, or planes that have not been properly constructed or kept in proper shape. These points have been brought out before the laymen by prominent officials in aeronautics and well known pilots and flyers.

Accidents are expected, of course, in all callings where hazards are plentiful. But skilled pilots know that the majority of airplane crashes are not among their own kind. Some "air-bug" gets into his head an idea that he can build his own plane. Instead he makes his own coffin. Another will take up a plane without first seeing that it is in proper condition. Still another will take a chance which no sensible pilot would think of taking, or which an experienced pilot would overcome.

THE VALUE OF INDUSTRY

It is estimated, and in some cases proved, that money turned into the community by industrial operations increases ten-fold in its value or is spent ten times before its trading value is finally dissipated outside the channels of direct community benefit.

It might take an economist of great capacity to actually trace a dollar into its ramifications for community benefit, but the theory appears entirely plausible even to the non-expert mind. When we realize that at the present time about sixty billions of the capital investment in the United States is in industry, while fifty-one billions is in agriculture, the enormity of industrial achievement becomes a paramount factor.

Industrial development, however, presents its problems along with its advantages. It has its social and political as well as its financial aspects. Generally speaking, the more industries a community has the more prosperous it becomes because of the increased population and demands for commodities of life.

Of course there are industries and industries. The old way was to subsidize, buy, beg or steal a factory in order to get it into one's community. But the old order passeth. Recently, one of the most prominent promoters of industries in the country made the statement that an industry which did not come to a community on its own financial feet and with its own backing was a potential liability and a positive danger to the community. Even the moving of a plant from one city to another is no particular gain in national economy, unless the advantages pertain directly to the industry involved.

In the past few years the whole trend of industrial development has undergone a great change. Stock-selling schemes among local people to "bring in a factory" appear rosy enough, but usually end in failure, with the local merchant holding the sack. In other words, we can have all the industries in the town we want if we will buy them. But that would be a poor way to try to build a city. It just isn't done in the best of community families.

Let us keep our feet on the ground at all times when it comes to community progress. One good substantial industry, tho small, which knows what it wants to do and how to do it, is worth a dozen wild schemes which do little but exploit civic pride to its own detriment. Beware of the fellow who wants to "help the town" by selling you a block of his stock. Ask him first to buy a share in the town's stock.

The world adjusts itself to heroism. When people can turn from a trans-oceanic flight to a championship boxing match, and then become nationally enthused over a world's series baseball game, there is still hope for the nation.

Merchandising is more than selling goods. It is furnishing what the community needs in the greatest possible variety in the highest possible quality, with the greatest possible service and at the lowest consistent price.

With a \$500,000,000 surplus in the Treasury, the United States of 115,000,000 people is now almost as rich as Henry Ford.

The growing suicide rate in our colleges is explained. The students just can't face the starvation period after graduation.

According to headlines the Chinese armies keep on "making advances" and isn't it about time some of them were getting there?

HAZELDALE NEWS

An excellent program was put on by the Reedville Ladies' Aid at the Hazeldale school house Wednesday June 19. The affair was sponsored by the literary society. Two one-act plays "Evening Belles" and "Settled out of Court" were presented, also a skit by the ladies "The Family Album." Whistling and vocal numbers were much enjoyed, the vocalists being Mr Stiff of Reedville, Merwin Dant and Virgil Day of Portland.

Mr and Mrs Leonard Hallock and family of Portland visited at the C. P. Syverson home on Sunday.

Miss Lois Syverson spent the week end in Portland with Miss Dolly Thain. Miss Thain returned with her on Sunday and was a guest at the C. P. Syverson home for a couple of days.

Mrs. Ves Bany and her brother Diz Gassner of Portland, spent the week-end at Seaside with Mr. and Mrs. Ernest Livermore. Mrs. Tony Gassner returned home with them to spend a few days.

Mr. and Mrs. Rohrbach of Huber, and Mr. and Mrs. B. L. Guffitts attended a meeting of the Historical society given by the Jackson club at Champeog on Sunday.

Willard Livermore of Portland spent the week-end visiting at the Bany and Gassner homes.

Mr. and Mrs. J. A. McMillan of The Dalles spent last Tuesday in this neighborhood.

Mrs. E. Hoke, Miss Betty Wagner and Asa Griffiths were guests at the B. L. Griffiths home over Wednesday and Thursday.

Miss Hazel Heard returned last Saturday from the 4-H club work session at Corvallis. She was one of the delegates from the Rosedale Busy Bees club of Rosedale school.

Mrs. C. P. Syverson, Agnes Syverson and Jean Smith spent Saturday afternoon in Portland.

HITEON NEWS

Mr. and Mrs. Willis E. Scott of Hillsboro, were week end guests at the Struthers home.

Hiteon is rejoicing over a brand new bus line which passes thru Hiteon about 8:10 a. m. for Portland. The bus line leaves Scholls at 8 a. m. and leaves 6th Street terminal, Portland, at 5:30 p. m.

Miss Dorothea Struthers was a guest several days of Lyla Scott at Hillsboro.

Mr. and Mrs. Burch of Tobias station were calling on their daughter, Mrs. P. F. Willoughby Monday.

Miss Mary Yoder and Miss Ada Yoder were guests Wednesday evening at the Hite home. Miss Mary Yoder left Monday for California.

Little Evelyn Robinson is quite ill with tonsillitis.

Mrs. Cora Metzentine and boys and Miss Helen Hetlesater attended childrens day and home coming at Mountain Home church Sunday.

Miss Dorothea Struthers who has been on her vacation returned to Portland Sunday.

Mr. and Mrs. Christian Christensen of Troutdale were Sunday dinner guests at the Chris Christensen home.

Herman Metzentine, Mrs. E. D. Hite, Mrs. Lena Olson, Mrs. Ruth Anderson, Hazel Olson and Buddy Hite enjoyed the pioneer picnic at Whitford Saturday.

Miss Elsie Caldwell leaves Saturday for the Atlantic coast where she expects to teach this winter.

The Rebecca sewing club held a picnic at Pudding river Sunday which was enjoyed by the following Hiteonites: Mr. and Mrs. E. D. Hite and Buddy, Mr. and Mrs. Herman Metzentine, Hazel Olson and Mr. and Mrs. Chas. VanKleek.

Mr. and Mrs. C. W. Struthers and daughter Elizabeth were visiting Friday at the J. B. Phillips home in Hillsboro. Mr. and Mrs. Phillips are leaving July 1 for a two months visit in Illinois and Tennessee.

Mr. and Mrs. Herman Metzentine Lloyd and Everett, attended the G. A. R. and Yamhill county Odd Fellows picnic at Newberg last Thursday.

Hiteon Community club held their first meeting June 24 at the school house. There were twenty five present and the committee presented by laws which were read and adopted. As this is a busy season the next meeting will be subject to a call of the president.

SYLVIA BEAUTY SHOP WINS MANY NEW FRIENDS

In the beautiful parlors now occupied by the Sylvia Permanent Wave Shop, Portland, every day will be found new patrons coming from our community, and they are returning home pleased with their visit to the delightful city shop.

Sylvia has a newer and better method of permanent waving, and every woman who patronizes the place leaves with a good word to say about Sylvia.

The old "torturing, wearing, vexing" methods have been discarded entirely by Sylvia who strives to make every customer feel perfectly at ease. Permanent waving is at last a comfortable, pleasurable experience, regardless of the passing time required for the waving.

Visit the Sylvia shop and see for yourself.

Itching Skin Quickly Relieved

Don't suffer with Dandruff, Pimples, Blemishes and other annoying skin irritations. Zemo antiseptic liquid is the safe sure way to relief. Itching often disappears overnight. Splendid for Sunburn and Poison Ivy. All druggists 35c, 60c, \$1.00.

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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.

OAKS OFFERS SPECIAL ATTRACTIONS JULY 4th

Of special note in connection with the glorious whoopee planned for the Oaks the week starting Sunday, June 30 and for July 4 is the debut of Chuck Whitehead—Portland's own Chuck—and his all-new girl jazz band. Presented by Kube Shaw these entertainers will be greeted twice daily

in special program in The Oaks shell above the open air stage. appear at 2:30 and 8:30 and a of free seats are close at hand. All Oaks attractions, including mighty zip and the 15 other rides be in full operation for the fun. Admission to the rink, nooks, tables, service and parking gratis.

To build and not destroy is a sentiment that stands by itself, and may be applied to all phases of activity.

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ONE GRAND TIME



Thrilling Speed

and flashing acceleration!

The COACH \$595

The Roadster	\$525
The Phaeton	\$525
The Coupe	\$595
The Sedan	\$675
The Sport Cabriolet	\$695
Convertible Landau	\$725
The Sedan Delivery	\$595
Light Delivery Chassis	\$400
1 1/2 Ton Chassis	\$545
1 1/2 Ton Cab	\$650

All prices f. o. b. factory, Flint, Michigan.
COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Among all the delightful performance characteristics of the Outstanding Chevrolet—none is creating more widespread enthusiasm than its thrilling speed and flashing acceleration!

The great new six-cylinder valve-in-head engine responds to the accelerator with an eagerness that is literally amazing. Touring speeds are negotiated with such smooth, silent, effortless ease that you almost forget there's a motor under the hood. And when the throttle is opened wide—the pace is faster than the most experienced driver would care to maintain!

Back of this exceptional performance is a brilliant array of engineering advancements—typified by a high-compression, non-detonating cylinder head... automatic acceleration pump... hot-spot manifold... semi-automatic spark control... and a heavier crankshaft, statically and dynamically balanced.

Come in and drive this car. Learn for yourself, at the wheel, that no other car can approach it in the price range of the four!

-a Six in the price range of the four!

STIPES GARAGE

BEAVERTON, OREGON