

THE BEAVERTON ENTERPRISE

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UNSELFISHNESS IN BUSINESS

The speed and competition with which modern commercial transactions are carried on sometimes lead the onlooker to believe that selfishness is the mainspring of business. Notwithstanding there is a proper kind of selfishness—the protection of one's own interest—instances are so common of broad-minded and charitable business dealings as to constitute the rule in many lines of commercial endeavor.

Ethical professional conduct, instead of remaining confined to the so-called learned callings, has rightfully eaten its way into banking, real estate, merchandising, insurance, the industries agriculture the relations of labor and many other forms of commercial and financial activity. The pessimist will not fully agree, but the optimist and student of affairs will find this true.

The story is told of a remarkable attitude shown at the time of the San Francisco fire in 1906. Stript of its dramatic features, the cold facts are that great territories surrounding the Golden Gate city were temporarily shut off from trade. Commercial intercourse was for a time retarded respecting the regions of Sacramento and San Joaquin valleys, and in Nevada and other natural trade areas. The Los Angeles Chamber of Commerce is said to have used its influence with considerable effect to prevent Southern California business men from taking advantage of San Francisco's handicap, and from thus reaping monetary gain from their northern neighbors' disaster.

Here is a case in point. It is merely typical of thousands of cases, of greater or less degree, where business proves its good intention and

shows that it possesses a soul that demonstrates itself. We see this spirit of unselfishness, especially of fairness and equity among salesmen in all lines of business. We see it in retail and wholesale houses in our own community and in others. It is the thing that MAKES MORE BUSINESS because fair-dealing builds confidence with the public, and therefore it is good business itself. Ethical conduct, like virtue, is its own reward.

You can't have your silk stockings and wear 'em.

The invention of a shotless gun might also help the cause of peace.

You can always tell a good restaurant by the thickness of its butter.

Some people have a profession of wisdom but they don't work very hard at it.

Better babies mean, better boys and girls; better boys and girls means better men and women; better men and women means better communities. Watch the babies.

"Death Valley" is usually that portion of asphalt between two curbstones.—Wall Street Journal. And a clear lane between two lines of jammed traffic is the "Grand Canyon."

Every man goes to his grave leaving books he wanted to read and friends he wanted to know.

A bigamist is classed as a criminal but he's at least got more downright courage than a lot of single-wifers.

DENTISTRY

Dr. C. Smith Long

Examination and inspection of thousands of mouths and microscopic tests have proven that cavities come in teeth that are either wholly or partially coated or enveloped by the mucous and waste matter which oozes from the fleshy parts of the mouth.

This process is called decay. Ugly stains and cavities mar the beauty of teeth, expose nerves and cause toothache. Nerves die when exposed to the action of the host of germs in mouths and dead nerves cause abscesses.

The prevention of decay is simple and the technique is easy.

First—Rinse the mouth well to remove the loose mucous and waste matter from the fleshy parts of the mouth.

Second—apply a liberal amount of

good tooth paste or mouth massage cream to the inner surface of the teeth WITH THE FINGERS

Third—Confine the cream and squeeze it through the spaces between the teeth WITH HEAVY PRESSURE

Fourth—Pinch and massage the gums INSIDE and OUTSIDE of the row of teeth both upper and lower.

Fifth—Brush the teeth filling the brush with water from the faucet. Many, many brushfuls of water should be used in this operation.

Sixth—Rinse the mouth well using the lips and cheeks to swish the water between the teeth.

Seventh—Fill the mouth with clear water or a good mild cleansing mouth wash, close the lips around the finger, and rub the fleshy parts well until the slime and mucous which causes the slickness is entirely removed.

The flesh should squeak under the fingers and a feeling of freshness due to the cleanly condition should be markedly apparent. This whole process should be done at least once a day, and should not consume more than two to three or four minutes.

SUMMARY OF FOREST FIRES ISSUED

Following is a summary of forest fires during the past summer which burned over a total of more than 300,000 acres within twenty-two national forest of Oregon and Washington. This figure covers 1,403 fires occurring in these national forests. Lightning was responsible for 678 of these fires of 48.4% of the total. The remaining 51,6%, 725 fires, were

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- 475 Keller, ebony 85
- 375 Boardman, walnut 98
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due to human carelessness, ignorance or criminal maliciousness, according to the report

Careless smokers again head the list of man-caused fires, being charged with 264 of them. Campers rank next with 179 fires. These two classes of forest users are shown by the report to have started 61% of all the man-caused fires. Other man-caused are railroads, 88 fires; incendiary, 59; brush-burning, 38; lumbering 16; and miscellaneous, 81.

Forest officers state that the past fire season was one of the most difficult they have experienced in many years. They also express appreciation of the cooperation on the part of the general public in care with fire and in observing the emergency road closing orders.

INDUSTRIAL REVIEW

Vernonia—Plans discussed for extending power lines from this place to county line at approximate cost of \$25,000.

Contract awarded for widening and resurfacing of Neskoewin-Otis section of Roosevelt highway.

McMinnville—Airport to be established in near future on old Hombree farm south of this city.

Eugene—Ground broken for Fine Arts building at University of Oregon, to cost approximately \$175,000.

Reedsport—New equipment purchased for fire department. Road to be resurfaced from Lakeview to Klamath Falls.

Sutherlin—Bonanza quicksilver mining properties east of here changed ownership.

FIRST DITCHER FOR FARM DRAINAGE COMES TO STATE

The first mechanical trencher for laying drain tile to be brought to Oregon strictly for farm drainage work has been purchased by a Polk county man. It digs finished ditches from 3 to 4 1/2 feet deep as fast as five feet a minute, and at lower cost than hand-digging. This machine is expected to prove a real stimulus to drainage in Oregon where more than a million acres need tiling, according to state college estimates.

CHINESE MEDICINE

林陳藥房

1. Cough-Ho, for coughs and bronchitis, each \$2.00.
2. Blood Tonic, each \$1.50.
3. Stomach Tonic, each \$1.50.
4. Liver Tonic, each \$1.50.
5. Antigon, for kidney, bladder and urinary antiseptics, each \$3.50.
6. Nervo-Tone, for insomnia and as a nerve tonic, each \$1.50.
7. Rheumatol, for rheumatism and gouty condition, each \$2.50.

DR. CHAN LAM,
Chinese Medical Laboratory
142 1/2 Second St., Portland Ore.
Local Agency Wanted

"What advantages has the Durant four-speed transmission over the three speed type in common use today.

That, and many similar questions are being asked of members of the Otto Erickson company, local Durant dealer organization, which with more than 750 Durant dealers in the West, is this week holding "Durant Four-Speed Revelation Week."

Answering the above, the Durant men point out that there are a number of definite advantages offered by this type of transmission which brings about an entirely new motor car performance. Among these are:

"Greater gasoline and oil mileage. Less wear and tear on the motor its parts and the car by reason of the fewer number of revolutions of the engine for each mile traveled. Greater road speed at lower engine speed, with the result that the occupants traveled in greater comfort and without the usual nerve strain accompanying high engine speeds, road roar and similar discomforts found in modern automobiles with 'high-speed' motors.

"A much easier shift when shifting from second to third and from third to fourth, or vice versa, has been perfected in the Durant four-speed transmission. This, together with a third-speed clutch, makes it impossible to clash gears when shifting from one speed to the other.

"It is the efficiency of the internal gearing that enables the four-speed transmission to do what it does. This form of gearing delivers power to the drive shaft with a loss of not over 2 per cent, while with the average transmission of three speeds, the loss is from 5 to 20 per cent.

Drivers who have felt the heat

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OTHER SIZES IN PROPORTION

STIPES GARAGE
Beaverton, Oregon

from the transmission after a long climb in second gear realize that much power is wasted in the gears. The quiet operation of the third speed internal gear drive is a direct index to its efficiency."

TWO 4-H CHAMPIONS ARE REGISTERED AT O. S. C.

Two national champions in Boys' and girls' 4-H club work are now enrolled in the school of agriculture at Oregon State college, a coincidence not believed equaled before in the United States.

Edgar Grimes of Harrisburg, who won the national Moses leadership trophy last year, has registered after devoting the summer to leading 14 clubs as a "sideline" to his regular farm work. He was greeted here by Alex Cruickshank of McMinnville, last year's champion, and a senior in agriculture. Both have own considerable stock and plan to take up farming after they are graduated.

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