

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Member National Editorial Assn. and Oregon State Editorial Assn.

Published Friday of each week by Pioneer Publishing Co. at Beaverton Ore. Entered as second-class matter at the postoffice at Beaverton, Ore.

Subscription Rates

One Year \$1.50 Three Months .50
Six months .85 Subscriptions Payable in Advance

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AS FORD SEES IT

The shortest cut to relief from business depression is an intensive development of agriculture and manufacture, with quantity production from the soil, declares Henry Ford in a recent review.

"It is the only way to escape stagnation," Mr. Ford says. And persons in this vicinity who have been wondering how long it will be before we are back to normal will not find much joy in his additional statement that "it will take just as long to get rid of the depression as it took to accumulate it. He says manufacturers need to keep up the people's spirit, and this cannot be done with talk. It takes action. One expenditure now, based on faith in the future, is worth all the words anyone can say. Issuing optimistic statements on one hand and lowering wages on the other won't better things," he asserts. "This is no time to lower wages and those who are doing it are hitting their country while it's down. What we call waste is only surplus and surplus is always the starting point of new uses. Everything that is produced from the soil can be used for some purpose. Industry has need for everything the soil produces that is not used for foodstuffs. Too many people on our farms believe that Santa Claus lives in the city. The thing we need is some way to educate people how to get away from the city. Half the people out of work in Detroit could find work on the farms."

Boiled down, Mr. Ford's recipe for making times better is to quit talking hard times, and keep at work regardless of how much you may be making at the present moment. In other words, he argues that good times are not going to stay with the fellow who won't talk anything else but hard times.

BETTER DRIVING

Motorists have a lot of funny ideas as to what constitutes driving skill. Too much speed is the thing. They seem to think that getting speed out of an auto requires courage, level-headed thinking and absolute skill. But it does not. Any fool can step on an accelerator and guide an automobile. But most wise men don't do it.

Then there is the traffic in-and-out. Usually he comes up from the rear in a great rush, sounding his horn to clear the way. If other cars do not crowd over to the right he runs parallel with them and drops back only if he sees he cannot "horn in" to the line by making a vacant place. Most often he has his way because sensible drivers do not want to be mixed up in an accident. They give ground.

But we believe you motorists will agree with us that the speeder is the greatest nuisance and the greatest menace. He is responsible for most accidents. He mistakes the

speed of his own car and that of others, and is forever getting himself and others into tight places. If other people were aggressive and as foolish there would be twice as many accidents. It is time to put the speeder and the in-and-outer in their places. They cause accidents to careful drivers by crowding them off the road and sometimes bumping them into ditches. They increase the cost of motoring by creating unnecessary repair bills. Those who will not drive safely should be deprived of the right to drive, and the time is not far distant when every state in the union will have laws to that effect.

If we don't have faith in our fellowman, and he hasn't faith in us, how are we ever going to borrow an umbrella when it rains?

MAYBE YOU'LL BUY A COPY

We all used to say that people would take a licking every day rather than be forced to think. And yet here comes a publisher with Abbe Dimmer's "Art of Thinking" and cleans up on it.

Having escaped the torture of thinking for over thirty years ourselves, we speak with some authority on the subject of Not Thinking, and we were ready to predict that such a book would enjoy a sale of about two and a half copies.

But having borrowed the book, and having read it, and having no financial interest in whether you buy it or not, we recommend that you borrow a copy and rattle a chapter.

Sometimes we can't help wondering whatever became of the old-fashioned man who used to use the under-side of his coat lapel for a pin cushion.

An old form of farm relief was for a farmer to file a \$300 claim when the railroad killed his \$50 cow.

According to the farm board weeds cost the American people three billion dollars a year. And that doesn't include widow's weeds, either.

There isn't much more that science can do for the modern kitchen, unless it would be to invent an electric can-opener.

An honest confession is said to be good for the soul. Yes, and it's also pretty hard on the reputation.

Wonder if, when the speed fiends get to heaven, they'll keep the repair department busy fixing their broken wings?

This old world would be a much nicer place in which to live if all wild life was confined to the woods and fields.

Someone has suggested that raising bees will help the farmer. He might try. He is accustomed to being stung by most everything else he raises.

"MAROONED IN CRATER LAKE" READY SELLER

University of Oregon, Eugene, (Special)—Carrying a delightful and entertaining glimpse of Oregon into all parts of the United States "Marooned in Crater Lake," a volume of short stories written by Alfred Powers, dean of the extension division of the University of Oregon, is already proving a marked success, according to reports of the publishers, the Metropolitan Press. Orders for the book, which contain six highly interesting tales of this state, are now coming in from all parts of the United States, especially from libraries, some of which are ordering several copies.

Starting with a clever story, "Marooned in Crater Lake," in which a boy left by accident at an inaccessible point on the lake shore, finally signals the lodge by means of a kite constructed with the aid of postage stamps, the stories take the reader through many adventures and to many absorbing places.

Pioneer lore is drawn on for many of the tales, one of the most unusual of which is "The Hickory Bank." This tells of an unique and surprising method of keeping coin, which almost resulted in a widowed her family being left penniless through the death of the husband who failed to reveal the whereabouts of the "bank." In another "The Dinner Call," a pioneer woman foils an Indian by a clever ruse, while the white man's cleverness is again demonstrated in the "Vanquished Rider" in which two boys escape from the

Redskins by the simple process of reversing the shoes on a horse.

Almost tragic in a whimsical way is "The Blue Bucket Mine," a story of the Oregon country around old Baker City. A father and son find a nugget in the craw of a chicken and the gold hunt is on. Its termination, minus the fortune, is both humorous and sad.

A story that is certain to arouse a real controversy in which even mathematics experts may take part is "The Fourth of the Far Fifteen." The action of which hinges on whether or not a flame on Mount Shasta could be seen on Mount Hood, 250 miles away. Hood is 11,225 feet high while Shasta is 14,440, and there is some question as to whether the curvature of the earth would permit vision for this distance between these two lofty points. Interest is added by a scientific explanation by J. W. Booth, who wrote following the appearance of the story in the New Improvement Era in 1925.

Dean Powers is well known as an author of short stories, especially tales for young people. These in the volume are favorites from various publications, chosen not only for their interest, but because of their location in Oregon.

A special feature of the volume is that a number have been bound in Oregon myrtle wood, and made up into beautiful gift sets. These are expected to prove popular not only to book lovers and collectors, but to people of Oregon who know and love this beautiful wood.

The book is one of a series of books on the Oregon Trail to be published by this company.

Olive Borden in Person at Jantzen Beach

Olive Borden, Radio Pictures' Star, often referred to as Hollywood's best dressed woman, will make appearances at Jantzen Beach Friday, Saturday and Sunday, June 20, 21 and 22, according to announcement by Maurice L. Smith, manager of the beach.

Miss Borden is well known to motoring picture fans the world over by reason of her work in both the silents and the talkies. She was starred or co-starred in many picture films recently shown here including "Hello Sister," "Half Marriage," "Wedding Rings" and "Dance Hall."

The appearance of Miss Borden is part of an announced policy of Jantzen beach which will bring many of the best known cinema players to Portland for personal appearances during the summer. Sue Carol and Nick Stuart have already visited Portland under the auspices of Jantzen beach where they were greeted by large crowds despite more or less inclement weather.

In addition to her work with RKO Miss Borden has been starred or featured by Columbia, Pathe, Educational, Fox and F. B. O. Other than those mentioned above some of her best known pictures are "The Happy Warrior," "My Own Pal," "Fig Leaves," "The Country Beyond," "The Monkey Talks," "The Secret Studio," "The Joy Girl," "Pajamas," "The Albany Night Boat," "Gang War," and "Sinners in Love."

Miss Borden will make appearances both afternoon and evening during her stay at Jantzen beach and also with Johnny Robinson and his Varsity Vagabonds in the ballroom.

PACIFIC GREYHOUND ADDS 30 NEW MOTOR COACHES

All records for shipments of inter-city type motorcoaches to the Pacific Coast had been shattered when Pacific Greyhound Lines received 30 new deluxe model 36-passenger coaches from General Motors factory at Pontiac, Mich., representing an investment of \$450,000.

These motorcoaches are now undergoing thorough inspection tests preparatory to being placed in immediate service. This shipment is part of an order for 105 motorcoaches placed sometime ago, making an outlay for new equipment of \$1,575,000 during the first half of 1930, according to T. B. Wilson, president of Pacific Greyhound Lines.

Although decision has not yet been made as to the assignment of all the new equipment, the major portion will be used in California and on lines of the Oregon Stages Division of Pacific Greyhound Lines.

The new motorcoaches are pronounced by coach builders as marvels of modern highway travel comfort. They have been designed to afford passengers the utmost in luxurious motorcoach transportation.

The world's first telephone directory was issued in New Haven, Connecticut, in February, 1878, one month after the opening of the first commercial telephone exchange. Of the original telephone subscribers listed in this first directory only one remains today.

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For Further Information Call or Write

M. E. THORNTON District Superintendent 48 Broadway Portland, Ore.

FACTS ABOUT INDUSTRIES OVER STATE OF OREGON

Oftentimes, we hear people conversing over the lack of industry in the state of Oregon. Following are a few of the facts concerning but a very small portion of the many industries in our fair state:

Oregon Factory Running 24 Hours Per Day Manufacturing Graders Orders Pile Up

Albany, GREATER ALBANY: Orders for road scrapers coming from many states to the State Construction Company here have kept the factory running 24 hours per day. The factory has been busy all winter and is now six weeks behind orders. Three to four big scrapers, worth on an average of \$1300 each, are going out weekly. The plant is on a good paying basis and expanding rapidly.

Furniture Factory in Coos Bay District will Use Local Hardwoods; Saw Imported

Coos Bay TIMES: An imported Swedish gang saw arrived here last week for the new Ostlund Furniture Factory. It will saw profitably alder, myrtle, maple and other hardwoods, found here in great abundance, with practically no waste, even handling logs down to five inches in diameter. High grade furniture has been shipped from eastern states to the west and the product of the local mill will go into markets unhampered by over-production.

Oregon Made Cough Drops Widely Sold Throughout Nation Will Be Sold in Orient

Springfield NEWS: The Eggman cough drops, manufactured here for the past 13 years, will be sold in the Orient this year through a Portland jobber. Originally a sideline, they have increased in popularity throughout the United States so that last year approximately 60,000 packages were sold and the demand is increasing.

New Payroll at Albany, Canning Chicken; Big Shipments Going To California Now

Albany GREATER ALBANY: The Shook Packing Company here one

NEW AND USED MOTORCYCLES AND BICYCLES

Parts and Sundries for All Makes Special on Bike Tires, \$1.66

INDIAN MOTORCYCLE & BICYCLE CO. 209 Third St. AT 4113

day last week shipped 130 cases of boned fried chicken to California points. This is practically a new Oregon payroll but in the few short months of its history has prepared and sold 1000 cases of chicken, using over 24,000 Linn County chickens.

Eastern Oregon Creamery Association Holds Annual Meeting; Butterfat Price is Good

Butler RECORD: Over 200 members of the Pine-Eagle Dairyman's association attended the annual meeting at Richland last week. Reports showed 691,947 pounds of butterfat handled at a net price of 44.88 cents per pound to dairymen.

OREGON POULTRYMEN TO MEET AT CORVALLIS

Some 400 of the leading poultrymen from all parts of Oregon will be guests of Oregon State college for the annual poultrymen's convention July 23 and 24, according to A. G. Lunn, head of the poultry husbandry department, who will be in charge of the meeting. The annual meeting of the Oregon State Poultrymen's association will be held on the campus at the same time.

Economical production will be one of the chief topics of discussion during the convention. Other subjects, such as breeding, disease control and marketing will also receive attention. One of the principal speakers will be Prof. R. B. Thompson, the first graduate of the college poultry department in 1913, who is

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IT'S WISE TO CHOOSE A SIX

CHEVROLET'S New Service Policy wins nationwide approval

On January 1st of this year, the Chevrolet Motor Company announced a new service policy—the most liberal ever offered in connection with a low-priced automobile.

Immediately it was greeted with enthusiasm by Chevrolet buyers everywhere—because its many unusual features materially add to the economy and lasting satisfaction of Chevrolet ownership. Briefly, it provides—

material—including both parts and labor—that may prove defective, within the terms of the standard warranty.—that this replacement will be carried out by any Chevrolet dealer in the United States—regardless of where the owner may have traveled during the warranty period.

Backing this policy is one of the largest service organizations in the automotive industry—consisting of over 10,000

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—for free replacement of any

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The Sport Roadster \$555 The Sedan \$675
The Sport Coupe \$655 The Special Sedan \$725
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