

# BEAVERTON ENTERPRISE

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### A VACATION HINT

We don't want to set ourselves up as an authority on touring, and neither do we want to be accused of trying to tell people where they should spend their vacations. But we feel sure everyone is open to suggestions, so we are going to offer one.

Why not see your own state first? The desire to visit strange territory is natural; we all have a streak of that old primitive wild-life in us, handed down from our forefathers who spent their days wandering in the forest and seeking new scenes and new comforts, as we do now. Just because the places of beauty and historic interest in our own state have not been as well advertised as some of those in other states does not mean they are any the less attractive. There are plenty of places to drive to in our own state where delightful vacations can be spent, and where there are things of interest to see. Fact is, few people around here really know what a wonderful state we live in, and of its many advantages, because they have never traveled all over it.

Get a state map, a road map, and a state history if you can do so handily. Study up on your state a little and then map out a vacation trip that will take you to the most interesting parts of it. You'll come back with a better opinion of it and better satisfied with the part your labor and your taxes play in maintaining it. You'll also save a lot of money that would otherwise be spent so far away from home that none of it would ever get back.

### YOU CAN'T BEAT IT

A new "racket" appears to be sweeping the Middle West at present, and since it is apt to spread, and citizens may have a chance to "bite at it," we want to put them on their guard. It is apparently being worked by the same band of swindlers, by making the acquaintance of someone in a neighborhood who has a little money in bank. Once acquainted a member admits that he plays the races and occasionally displays a "roll" of money he claims to have won. Later on he borrows \$50 or \$100 from the intended victim, but returns twice the amount just to prove he is lucky. He does this several times, increasing the amount each time. Later on he makes a big "touch" but this time he fails to win. He also fails to show up at the appointed place where he was to turn over the winnings. And the trusting acquaintance is out his money. Often it represents the saving of a lifetime. Don't be lured into this "racket," whether the promoter is trying to interest you in horse-races in the wheat pit or in some particular Wall Street "tick. You can't get something for nothing—and you can't beat the other fellow's game.

### KEEPING COOL

Next to cures for a bad cold, there are more recipes for keeping cool than for any other discomfort. But we're not going to add to the list. We're just going to venture a little remark and let it go at that. And that is that it has always

### Poultry Diseases Need More Study

Poultry disease investigations in Oregon are essential to success of the industry, according to the Oregon Poultrymen's association at its recent state convention at Corvallis, and should be given support for continuing the present work and some study in turkey diseases, it declared by resolution.

"The discovery of the new virus for control of chicken pox by Dr. W. T. Johnson is worth far more than all the appropriations made by the state for this work at the State college experiment station," said retiring president Lloyd A. Lee of Salem in his annual address.

More poultrymen attended the convention this year than ever before, facilities being crowded by more than 350 men and women from all sections of the state. Educational lectures this year were more helpful than usual, many said, and the business of the association was reported in sound condition.

Decision was reached to study the advisability of fostering an advertising campaign for poultry products, especially for national egg week.

seemed to us that the people we meet who appear to do the least suffering during hot weather are the ones who do the least worrying. They expect hot weather in summer. They know that fretting and fuming or even swearing about it, isn't going to lower the temperature a single degree. They know that if they did not have hot weather when hot weather is due we wouldn't have very much to subsist on when it is gone. They try to smile when others are frowning; they get all the sleep they can, stay in the shade as much as they can, and think pleasant thoughts. As a result they appear to get through the summer season more comfortably than those who get excited and nervous. We're not offering it as anything more than an example. But we'll wager that if you'll try it you'll find it the best way to keep cool.

### TOO MUCH ORATORY

Some scholar will yet write a book (if it has not been done already) showing how often and how directly the "patriotic" speeches of high public officials have led to war. Eagle-screaming oratory has always been recognized and used as an incentive to fighting after the war has begun, but not enough attention has been paid to that sort of dangerous indulgence in times of peace. Right now the Premiers of Italy and France are "orating" at each other across the border while excited crowds cheer and shake their fists. The statesmen may be doing it for political purposes—many a war has been started to consolidate the government at home—but it is a powerful medicine and one that can make the whole world sick. The abolition of a lot of our so-called "patriotic oratory" would be a certain step toward permanent peace.

The neighbors radio, like the neighbors children, always seem a heap worse than your own.

What kind of a country is this getting to be, where Halloween lasts two weeks and the Fourth of July is like a Sunday on the farm?

Another thing that is easy to understand in these days when so little is hid, is why silk manufacturers have to pay so much larger income taxes than the cotton planters.

Personally we'd rather get our picture in the papers by writing a testimonial for a patent medicine than for dropping 15,000 feet in a parachute.

In running for the Senate the first essential is to lay aside a million or so for educational work in the primary.

One of the greatest drawbacks about dandelion wine is that when it is finished and ready for use it is still dandelion wine.

A turtle in New York state has lived to be 600 years old. But who would want to be a turtle for 600 years.

We now have baby autos, baby golf courses and baby kitchens—in fact, everything now in the baby line seems to be popular but the babies themselves.

Possibility of running a state poultry demonstration train next year will also be taken up with O. S. C. and the railroads.

The new president of the association is Fred Cockell, Milwaukee hatcheryman, who is now in London attending the World Poultry Congress, J. L. Russell, Corvallis, is vice president; Frank Knowlton, O. S. C. secretary treasurer; Lloyd A. Lee, Salem and Mrs. W. H. Thompson, Canby, members of the executive committee.

### OREGON'S TOURIST CROP

Oregon's largest "annual" crop is the revenue received from tourists. This revenue is estimated to have reached the staggering figure of over Thirty Million Dollars in 1928.

During the same year the hay raised in Oregon was valued at 28 1/2 Million Dollars, wheat at 25 1/2 Million, while the entire fruit crop of the state was valued at 24 1/2 Million. These latter figures are given us by the U. S. Department of Agriculture and represent Oregon's three most valuable agricultural crops.

The lumber industry in 1929

amounted to 102 Million Dollars but this is an "extractive" crop because it does not reproduce annually and the tree once cut takes approximately two generations to reproduce.

Livestock too is of major value to this state amounting to approximately 72 Million Dollars last year. This figure includes poultry products also.

All of these industries are encouraged and developed by government and state aid. The Department of Agriculture passes out seeds, issues pamphlets on the care of grain, appoints Commissions, to see that products of the soil are marketed intelligently and in general attempts to make "bigger and better" production in the agricultural and livestock industries.

The state, too, has its various Commissions and Bureaus and Departments working toward the protection of existing agricultural incomes and the development of new and better crops and products.

The state makes every effort to protect and develop the hay, wheat, fruit and livestock industry, BUT IT MAKES NO EFFORT WHATSOEVER TO DEVELOP THE TOURIST INDUSTRY WHICH FORMS OUR GREATEST ANNUAL CROP. Other states have departments of exploitation whose business it is to see that tourist business is adequately cared for and that attractive publicity matter is made available to the potential tourist.

Probably the most outstanding example of government and state cooperation is Canada, where the Dominion government enters into the field of exploiting Canada's recreational advantages in a big way, but their efforts is ably seconded and followed up by the individual provinces, each of which has a Department of Publicity efficiently operated and amply financed.

A number of states not only have state departments of exploitation but in addition issue a state magazine profusely illustrated and carrying to the motorist an alluring message of the interesting time awaiting him in the host state. These magazines and publicity matter are sent to the various distributing points of tourist travel and are then placed in the hands of the traveler.

Oregon prides herself on being a tourist state. Oregon business depends on tourist travel for a respectable percentage of revenue. The storied Northwest has a distinct appeal for the motor traveler as is evidenced by the increasing number of tourists who visit us, yet all this tourist business is without any state encouragement. No state official watches over the conditions which will make our guest's visit with us more enjoyable. No state aid is given to private enterprise in originating and developing additional tourist travel. No state officer is the official host charged with the responsibility of seeing that our guests are accorded the courteous hospitality on which we pride ourselves.

The state needs such a department. The state needs exploitation. Oregon should have for this industry the same measure of protection and development that she has for her other major industries. The story of Oregon will bear telling. We have capable representation in the keen competition which has developed for the tourist patronage.

Teacher—Norman, give me a sentence using the word "diadem."

Pupil—People who drive onto the railroad crossing diadem sight quicker than those who stop, look and listen.—Studebaker Wheel.

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### Rules for Making The Home Safer

Now that traffic is growing heavier than at any other time of year we naturally look for a mounting toll of accidents and deaths. But we are wrong in believing that mishaps are limited to riding in autos. Dangers in the home are almost as great as on the road. We learn from figures compiled for the year 1929 by the National Safety Council that 40 percent of all accidents last year came from falls, burns, cuts, explosions, asphyxiations and the like.

Anything that offers protection from injury interests everybody. So in the hope that it may serve to prevent numerous mishaps in homes around here we reprint here the rules offered by the Safety Council in its campaign to make the home a safer place to live in:

Do not start a fire with gasoline or coal oil.

Do not attempt acrobatic stunts in the home—such as standing on ladders, chairs or window sills—unless you have a firm foundation or are otherwise protected from falling.

Keep medicine chests where children cannot get in them and never take any medicine yourself from a bottle in the dark.

Do not start an auto in a closed garage in cold weather.

Do not point a gun at anyone, even though you are sure "it isn't loaded."

Use reasonable care and precaution in performing your daily chores about the house.

### FARM FOODS BEST FOR DAILY DIET

If the American people wish to be healthy they should eat more of the protective foods, such as milk, vegetables, fruit and eggs, and cut down on the sugar says an internationally recognized authority on nutrition, who has been teaching a summer school class in this subject at Oregon State college.

Sugar is a good source of energy but it contributes nothing more, and its consumption in this country has gone beyond the limits of good nutrition. It now supplies 25 per cent of the total calories in the average diet, thus displacing a large percentage of other foods and bringing about an impoverishment of minerals and vitamins.

The higher the total proportion of the diet which is made up of protective foods the less likely that person is to suffer from the degenerative diseases, such as chronic indigestion, rheumatism, hypertension and other chronic circulatory diseases, said Dr. Sherman, quoting Dr. Longstroth of San Francisco, and in many cases, he points out,

persons suffering from these diseases have found a large measure of relief and in some cases complete cure, when their diets were changed to include meat once a day, one quart of milk daily, eggs once a day, and the remainder of the diet made up almost entirely from fruits and vegetables.

The ordinary child needs a quart of milk daily at least until it is completely through growing, according to Dr. Sherman, and a woman should have this amount until she has weaned her last baby. Children had particularly efficient conserving mechanisms and could get along on only 1/2 pints daily, but the rule of a quart a day is the safest for all children to get them a chance to do their best and to keep them from growing calcium-poor.

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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—

—for free inspection and adjustment at the 500-mile mark, and free inspections every 1000 miles thereafter.

—for free replacement of any

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

authorized Chevrolet dealer service stations in the United States alone. Come in! Learn all the other reasons why it's wise to choose a Chevrolet Six!

\$495 OR PHAETON	
The Coach or Coupe \$565	The Club Sedan \$665
The Sport Roadster \$555	The Sedan \$675
The Sport Coupe \$655	The Special Sedan \$725 (6 wire wheels standard)
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