

# BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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

One Year \$1.50 Three Months .75  
Six months .45 Subscriptions Payable in Advance

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## CLIMATE FOR SALE

Oregon and particularly the Tualatin Valley has a priceless thing to sell. It is tangible and in tremendous demand. It is climate. Climate for sale to the world. Climate which has sold California and Arizona and Florida. Climate which has prompted the "folks" back in the middle west to sell of the old homestead and move out of the storm area. Yet scarcely a month goes by but what we read the headlines—CALIFORNIA STRUCK BY EARTHQUAKE—CALIFORNIA ROCKED BY STORMS—FLORIDA DELUGED WITH FLOOD— and so on down the line.

Priceless, indeed is our climate. But through thoughtlessness or lethargy we aren't merchandising this "commodity" very effectively. We sell Oregon apples, Oregon roads, Oregon mountains, and Oregon streams, but we don't push climate. It is dead goods on the shelf.

Oregon has one of the finest climates in the entire United States. We can be more specific and without exaggeration can state that the Tualatin Valley has the most inviting climate in the state. No earthquakes, cyclones or other cataclysmic outbursts of nature. Short, mild winters with snow as rarity; falls laden with sunshine; summers of comfortable, even temperature; springs of ineffable beauty and charm.

When we write to the friends and relatives in other sections let us take a paragraph and dwell on climate. Let us think climate, write climate and hence sell climate. Climate has hold our neighboring California and HOW. And even without talking to the secretaries of our chambers of commerce we know that we have a much finer product to sell than the highly touted Golden State Climate for sale—let's sell it.

## SING A SONG OF SHOPPING

Every year about this time we begin hearing the merchants carol—DO YOUR CHRISTMAS SHOPPING NOW. It's an old song, but a good one. It carries a message that few of us heed. We hear the song, consider the number of days until Christmas and go right on playing checkers until the last minute rush of shopping. And then through some peculiar and universal twist in our make ups we rush to the city forgetting that our merchants, who are the life of our community, have a fine stock of Yuletide gifts on their shelves.

Take a good look around through your own home stores. You'll be surprised to learn that your own merchant has been thinking pretty seriously about the holiday and has loaded his shelves with inviting wares. Take another look at the price tags and you'll be further surprised to learn that his prices are about on a par with those in city stores.

Our song, like the merchants, may go unheeded to a large extent but we like to sing it just the same. But we just can't help chanting about buying now and buying at home. Make up your mind what you're going to buy the family and the friends; take your list and visit your local stores; have the worry and hustle and bustle and nerve strain of Christmas shopping minimized. Buy now at home and you'll really get more out of the holiday.

## TEAR DOWN THAT OLD BUILDING

We organize service clubs, have hearty meetings, talk civic improvement and spread good cheer, call each other by our first names and show visitors through our city, but we sometimes forget to tear down that old building.

Is there an eye sore in your community? Have you looked at that old building day after day and almost prayed for an earthquake? Have you realized that the unsightly structure is a marked detriment to your community? Have you experienced this—and then made no move to remedy it?

Tear down that old building. It belongs in the civic graveyard of things outgrown in usefulness. It stands directly in the pathway of progress. It repulses visitors. Tear it down.

## THERE'S A MAN IN OUR TOWN

This man, you see him on the streets every day, and no matter what you're doing you rather like to stop and visit with him. Somehow or other he gives a pleasant touch to the day, lends a sort of sparkle to the hum drum run of things. This man is cheerful, pleasant, friendly. When others talk about hard times he speaks of growing crops; when others voice unkindly thoughts of neighbors he finds a kindly word to say.

This man in our town is not a professional optometrist, but he's just one of those fine fellows who make us realize we're selfish, careless beings after all.

## NEW DINING CARS MAKE APPEARANCE ON CASCADE LINE

Representing a total investment of more than \$210,000 five of the most modern and attractive railroad dining cars yet conceived have been placed in service on Southern Pacific Company's crack "Cascade" trains, operating between San Francisco and Portland according to announcements by E. W. Clapp, general passenger traffic manager for the railroad.

Built and equipped at a cost of approximately \$42,000 each, the cars contain every known improvement in the construction of diners and are an important addition to Southern Pacific equipment.

Outstanding among the features of the new cars, according to Clapp, is the added clearance between tables, providing more freedom of movement to passengers. The cars are three feet longer than those previously built, the additional space being given over to added roominess.

More comfortable chairs of aluminum and leather are another feature, while the cars generally are more spacious overhead, providing for better ventilation. Electric fans and upper deck lighting fixtures have been connected in a single unit employing 4-blade paddle fans directly above the lighting fixtures.

In the kitchen and pantry of the new cars the refrigeration capacity has been markedly increased and other facilities greatly improved.

## DID YOU EVER STOP TO THINK

By Edson R. Waite, Shawnee, Oklahoma

F. A. Miller, Editor of the South Bend (Indiana) Tribune says:

"THAT a city in which the business men have such a mental attitude that they cannot unite in an honorable cooperation for their city's benefit is not making and cannot make the progress it could and should."

The Rotary organization has as its motto, "He profits most who serves best." That ought to be the motto of every business man. If it were, business would be better, cooperation would be more frequent and more satisfactory and cities would progress with greater rapidity.

Absence of cooperation spells stagnation. A city is like a business—its main factors must keep everlastingly pushing it to make it a success. Cooperation is essential to such business-man energy, and it should be unanimous cooperation. It should be that type of cooperation into which every business man, large and small, enters wholeheartedly and determined to win.

The Business Man in Any City knows whether He stands in the way of cooperation. If he does and has self-respect and love for his city, he will right-about-face and become a consistent and persistent cooperator.

## CHILDREN NEED A HOT SCHOOL LUNCH

By Zella Wigent

A strong healthy body is a good foundation for success and happiness in life. More and more we are learning that food is one of the important factors in health.

School children are at an age when the most important work of body building is being done. Every child deserves a chance to have the right food for building. That is the primary reason for providing a good school lunch.

Too often at home, through mistaken kindness, a child is not discouraged when he decides he does not like some food which may be the very thing he especially needs.

The children will like to make posters and slogans such as "Balanced Meals Make Balanced Bodies," "We Need Three Kinds of Food Each Day" and "Milk Helps Build Good Teeth." The securing of good illustrations for their posters and slogans is both interesting and educational. All this time, there is being built up a sentiment for good food habits which exerts a quiet but effective pressure on the child whose home training has been neglected.

A reason for the hot lunch is the opportunity it gives for social training. It does away with the "biscuit and-lasses-swallow-you-run" type of lunch. There must be order; the children sit at a table or at their desks and eat quietly. There is a splendid chance for training in table manners.

On most farms it is customary to serve the hearty meal at noon. So during the school months the children miss the principle noon meal. A hasty breakfast, a cold lunch, and a light supper from "left-overs" is not the best food for a growing child.

Hot school lunches are especially needed during the cold months of the year. If they can not be served throughout the school year, a special attempt should be made to serve them at least during the three winter months.

Cooperation between parents and the teacher will be necessary in order to work out the hot lunch problem. Too often a teacher ex-

uses herself from the responsibility by saying, "My patrons won't stand for it." Or the mother says: "We'd like the hot lunch at our school but our teachers won't do it." All that is needed is somebody to start it; half of the anticipated difficulties will probably never arise and the others can be worked out satisfactorily. A task often looks hard until we buckle down to it.

## WITH FARMERS AROUND THE STATE

COQUILLE—Four hundred rounds of yellow tag certified Ladino clover seed has been purchased from the Josephine county Ladino Clover Seed Growers association by a number of Coos County farmers, reports the county agent, through whose office the transaction was made.

HILLSBORO—Increases up to 50 per cent have been reported by Washington county farmers who applied superphosphates to alfalfa and red clover this year, according to W. F. Cyrus, county agent. Applications were made at rates varying from 200 to 350 pounds per acre. The material is also being tried out on strawberries this year.

CORVALLIS—Good crop rotation systems provide the easiest, most economical and surest means of maintaining and increasing long time soil fertility on Oregon farms, according to C. V. Ruzek, professor of soil fertility at Oregon State college.

GOLD BEACH—The Bortfield turnip, a new root crop which is rapidly becoming popular among the coast farmers since its introduction by the John Jacob Astoria Experiment station at Astoria, is being tried out by Curry county farmers where it is doing very well, reports R. M. Knox, county agent, who has recently checked up on demonstration plots.

GRESHAM—Two demonstrations

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## BIGGER AND BETTER

# THE NEW CHEVROLET SIX HAS MANY IMPROVEMENTS

The introduction of the new Chevrolet Six marks the most impressive forward step in Chevrolet's twenty-year record of constant progress and improvement. For this Bigger and Better Six offers new beauty, new luxury, new completeness and new quality—yet it sells at lower prices!

The improvements in the new Chevrolet Six begin at the smart new chrome-plated headlamps and extend throughout the entire car. The radiator is deeper and unusually efficient. Due to the increased wheelbase, the lines are longer and lower, giving an air of exceptional fleetness and grace. And the new Fisher bodies combine with this more attractive exterior appearance, a new degree of interior luxury.

The chassis of the new Chevrolet Six has also been refined and advanced in a number of different ways. The frame is heavier and deeper. There is a smoother operating, long lived clutch; a sturdier front axle; an entirely new steering mechanism; an easier shifting transmission.

And along with these improvements, Chevrolet offers a 50-horsepower, six-cylinder motor—four long semi-elliptic springs—four hydraulic shock absorbers—a safety gasoline tank—and an economy of operation not surpassed by any automobile.

### AT NEW LOW PRICES

The Phaeton \$510	The Coach \$545	Sport Coupe with rumble seat \$575
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## CHEVROLET

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FRIDAY, NOVEMBER 24

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