

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.

Subscription Rates

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

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THE SMALL TOWN INDUSTRY

Mergers and combinations are the fashion in the business world. Enormous aggregations of capital seem to dominate the industrial picture. Conditions are said to be hard for the small concern. The ambitious young man has no chance, say many pessimists. About all he can do, they claim, is to go into some big concern, which may forget his existence once he has learned his little task.

And, yet, as you travel around the country, what do you see? Enormous mills and factories only? By no means. In most cities and towns you find a good number of small plants, which apparently employ anywhere from half a dozen to a hundred people each. You see automobiles parked around these shops, you hear the hum of machinery. Something doing there.

Some ambitious and intelligent workers in an old concern gets an idea. He sees some way of improving the product, rendering better service, or pleasing customers more fully. He gives up his snug little nest, and ventures out into the big world on his own.

He works hard, probably harder than the average big plant executive. He watches every detail with the eye of a hawk. His pushing hand is urging the work on every day. Goods are delivered the day they are promised. He puts his own energy into the search for new customers. A host of business men started in just that way, and have made good.

There is also a place in retail trade for the small store, in which some enterprising person will win out through intimate knowledge of merchandise, and close attention to the desires of the trade. But he needs a good plan of advertising, so that people will know what he is selling, and what he claims for his merchandise.

CHOICE OF FRIENDS

"He was the victim of his friends." This epithet has been altogether too frequently written in commenting upon the failure of people who are often described as "well meaning." It is analyzed, it is probably means that the person had a pleasing, weak personality and was loyal to his friends—a commendable trait if such loyalty is not inconsistent with duty to truth, to honor, and to respect.

It cannot escape the conviction that one of the first principles that every student should work into the spirit of his life is some intelligent standard for the selection of friends. If one is to have the good pleasure and inspiration comes from loyal friendships, must have friends worthy of his aims and purposes he seeks to achieve. What principles, then, can formulate to govern this important decision in the choice of his friends?

It is not our purpose, at this time, to espouse either side of the question but we do urge the readers of this paper to make up their minds on the subject. It is a vital problem.

It may be old fashioned but the best business man knows that his success rest upon service to his customers.

Subscribers who pay up their subscriptions during the month of May will find the hot weather of the summer more endurable.

Crooks and criminals seldom believe in the nobility of the policeman.

Many people who complain that the government is not run right, are the only ones who vote for the best handshaker.

The boy who used to be so tickled when his father gave him a pair of working overalls, is now a man, and his son demands a suit of sport clothes.

Vacation Travel Expected to Increase This Summer

Oregon's summer vacation travel is expected to increase this year, will be given early impetus Thursday, Friday and Saturday, May 28, 29 and 30, with the re-establishment of cent-mile round trip fares on Southern Pacific Lines throughout the West.

Such was the announcement here today by A. E. Allen local agent for the railroad. Adding interest to the announcement from the viewpoint of the vacationer, he stated that the annual Day sales will offer the attraction of a twelve day round-trip ticket sold under the mid-week, will be good until mid-Monday, June 8. It will be a "dollar day" event of the season.

He respects he declares, the sale will compare with the "dollar day" ventures conducted by South during the past three

months—February 20 and 27, April 3 and 4, and May 8 and 9. That the offer will materially stimulate vacation travel not only in Oregon but in all parts of the West is the confident expectation of the railroad.

tend to bring out and inspire the best side of our natures, and there are others who unfortunately tend to bring out the cheap and tawdry and unworthy.

If every student would adopt this as the fundamental principle in the choice of friends, the traditions and ideals and friendships of college life would take on a new richness and a new meaning consistent with those ideals and standards that we like to identify with our University—Dr. Arnold Bennett Hall, president University of Oregon.

ABOUT OUR SCHOOLS

The schools of the nation will be soon closed for their summer vacations and it might be well for us to think a little bit about our school system.

As a general thing few Americans will dispute the value of the common schools or argue that they have not contributed greatly to the development of our democracy.

Nevertheless, there does seem to be a tendency to institutionalize the school system, much on the same order that the railroads were institutionalized by their executives until they woke up one morning, and found that the automobile had made itself a real and formidable competitor.

We should not lull ourselves to rest in the thought that our school system is perfect, nor should we sit idly by with the complacent thought that our educational methods cannot be improved. The truth is that progress is possible in the educational system of the nation and the condition of our people as a whole evidences the necessity for such improvement.

In this connection the common people should make some study of the proposal to establish in the cabinet of the national government a Secretary of Education, who would, we suppose, in time, operate the national school system. Whether this is wise is a matter not to be settled without weighing the admitted advantages of centralization against the value of local management.

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According to a warning issued by the U. S. Treasury department, counterfeiters are now placing in circulation large quantities of spurious \$10 and \$20 bills which are difficult to distinguish from genuine.

A balloon with a gas-bag 56 feet in diameter will be used by Berlin (Germany) scientists to study the atmosphere at an altitude of 9 miles above the earth's surface.

So that motorists may summon medical or mechanical aid when needed, highways are to be equipped with roadside telephones.

More than 1800 Chinese outlaws recently captured in Hupeh Province, have been beheaded by order of the Chinese Government.

FARM Gossip

Apple and pear growers in Washington County should apply the first cover spray now for the control of codling moth, according to W. F. Cyrus, County Agent. Many of the overwintering codling moth larvae have passed to the adult stage. These moths are now active in the orchards and during the past two or three evenings eggs have been deposited. The eggs will hatch out in from 8 to 16 days, depending on weather conditions. The next spray should be applied before these eggs hatch.

Powdered lead arsenate used at the rate of three pounds to 100 gallons of water is the recommended spray. Thoroughness of application is essential in codling moth control. The foliage as well as the entire surface of every apple and pear should be thoroughly covered with the spray solution if worm injury is to be prevented. Due to the earliness of the codling moth this year, the first cover spray might be combined with the 15-day scab spray," says B. G. Thompson, of the state college.

Figures Issued on Beef, Dairy and Sheep

Favorable signs for the beef industry but continuing maladjustments in supply and demand factors in the dairy and sheep industries are college.

Consumption of dairy products has seen in figures on the livestock situation released today by the extension service at Oregon State been good this spring but the estimated production of milk increased more than use of the products, according to the report. Pasture conditions over the country average poorer than usual and holdover stocks of hay, except in some western states, are the lowest in May since 1919. The new hay crop on the whole is the least promising for many years, except 1928.

The supply of beef in storage is light compared to last year and to the average the college report points out. Holdings of pork products, except lard, have increased until there is now more on hand than last year and the average at this time of the year. Stocks of lamb are very light, but the supply available for market is expected to be ample.

Wool markets are showing some firmness because of better demand and a slight reduction in the clip in southern hemisphere countries where 70 per cent of the world supply originates.

Red Cross Established Fifty Years Ago

Fifty years ago, 1881 a group of citizens signed the original constitution of the American Red Cross and on May 21st this great organization of mercy will celebrate its golden jubilee.

Those who had a part in the organization of the society at the home of Miss Clara Barton half a century ago had little idea of the magnitude it would attain. Chartered by Congress for its special work the organization now boasts 3,500 chapters and a membership roll that runs into the millions.

Today, as Chairman John Barton Payne points out, hardly a person in our 120,000,000 population does not understand the insignia of the Red Cross as the representative of merciful and humane effort. Throughout the land there are children who know what the Red Cross stands for and take pride in wearing the button that is given with the annual roll call membership drive.

The Red Cross, as a rule, lives up to the Boy Scout motto, "Be Prepared," and keeps itself in readiness to render prompt and efficient relief to areas stricken by natural disasters. It has had the confidence of the people of the nation, as is evidenced by the outpouring of millions of dollars in response to its calls for special relief purposes.

ON OREGON FARMS

ST. HELENS—In order to find the best variety of cabbage for the kraut factory at Scappoose, nine varieties and strains of cabbage are being grown on a trial plot this year under the direction of County Agent George Nelson. Some 80 acres of cabbage will be grown for kraut this year in Columbia county.

KLAMATH FALLS—Variety trials with Reliance wheat are being carried on this year by Harold Bunch of Henley and French Johnson of Tule Lake, cooperating with County Agent C. A. Henderson to furnish a comparison of this wheat with other varieties now being grown in the county. The soil on these two farms is representative of the two main types found in the county, says Henderson.

Attempted suicide is a crime, punishable by law, in a majority of the States of the United States.

Sarah Anne's Cooking Class

Now when everyone is advocating raw vegetables as a part of our meals, I find the most convenient means of introducing them in the menu is in the salads. Every dinner and supper should have a salad which furnishes a good part of the vitamins and minerals. They are needed for good health as well as a balance in the dinner which otherwise might be too heavy because of meats, fatty foods and sweet desserts.

Cold Slaw Salad

1 package gelatin,
1 cup boiling water,
1 lemon,
1 cup chopped cabbage,
2 cups celery,
1 pimento,
1/2 cup sugar,
1/4 cup vinegar,
1/4 teaspoon salt,
2 green peppers chopped.
Soak gelatin in cold water add boiling water, 1/2 cup sugar and vinegar, juice of 1 lemon and salt. When this begins to thicken add cabbage, celery, peppers and pimento. Put in chilled mold and let stand several hours. Serve in bed of lettuce with mayonnaise.

Frozen Apricot Salad

1 can apricots,
1 can nuts,
Mayonnaise,
2 packages Philadelphia cream cheese.
Make a soft paste of cheese by adding mayonnaise. Add nuts. Fill hollow of apricots with this mixture place halves together. Put in tray of electric refrigerator and freeze several hours. Serve on lettuce with mayonnaise.

Spring Salad

1 package lemon gelatin,
1 pint boiling water,
1 tablespoon vinegar,
1 cup celery cut in small pieces,
2 cups cucumber chopped, salted and drained.
Dissolve gelatin in boiling water. Add vinegar chill.
When slightly thickened add nuts, cucumber and celery. Turn into mold, chill until firm. Unmold in crisp lettuce. Serve with mayonnaise.

Louisa's Letter

THOUGHTS OF LOVE

Dear Girls—
Mother's Day has passed and with it went many thousands of flowers and gifts from devoted and negligent children. Some of these were the expression of real love and affection, others were sent because their donors always strive to do the right thing, others because of remorse for months of neglect, etc.

Some folks object to the celebration of Mother's Day. They claim that it is only a ruse of the florists and candy manufacturers—not to speak of the other gift sources—to get our money. Perhaps these people do get a great deal out of it, but if we would only strive to be sensible about the day and not buy the things we cannot afford, it should be a time of real joy for mother and children, rather than one of regret.

There are very few mothers who do not appreciate a modest bouquet of sweet peas given with an armful of love just as much as an armful of American Beauty or orchids which they know son or daughter can ill afford.

Many of us have ruined our Christmas season with "prideful" rather than loving giving and it is going to take real will power to keep us as a whole, from trying to outdo our brothers, sisters and neighbors on each succeeding Mother's Day.

Love is a peculiar thing anyway. It expresses itself in so many different ways in different people. Some folk's idea of love is service, to do little thoughtful things for the ones they love. Others think that love means protection and freedom from

worry—they try to keep the parts of life out of their loved ones' knowledge and sight. Others think that the check book is love's agent and they say theirs with their checks.

We are prone to look askance however, at the people who profess their love the loudest. In the majority of cases their actions are their words. I know a woman who leaves about her children, behind their faces and behind their backs. She says they are the sweetest and best children in the world, everyone of them is beautiful. The same mother goes away for a time on pleasure trips and the children get along as best they can with the help of an old servant. They are just at an age where they need chaperonage as well as physical care. One of them is very fond of her mother and she is very fond of her mother. And yet this mother says that one in the world can love her children more than she does. I think the lady doth protest too much.

And a man I know who speaks feelingly of the love he bears his children takes the money that he needs for necessities and has no time in this condition and do without things they ought to have. As he gets a little older, I don't think he will have a very high opinion of such love. They will despise him for his selfishness and lack of power. The love that puts self first is not worth much.

I think it is a lovely idea to press our love for each other, but let us do it modestly.

Old-Time Records 75

Heart Throbs and Jigs
HYMNS, COWBOY BALLADS
YODELS, RURAL FIDDLING
ALSO GERMAN, SWISS, ETC.

World Music Shop

149 2nd St., near Morrison St.

Chevrolet

has struck a popular new note in motor-car styling



Chevrolet's front-end appearance is a fine example of the latest trend in modern design.

Many factors have contributed to the remarkably widespread popularity of the new Chevrolet Six. Among these are smooth performance, low price, matchless economy, exceptional riding ease and driving comfort. But no feature has been more strikingly evident in the enthusiastic public reception of the car than its smart new style.

lines, sweeping fenders and massive wire wheels strikingly suggest the car's fleetness and power. And the appeal of Chevrolet's beauty is made more pronounced by the fact that all models are available in a variety of colors.



An important factor in Chevrolet's smart appearance is the de-luxe wire wheels with forty steel spokes and massive chrome-plated hub caps.

Interiors, too, are unusual in every way. The upholstery is carefully tailored. Seats are roomy, deeply cushioned and invitingly soft. And the interiors are tastefully appointed.



This emblem—Buck the Fish— is a symbol of superior body craftsmanship—evidence with Chevrolet in the low-price field.

In fact, the new Chevrolet Six is such a thoroughly fine-looking automobile that it has become a very popular choice with every type of buyer. You find it not only the smart family car, but the smart personal car as well—a worthy companion to the expensive automobiles of the two- and three-car household.

NEW CHEVROLET SIX

The Great American Value

New Low Prices—Roadster, \$475; Sport Roadster (with rumble seat), \$495; Phaeton, \$518; Standard Coupe, \$535; Coach, \$545; Standard Five-Window Coupe, \$545; Sport Coupe (with rumble seat), \$575; Five-Window Sedan, \$595; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan, \$650; Convertible Landau, \$658. Special equipment extra. Chevrolet truck chassis, \$355 to \$590. Low delivered prices and easy terms. All prices f. o. b. Flint, Mich.

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