

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

OFFICIAL NEWSPAPER OF THE TOWN OF BEAVERTON

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

Subscription Rates

One Year	\$1.00	Three Months	\$.35
Six Months	.50	Subscriptions Payable in Advance	

Beaverton Office — Broadway at O. E. track. Phone 7503
Portland Office—408 Dekum Bldg., Phone ATwater 5814

The Result of Worshipping Money

The people might as well realize that the present condition of financial affairs in the United States has been brought about by the selfishness of a minority group of citizens. Those who caused the debacle promoted wild stock schemes, fraudulent bond issues and misused the money of others on a tremendous scale.

The entire American population, including millions of average citizens is paying now for the economic and financial misdeeds of the so-called leaders of our highly industrialized organization. Hundreds of them reside here and are suffering today through no fault of their own, but through the neglect of the leaders.

The fundamental misconception behind the entire American debacle has been the prevalent idea that money-making was the chief end of human activity and that those who managed to accumulate money in comparatively large quantities were entitled to respect, obedience and emulation.

Getting down to brass tacks we have had symptoms of this American madness in our midst. Here we have joined in the worship of success, expressed in the accumulation of dollars. We have not inquired into the ethics or the source of the money made by some of our leaders. With the rest of the United States we blindly joined the chase after wealth and hailed success without discrimination between the honest maker of money and the dishonest manipulator and crooked schemer.

A Real Killer

The appalling number of deaths in the United States from automobile accidents is viewed with a strange sort of apathy by the average person in this county. Approximately 30,000 people, many of them children, were killed during the past year by automobiles or trucks.

The people of our country accept the fatal accidents as a part of the necessary toll to be exacted by the automobiles and seldom stop to consider that it is possible to reduce the number of dead and injured, provided proper steps are taken.

A number of states have taken steps toward reducing the number of such accidents, among them being the examination of drivers, whose licenses are subject to revocation upon cause; and the examination of brakes, horns, lights and tires, in order that these may always be kept in proper condition.

The value of the above provisions, however, will depend entirely upon their adequate enforcement. Not only should they be vigorously enforced but violations of all traffic regulations should be punished positively by successively increased penalties.

An aroused public opinion against carelessly operated vehicles, that take their toll of the innocent as well as the guilty, will do much to reduce the number of deaths taken upon the highways of the United States annually.

Some people are so ignorant that they think a foreign policy has something to do with insurance.

The world doesn't need an international language quite as much as it needs an international goodwill.

The spring garden is now growing and the most favorable things are being heard. But—there'll come a time.

If you really want to test your popularity in the community, try to borrow ten dollars from one of your many "friends".

When you say good things about people, you might as well tell them to their faces. There is already enough behind-the-back talk.

Cash Prizes Offered Winners in July 4th Championship Race

Winners in the free-for-all go as you please championship race from Portland to Hillsboro on July Fourth will receive this year \$125 in cash prizes, \$40 first prize, \$20 second, \$12 third, \$10 fourth, \$9 fifth, \$8 sixth, \$7 seventh, \$6 eighth, \$5 ninth, \$4 tenth, and \$4 eleventh. This race is the big sporting feature of the "Happy Days" celebration.

No women will be allowed in this year's contest. The distance from Portland to Shute Park is 17.1 miles.

The changing of the rules of the contest and allowing each entrant to either walk or run in any style or manner eliminates all the friction of judging heel and toe, and other restrictions, and makes the contest a much more exciting one. Last year's race attracted entrants from four different states and 43 different cities and towns, the ages of the contestants running from 12 to 60 years.

The route is over the Canyon road, through Beaverton, Aloha, Huber and Reedville. No entry fee is charged. Shower baths, light refreshments and other courtesies are shown all those who finish the race. The finish of the race is in front of the auditorium in Shute Park.

Entry blanks and information can be secured from Ed L. Moore, Hillsboro Chamber of Commerce.

Tut Tut! They All Do

"What is your idea of a clever woman; one who can see the point of a joke?"

"No, a woman who can laugh at a joke without seeing the point."—Boston Transcript.

IN FASHION NOW

The motto of the newest hats this season seems to be "Excelsior", with crowns or trims higher and higher.

Turbans built up in Spanish comb crests, or draped with pointed crests are sensational.

Evening hats of tulle and afternoon creations of coarse net are being shown and are destined to prove very popular.

Tulle embroidered gloves and veils are novel.

Blue is still the most popular of the spring colors, with "love bird" one of the most prominent evening shades.

Evening gowns are becoming more and more feminine with ruffles and

Harry A. Herzogg ARCHITECT

With offices in the Guaranty Building. Is one of the leading architects in this part of the state. Has designed many excellent buildings and homes and has a reputation for honesty and carefulness that extends for many miles. Telephone Atwater 3724.

The work of the architect is held in highest regard in its relation to every phase of building endeavor, as it is to his creative ability and oftentimes his artistic skill that the realization of a beautiful and useful structure is accomplished.

Before a spadeful of earth is turned, or a brick laid, every detail of the structure has been planned by the architect, who, in his sketches, gives the public the idea of the composite effect embodied in the new building as well as its features of construction.

Portland and the surrounding country is remarkable for the many and varied durable buildings. Most of these buildings have been designed by local architects, who, each year, add to their prestige by new achievements

in the field of building design to meet new demands.

Prominent in the architectural field both here and through a large section of the state is this well known firm which has been responsible for the designing of many notable latter day structures of varied types.

To build a house is one accomplishment. To build a truly pretty and comfortable home that is expressive of the advancement of the age is another work of marked superior scope.

Harry A. Herzogg has made a special study of remodeling the older homes. He is the right man to redesign your home so as to give it an appearance of newness and with modern style and conveniences.

Mr. Herzogg and his staff are

courteous and accommodating gentlemen and can be reached very conveniently. The general satisfaction expressed by his many clients and the great demand for his services constitute a well merited tribute to his efficiency and conscientious methods.

We wish to compliment this architect upon the very valuable work that he is doing in this section and to direct your special attention to his efficient methods.

The publisher himself takes this opportunity to personally compliment him upon the well merited success he is making in the practice of his profession and upon his excellent standing in the professional world of the state and to assure our readers that at his offices they will receive the very best of professional services.

CUMMINGS TIRE CO., Inc.

W. C. Mason, Gen. Mgr. DEALERS

6th & Columbia
39th & Hawthorne
14th & Cawth

Union & Belmont
E. 3rd & Broadway
Broadway & Burnside

There is no concern more worthy of extended mention in this review than the Cummings Tire Co., Inc., located at 301 6th Street and their dealers. Under the direction of men thoroughly conversant with every feature of the business it is not strange that this has become one of the most important commercial assets of the community.

This organization, along with their sale and service on tires, which are the famous U. S. Tires, also feature the highest test gasoline and oils of the day.

This is the day and age when the public demands not only magnanimous service but the best at reasonable prices.

Thoroughly familiar with present

conditions and with an exceptionally wide experience in their particular field of endeavor, the management of these one-stop service stations have been able to render a service to the people in their line that is distinctly satisfactory. Real service at most reasonable price possible has been the guiding influence in their policies and it has brought them trade from all the surrounding country.

The heads of the stations are men of long and practical experience in this business. They are thoroughly acquainted with its every detail and are considered an authority in all that pertains to the operation of a very modern establishment. They are the foremost business men of the city and

have aided in the development of this section of the state. This company and its dealers are not only well equipped and expertly operated, but their service is one that is necessary to the onward progress of the community.

In making a review of this onward progress of this section of the country we compliment Mr. W. C. Mason and his assistants on the manner in which the business of these modern one-stop service stations are operated. Mr. Mason has also been the recipient of much praise from Mr. J. D. McCord, district manager of the U. S. Rubber Co. Real service and real prices are bringing them trade from all parts of the country. Convince yourself. Give them a trial. Telephone Atwater 3156.

Climbed the Ladder

"Murphy got rich quick, didn't he?"
"He got rich so quick that he can't swing a golf club without spitting on his hands."—Stray Bits.

Henry Ford
Dearborn, Mich.

May 22, 1933

I suppose that I may claim to be the first Ford Dealer. I not only made cars, but sold them and frequently delivered them myself.

The "drive away" is not new; often I have driven cars from Detroit to towns in Ohio or Indiana or Michigan to make delivery.

There were no good roads in those days, and the people where I drove had never seen a motor car before.

My first really enthusiastic customers were Country Doctors. They were the first to realize the value of dependable transportation to a widely scattered practice.

Even today I occasionally hear from some of those first Ford users. We had to teach local mechanics how to care for the cars. That is how Ford Service began, which is now found everywhere in the world.

We believed from the beginning that a sale does not complete our transaction with our customer -- it creates upon us an obligation to see that our customer's car gives him service. Ford Dealers know their duty to the public in this respect.

I can say of Ford Dealers generally that they have been and are men of character and standing in their communities. Most of them have been with us many years, which indicates that we agree on basic business principles. The Company provides that the methods used to sell the Ford car are consistent with the self-respect of the Dealers who handle it.

The present Ford V-8 is the peak of our 30 years experience. We have never made a better car. Its eight-cylinder engine is powerful and smooth running. The car is admittedly very good looking and has comfortable riding qualities. It is economical in operation because of advanced engine design and low car weight. It is the fastest, roomiest and most powerful car we have ever built.

Henry Ford

Flowers
TOMMY LUKE
Phone BE. 7215
PORTLAND, OREGON

FINLEY & SON
Funeral Directors
Montgomery St. 4th
to Fifth
Motor Equipment,
Staff & Facilities for
Serving Portland and
its Suburbs

Classified ads produce results, use them.

SPECIAL!—

20%

DISCOUNT

on

GRADUATION
PHOTOGRAPHS

No Appointment Necessary

HOFSTEATER STUDIO
165 1/2 Third Street
Between Morrison and Yamhill

W. E. PEGG

MORTICIAN
BEAVERTON, OREGON
WE SERVE, REGARDLESS OF THE TIME DAY OR NIGHT