

# 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 .50  
Six Months .50 Subscriptions Payable in Advance

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Portland Office—408 Dekum Bldg., Phone ATwater 5914

## NEEDFUL PROFITS

A veritable buyers' market has prevailed in all lines of business during the last few years and the wise few have taken advantage of the situation much to their own benefit. The present upward trend in all lines and commodities gives indication that more buyers are coming to realize the trend of prices and are endeavoring to get in on the bargains while they last. The force of this increasing demand for products will only add to the impetus of rising costs and many see, in the very near future, a considerable increase over the present price levels.

All industries must make up their minds as to the policy they will further in this general advance. By co-operation on the part of all and by pursuance of sound business policies, business has been lacking, particularly in the construction industry, for some time. However, if some wish to persist in their price-cutting policies and attempt to obtain their business by volume only, thus cutting their legitimate profits, then they will only retard the anticipated development and hold conditions down to those of the past few years.

The buyers have had their turn—in fact, they have yet many opportunities to cash in. The sellers may be expected to get their chance shortly to secure a more reasonable profit. Let them not spoil the advantages that might be theirs by unjust and ruinous price cutting.

Many a man will spend ten dollars foolishly on his own amusement and then howl over a dollar or two that his wife throws away.

News items for the columns of this newspaper are always welcome, but we would like for them to be not more than a month old.

Whether true or not, we cannot say, but it might pay some parents to know a little bit more about what their youngsters are doing.

When, in the course of human events, it becomes necessary to fill up a column like this, it becomes necessary to write a paragraph like this.

## REGULAR AD USERS HELD LEAST HURT

Washington, June 8—Consistent advertisers have suffered less from the depression than non-advertisers, Henry T. Ewald, board chairman of the American Association of Advertising Agencies, said at opening of the annual meeting of the association.

"We see abundant evidence of the constructive force of advertising in the relative standing of business institutions that have been able to maintain their advertising activities during the last few years, as compared with those who have not," Ewald said.

He praised the administration for "doing much to stimulate returning confidence and to encourage buying."

## Not Her Type

Fond mother to daughter—What did the editor tell you when you submitted your poem to him?

Daughter—He said he couldn't print it because he was out of poetry type. —Jayhawker Press.

## Ancient Tower of Babel Found by Archeologist

What is believed to be the Ziggurat, or the "Tower of Babel," in the ancient city of Akshak, has been discovered by an official of the University of Michigan-Cleveland museum archeological excavations in Mesopotamia, says the Montreal Herald.

The find is a mound about 50 feet high and 250 to 300 feet in diameter. The outer structure is a circular wall of sun-dried bricks, 30 feet thick and 15 to 20 feet high. Above the level of the wall are alternate layers of reeds and earth. The north side of the mound is a solid structure of unburned bricks.

Inscriptions in the mound appear to confirm the early origin of the structure, which dates back to about 4000 B. C.

The Tower of Babel, according to legend of the Book of Genesis, was built by inhabitants of Babel with the intention of climbing to heaven. They were, however, prevented through their speech being confounded.

## FIRE BUG



Norman Moore, twenty-five years old, who is reported to have confessed that he set the fire which leveled four-fifths of the city of Ellsworth, Maine, causing \$2,000,000 damage, because "something in my head told me to" and because he liked to see fire engines roll.

## "Sandford and Merton"

The author of the English classic "Sandford and Merton," Thomas Day (1748-89) selected two orphan girls of twelve to bring up in order to choose the best as wife. The experiment was a failure and Day turned to more mature women. He would qualify and described the mode of life he expected his wife to pass. One woman failed to fulfill the code of lunacy laid down, a wealthy one, too, who gave up carriage, servants, music, walked barefooted in the snow and submitted, weeping, to other tests proving her docility and the domination of her legal owner.

## Slow to Judge

What is commonly wrong is to pass judgment on our fellow-creatures. Never let it be forgotten that there is scarcely a single moral action of a single man of which other men can have such a knowledge, in its ultimate grounds, its surrounding incidents, and the real determining causes of its merits, as to warrant their pronouncing a conclusive judgment upon it.—W. E. Gladstone.

## ALLISON H. DEAN CO.

REALTOR

Offices of this Well Known Real Estate Concern Located in Portland at 1373 NE Broadway, Telephone Gar 1106. Sponsoring Growing Sections of a Prosperous Community Where Value Increases Every Day. Are Realtors Known Throughout the County and at Your Service in all That Pertains to Real Estate, Are Substantial Contributors to the Progress of Portland and Vicinity.

At present their most important real estate development is their subdivision of 500 acres known as the Highlands. The Highlands are situated between the Portland city limits and the Sylvan territory on either side of Old Canyon Road extending from North Barnes road on the north to Hewitt Blvd. on the south. This territory is served by the five boulevards, Old Canyon Road, Humphrey Boulevard, Fairview Boulevard, Hewitt Boulevard and North Barnes Road.

One of the essential qualities of successful operations in real estate is a comprehensive knowledge of the business. Another is the inherent ability to bring deals to a successful and satisfactory close. That this office is in charge at all times of men amply endowed with the above attributes is evidenced by its successful operations throughout this part of the state.

In this day and age when conser-

vative men are constantly seeking investments where they are not only assured a permanent source of income, but a reasonable certainty of increasing in value, the real estate dealer is doing more than his share to meet the demands of such men. This locality is indeed fortunate in having in its midst such a firm as the Allison Dean Co.

This institution has been closely identified with the growth and expansion of the section and has made a close study of real estate conditions so that they could offer both the buying and selling public the very best service. They have on their books a large list of most desirable properties for sale, both town and country at prices that can not fail to be attractive to the intending purchaser.

Drop in at any time and talk things over with them. They are personally interested in the progress of the entire community and always anxious to

discuss the advantages of this section and to learn of any manner in which the home community may be improved. They have been tireless in their efforts, straightforward in their dealings and reliable in their policies.

This place has made it a point not to list property for sale for more than its value, this is where their close study of local conditions render them an authority on values. In all transactions their word is as good as their bond and the people have come to look for them when seeking a desirable medium through which they may dispose of their property.

Allison Dean company are to be complimented for their past reputation of foreseeing the trend in real estate values and there is no reason why their future service will not retain the same foresight. With this fact in mind whether the purchaser be an investor, a speculator, or a home builder he will profit by his association with them.

## Tom Chatterton's Restaurant

When Meal Time Catches you in Portland, Stop at Tom Chatterton's Restaurant and Enjoy a Well Cooked Meal at a Most Reasonable Price. People who find it Necessary to Eat away from Home, do not Think of Going Anywhere but at Tom Chatterton's Restaurant E 24th & Broadway. Private Dining Rooms. Phone TRinity 2782 for Reservations. Courteous and efficient Service Their Business, not their Motto.

This Restaurant is known for good food. A reputation sustained by the community as well as the motorists and the traveling public.

The food is prepared in such a way that to the uninitiated the thought at once comes that there never was such a good place to eat. Poor eating places are not the exception by any means. It is a pleasure to have such a modern and up-to-date place as this at which to refer the stranger as well as the local people.

This place has gained a name that has spread far and wide as a place of popular prices and where the local and traveling people can more than satisfy their demands in the manner of obtaining food.

Here the manager selects the food,

secur the markets and accepts only choice and fancy foods.

In the kitchen you will find the most modern equipment and utensils kept scrupulously clean. There never is a question of sanitary laws in this establishment.

The courtesy and attention of the attendants is a feature that receives more than passing notice from the patrons.

It is not necessary to order a whole meal, the patrons are assured of the same attention for just a snack as for a well appointed dinner at this restaurant.

While seated at one of their tables you are delighted by the home-like atmosphere which prevails. Not only are the foods cooked as mother used to cook them, but you will find the

best foods in season from which to make your selection. If you wish further seasoning of the foods or some preferred condiment, you have only to ask for same.

It has been truly said that the way to a man's heart is through his stomach. Likewise this modern up-to-date restaurant is daily building its business with the tasty delicious meals they serve.

It makes no difference whether you live to eat or eat to live you can be most conveniently served at this modern restaurant.

We take great pleasure in complimenting this well known place on the high order of the establishment and refer it to our readers without hesitation. Upon your visit to the city, drop in for a meal.

## The New Treatment for Foot Troubles

"Foot defects cause leg and many back troubles, Neuritis, Muscular Rheumatism, Impaired circulation and painful nerve functions. This is the statement of many eminent physicians. Dr. Oliver O. Fletcher, Morgan



Building, Portland, Oregon, has substantiated that fact by clinical demonstration, and has originated and perfected Scientific Orthopedic Adjustments for the Feet. Immediate relief is obtained even by the first treatment. The principles of treatment are absolutely new and original and the results are astounding and most phenomenal. It is accomplished solely by scientific adjustment and manipulation, without pain, requiring no surgery nor supports or appliances of any kind.

Dr. O. O. Fletcher has demonstrated his Scientific Orthopedic Adjustments of the Feet on several hundred difficult cases all of which have responded wonderfully and have brought a flood of inquiries from patients from all parts of the United States.

There is nothing hypothetical about the conditions found and the results obtained. This is proven by the statement of many of Dr. Fletcher's patients whose letters have been put in his possession.

I was in bed eight weeks with Arthritis of the spine. When I got up I could not use my feet. Dr. Fletcher predicted three week's treatment. In two weeks I threw away my crutches and have spent full twelve hour days on my feet since." (G. E. Sanderson—Owner Sandy's Kodak and Pen Map—Portland, Oregon.)

One prominent physician submits the following case record: "Patient presents sacro-iliac disfunction with intense pain, which did not respond to any treatment. Referred patient to Dr. O. O. Fletcher. After two of his Orthopedic adjustments, the pain entirely disappeared and the patient walked normally. There has been no recurrence."

Charles Francis Clement, President of the Winslow Coal Co., Philadelphia, Penn., says: "I had been suffering with my feet, legs and back until barely able to get along. While in Portland, Oregon, I took one Scientific Orthopedic Adjustments from Dr. O. O. Fletcher and left his offices without a trace of pain. Thousands of people will undoubtedly come to Portland to secure relief from Dr. Fletcher."

Dr. Fletcher offers a complete service in the profession including treatment of corns, bunions, callouses, straightening of crooked feet and in fact everything that may affect them.

Henry Ford  
Dearborn, Mich.

May 29, 1933

## WOMEN'S CONTRIBUTION TO THE MOTOR CAR

There is some doubt that people care to hear very much about what goes on under the hoods of their cars.

The driver knows that "driving qualities" are not accidental; they are put there. How the manufacturer creates or evolves those results may not interest him. He judges entirely by the results he gets in driving.

Well, it is not essential to talk "shop"; let us talk Results.

**Smoothness.** Drive the Ford V-8 and you will find that the engine runs with surpassing smoothness, due to its design and the extra precise methods of its manufacture.

**Power.** There it is, 75 horsepower (we could say 80) at the drive-shaft for the driver's use. With less weight to pull around, the mettle of this car—its life-like response—is rather remarkable.

**Economy.** Our V-8 develops more power on a gallon of gasoline than any car we have made. Mileage is partly a matter of individual driving, but under average conditions the Ford V-8 does 17 to 20 miles a gallon. Of course, car economy is not only a matter of fuel. Ford V-8 has that too, but it is also economical in the complete sense—initial cost, operation, maintenance.

**Appearance.** This is woman's contribution. The motor car must not only be useful, but also good-looking. View the Ford V-8 and you will not need our comment on its fine appearance.

**Comfort.** This also is woman's concern. In 30 years she changed the motor car from a wagon to a coach. Comfort is a quality made up of numerous ingredients. There is no comfort without a quiet, smooth-running engine. We have all the other ingredients too,—color, good taste, quality, ease, safety, roominess and convenience.

Henry Ford