

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

Health Commandments

The following commandments for health, given by a pastor of a metropolitan church to his congregation, might prove interesting reading to some of us here in this county. Here they are:

"1. Honor your parents by having a thorough physical examination every birthday; for an ounce of prevention is worth a ton of cure.

"2. Honor your friends by taking a daily bath; for cleanliness is a part of godliness.

"3. Honor your family by having your life insured; for life insurance guarantees the cooperation of the insurer in the prolongation of the life of the insured.

"4. Honor your physician by avoiding patent medicines; for the most of these nostrums are humbugs.

"5. Honor your stomach by having your teeth carefully examined by a dentist at regular intervals; for bad teeth are an abomination to the system.

"6. Honor your digestion by being careful of your diet; for many a man digs his grave with his teeth.

"7. Honor your lungs by breathing fresh air; for ventilation is a means of grace.

"8. Honor your nerves by taking plenty of rest in sleep; for they work all day and play all night promote the brevity of their lives by burning the candle at both ends.

"9. Honor your country by obeying the laws; for it is a mark of good citizenship to obey a law whether one likes it or not.

"10. Honor your God by chastity in word, thought and deed; for the race that wishes eternity must exalt maternity."

A Spelling Test

How are you on spelling? Good?—well, before reading the rest of this article, get a friend to call the words listed below and check up on yourself. According to authorities these twenty words are the most frequently misspelled by students:

Separate, lose, ninety, privilege, villain, chautauqua, accommodate, all right, repetition, ecstasy, exhilarate, hypocrisy, indispensable, irrelevant, oneself, sacrilege, supersede, councillor and embarrass.

How many did you miss?
 Brave men die only once but they are just as dead as the cowards.

Let's all keep our premises clean and attractive; this will make our town impress the visitors within our gates.

You can get out of the Sunday traffic jam anytime by going to church.

The publicity itch gets a lot of people sooner or later but it usually gets them.

Just because a man is a good sport does not indicate that he is a good man.

Joe—Me and Gus are partners in the same business but we don't carry the same goods.

Jim—How's that?
 Gus—Goes around selling a stove polish that leaves a stain on the fingers, and two days later I go around with the only soap that will take it off.

"How many times have you been arrested?"
 "Im sorry, Judge, but Ive lost count. Der aint anybody offerin' a prize, is der?"

IF YOU HAVE SOMETHING TO sell it, let the classified advertising department of this paper prove its ability as a speedy and efficient sales medium.

This Ad Pays your Car Fare up to 25c when presented at our store. Getty's Food, laxative in effect an Elimination Food for the purpose of Cleansing the Colon by creating peristaltic action. A clean colon is the key to Health.

Getty's Health Center, 146 3rd street between Alder and Morrison. Mail orders filled same day received.

AROUND PORTLAND

Extra Special!
 The New Thermique Permanent Wave for \$3.50 with this we give a free facial. St. Francis Beauty Shop 250 11th st., near Main. Bring this ad BE. 4569.

Randolph-Bartholomews. offer all Coats, Suits, and Dresses over \$24 at Half Price. New shipment of White Coats at \$10.50 and \$16 and Washable Silk Dresses at \$6. 1908 N. E. 24th ave. at Hancock. Also open evenings from 8 to 9:30, Portland, Oregon.

HAIR ON THE FACE
 or on the body is forever removed by the Marton Method. . . Regrowth impossible. . . Skin left smooth and free from blemish. . . Consultation free or write for booklet. Lady attendant. Marton Laboratories, 448 Morgan bldg BE 3961.

The Lowest Prices in Oregon on Glasses
 Are found at the Broadway Optical Co., Maurice T. Murnane, manager. Examination free. . . \$2.00 allowed on old frames. . . They do their own grinding. . . 3rd floor Merchants Trust Bldg., S. W. cor. 6th and Wash. ATwater 2608.

D. W. MAC CORMICK



Daniel W. MacCormick, the new commissioner general of immigration, at his desk in the Labor department in Washington.

U. S. Weather Bureau
 The United States weather bureau has charge of the forecasting of the weather; issuance and display of weather forecasts and storm, cold wave, frost, forest-fire warning and flood warning; gauging and reporting of river stages; collection and transmission of marine intelligence for the benefit of commerce and navigation; collection and furnishing of meteorological information and forecasts, including upper-air observations, for the benefit of air navigation; reporting of temperature and rainfall conditions for agricultural interests; and the taking of such meteorological observations as may be necessary to determine and record the climatic conditions of the United States. The bureau publishes daily weather maps, a monthly weather review and other reports and pamphlets.

Shaft Endures Long Service
 A stone shaft which served the Pilgrim Fathers more than three centuries ago still serves a useful purpose at Plainville, Mass. It is the Old Angle Tree Monument, dating back to 1628. The shaft, 14 feet high, once divided the Massachusetts Bay Colony from the Plymouth Colony. Now it marks the south boundary of the town of Plainville.

Portland Sand & Gravel Co.

Many Contractors in This Section of Oregon Specify Their Products

On Section Line road, Box 185, Portland, is a prominent concern of this part of the Northwest whose Superior Products are known throughout this territory, and whose progressive activities are indispensable in the upbuilding of the community, serving the people faithfully and being an essential factor in the commercial development of Portland and Vicinity under the competent and capable management of Mr. Crasswell, Telephone SUNset 6828.

Contractors, builders and the general public have come to know that this is a firm upon which they can depend to secure the best in sand and gravel, hence they turn over the supplying of their needs to The Portland Sand & Gravel Co.

In the past few years this part of the country has been greatly benefited by the building of roads, highways, public and domestic buildings. In each of these projects whether extensive or on a very small scale, in each one sand or gravel plays a very important part.

Real estate men who are laying out and improving new subdivisions should get in touch with this firm as they are able to furnish any quantity on short notice.

In this section particularly industrial progress has been benefited by them. There is nothing more important than the development of good gravel and supplies for the building of roads, driveways and building blocks, they have furnished large quantities of excellent gravel to this county, being one of the firms that has been selected by the contractors to supply a large part of their orders for the product.

It is one of our most flourishing industries and is fully worthy of more than passing notice at our hands, for not only is it the leading concern engaged in its own particular field, its sand and gravel has a wide reputation for general excellence and are considered a standard

product among the trade the country over.

In appreciation of the inestimable value of the location of The Portland Sand & Gravel Co. here the people are loyal in their support of this institution which attracts very many dollars annually to this community.

This in part accounts for their successful business career. The rapidly increasing demand for their products throughout the country is being met here easily on account of their plants being well equipped with the most approved equipment for this particular production. Their years of experience coupled with the practical knowledge of manufacturing has won for the Portland Sand & Gravel Co. a well merited increasing patronage.

Blue Bell Potato Chip Co.

Manufacturers of the Well Known and Popular Blue Bell Potato Chips. Located at 4532 63rd Ave., S. E. Tel. Sunset 1200. Truly a Firm that Merits the Support, Consideration and Patronage of Everyone in Multnomah and Washington Counties. Having a Record of Years of Satisfactory Service Under the Admirable and Expert Management of F. V. Sabin.

Those who have never tried the products from the Blue Bell Potato Chip Co. are missing one of the accompaniments of the perfect meal as hosts of people are praising the products of this concern.

Any business to be permanently successful must be founded on principle, honesty, fair dealing and full value for the price asked. From these there can be no deviation regardless of economic or any other conditions.

In such a period as the one through which we are passing, manufacturers and merchants are confronted with many problems. In seeking the solution there is often strong provocation to resort to expediences that in normal times never would be considered. One cause of this temptation is the appearance on the market of sub-standard products put out to create so-called "price competition."

Every successful business in America

the ones that have endured year after year, started from a small beginning and are built on an ideal. That ideal has always included a self-imposed obligation to keep faith with the public by maintaining quality and service the year around regardless of conditions.

The Blue Bell Potato Chip Co. started with an ideal. Through good times and bad that ideal has never been violated. To it, all subsequent success must be credited.

Here the public has at its disposal the services of men who possess the know-how and who observed their modern business education in the school of practical experience. From the inception of the enterprise, quality has been the aim and the standard has been maintained from the beginning.

The Blue Bell Potato Chip Co. is a local concern under the competent management of F. V. Sabin, a man

interested in local development and its substantial and well merited progress is a matter of actual fact well known to the public.

The products manufactured by this concern are recognized by the trade as the very best. They are sold all over the country and users have always been well satisfied and demand their products when buying again.

In making this review of the progress of Portland and vicinity we are glad to call the attention of the people to the advantages accruing to the public by the location of this industry here, the high quality of the products, and the commanding position they occupy in the industrial world, by determinedly living up to their original ideal—to furnish the public with the finest products at a fair price—they have won and retained the respect and confidence of the dealers and their many satisfied customers.

Henry Ford
 Dearborn, Mich.

June 5, 1933

LOW PRICE CARS VS. CHEAP CARS

We do not build a low-price car: the cost to us of building our car is pretty high.

But we do sell a high quality car at a low price.

Almost every new Ford V-8 car we have built so far this year, has cost more to manufacture than its selling price was. As you buy them at only \$490 to \$610, we have to depend on increasing volume to make up the difference.

The reason for this is simple:—a manufacturer who gives good value must expect to lose money on the first cars he sells because he cannot charge all his costs to the people who are first to buy.

But with the purchaser it is different — he cannot afford to lose anything on a car. It must give him full value from the first, and keep on giving him full value for years.

Two things make possible our combination of low prices and high cost quality:

1. Volume Production
2. Taking only one profit

First, we set our price at what would be fair to the public on the basis of economies we enjoy in volume production. Then, in order to justify and maintain our low price we must get volume sales.

Thus it comes that a car which is really high-cost to make, is also low-cost to buy.

There is a difference between a cheap car and a low-priced high quality car.

Ford prices are always fixed at a point which makes it profitable for a customer to buy.

Good and lasting business must produce profit to the buyer as well as to the seller. And of the two, the buyer's profit must be, comparatively, the larger one.

It pays us to sell the Ford V-8 because it pays you to buy it.

Henry Ford

BRICK AND HOLLOW TILE

will Solve Your Masonry Problems at the lowest Cost . . . Expert Advice without obligation

SYLVAN BRICK CO.

Old Canyon Road at Sylvan Phone BE. 4449