

# BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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## "Second Phase of New Deal"

The general public doesn't know it as yet, but a definite change is taking place in the attitude of the Administration toward industry. We are entering what might be termed the "Second Phase of the New Deal."

The first phase was characterized by progressive and often ruthless methods. Rules were laid down, order given—and any individual or business which didn't like it was apt to be denounced for "slackerism." Upshot of that was much hard-feeling, and increasing friction throughout the political and social order. It's a fact that sheer force alone can produce results for a time—but a day comes when it loses its potency.

Under the second phase, there will be less calling of names, less emotionalism. There will be more cooperation and dispassionate, logical discussion of issues and problems. The "Big Stick," to borrow a famous slogan from the term of Roosevelt the First, will be called into play less often. And, most important of all, there will be less experimentalism.

The effect of this change will not be felt to any great extent for a few months—summer is upon us, and it is always the quiet time of year in both business and government. But when fall rolls 'round there is hope that the relationship between government and business is going to look different from that of last fall.

It is interesting to note that Portland longshoremen have voted 20-1 for arbitration with their various employers. This places a grave doubt in the mind of the general public, as to whether the basis of the late strike originated from this source.

The country paper is the nucleus of community life and the country must measure its progress by the community. The country editor exerts more of an influence on the community than any other agency. He is the advance agent of its civic progress, the stimulus of its social life, the big brother of the church, the patron saint of the school—Merle Thorpe.

The attitude of the Federal government in the recent labor disputes has been interesting. It has kept a neutral policy, apparently being torn between its friendliness for labor, and its dislike of anything that upsets industry at a time when stimulated business was in urgent need. However, it is a foregone conclusion that if matters had gotten too tense, the government would have had to step in. State and local governments, in a nation-wide strike are impotent, and only the federal power would be adequate to cope with the situation.

Now that science has discovered a link between the brains and shoulder blades "Julius Caesar" will have to be revised thusly: "The fault, dear Brutus, is not in our stars but in our shoulder blades."

The white shirt is the best for tourists wishing not to be identified with any political sect abroad, but a turtle neck sweater is absolutely safe.

Things are so much better that householders have moved the wolf out to the vacant half of the garage.

Changing conditions require no changes in honesty.—Ex.

Take off that dead hand of political domination and you will see the greatest era of prosperity ever know in this land! The whole country is threadbare, worn-out, obsolete—crying out to be rebuilt. But political intimidation has it by the throat.—Ex.

### The Editor's Beatitudes

"Blessed are the merchants who advertise because they believe in it and in their business; for their prosperity shall increase many fold.  
"Blessed are the country correspondents who send in their well written items every week; for fame of their friendly neighbors shall go abroad in the land.  
"Blessed is the woman who sends in a written account of a party or wedding, for she shall see the details of the function and the names of her guests correctly reported.  
"Blessed are those who do not expect the editor to know everything, but who call up and tell him whenever an interesting event occurs to them for they shall have a newsy paper in their town.  
"Blessed are they who get their copy in early; for they shall occupy a warm place in the editor's heart.  
"Blessed are all those who cooperate with the editor in his efforts in behalf of the community; for their town shall be known far and wide as a good place in which to live—Cherryville (Kan.) Republican.

A Jackson (Miss) barber shop is operated entirely by a corps of deaf and dumb tonsorialists.

### HITEON NEWS

Mr. and Mrs. E. D. Hite left Monday for Eugene, Oregon, to attend the Spanish American War Veterans encampment.  
La Vern Scott who has been visiting at C. W. Struthers returned to Multnomah Sunday.  
Charles North is doing some building for Wm. F. Campbell.  
Robert Bacon has returned home from Doerenbecker hospital.  
Harris Hanson has been threshing the past week in this neighborhood.  
T. Willoughby was operated on a week ago at the county hospital.  
Mrs. Geo. Davies has been staying with her daughter Mrs. Henry Van Hyning a few days.  
The following were guests Sunday at the C. W. Struthers home. Mr. and Mrs. J. L. Haggerty, Mr. and Mrs. Lester, Robinson, Miss Elizabeth Struthers of Portland, Gayford Wilson of Mt. Hood, Mr. and Mrs. A. C. Robinson of Portland, Willis Scott, La Vern Scott, Mr. and Mrs. Hearl Pomeroy, and daughter Nadine, Mr. and Mrs. Cleo Scott and family and Mr. and Mrs. Martin Kullowatz and son David, all of Multnomah.

In the Dutch East Indies, land taxes may be paid with rice.

## Booster Night in Eight Thousand Granges

Big September Event Will be Enjoyed Simultaneously

Granges in every organized state are making extensive plans for the annual Booster Night of the Order, which occurs each year on the last evening of September, and is therefore scheduled this year for Saturday evening, September 29. Nearly every one of the 8,000 subordinate Granges in the United States celebrates Booster Night; at the same time, and in consequence a far-flung Grange program will be in progress that evening from Atlantic to Pacific and from Minnesota to South Carolina, Arkansas and Oklahoma.

On Booster Night these efforts are made:—To get out the largest possible attendance, including former members who for one cause or another may have dropped out; a program featuring a uniform discussion topic in every Grange, besides choice entertainment and good cheer numbers which will stimulate community interest and courage; plans for local improvement projects to be carried out during the autumn weeks; a complete outline of fall activities, featuring exchange of programs among neighboring Granges, rally nights and other special occasions.

Hundreds of thousands of people will make up the total attendance at Grange meetings on Booster Night, and in consequence great enthusiasm for the work of the organization will be generated, following the natural decrease of Grange activities during the busy midsummer season on the farms and in farm homes. The Grange Booster Night idea has been in operation several years, gaining new momentum with each returning September.

## HAZELDALE NEWS

Fire destroyed the Matt Bloomquist home on Cooper Mt. on Monday afternoon. Three other buildings on the place were burned also, but the barn was saved, as was some of the furniture in the house.

Mr. and Mrs. Otto Langton of Portland, called at the W. A. Jones home on Monday. Their niece, Janet Wash-ton, who has been visiting at the Jones home for a couple of weeks, returned home with them.

Mrs. W. Fleming and her son, Billy, of Edmonton, Alberta, are visiting her sister and brother-in-law, Mr. and Mrs. Albert Newton.

The Community club picnic at Lost Park on Sunday was a decided success with a large crowd in attendance. Basket dinner was enjoyed at noon with ice cream furnished by the club. The afternoon was spent with games, races and swimming. The horseshoe contest was won by Joe Berger. The committee in charge included Mrs. Max Berger, Mrs. W. A. Jones, William Hell and Harold Schaper.

Mr. and Mrs. J. C. Smith have had as their guest the last week Mrs. Betty Hughes of Victoria, B. C.

Virginia Miller, who has spent the past week in Portland with her aunt, Mrs. J. B. Thornton, returned home Sunday accompanied by Marjorie Thornton and Ted Norcross of Portland. They all attended the Community picnic at Lost Park. Miss Thornton is spending this week at the Miller home.

Mr. and Mrs. John Black and family moved to the Gresham district the end of last week. They are going into the chicken business on a larger scale.

### A Fine Fabric—But Slightly Dated

If that's the predicament of your favorite coat or suit . . . by all means take it to Lipshutz & Co. whose alteration department enjoys a very just fame for re-styling and re-cutting . . . Special prices during July and August . . . and that's no small reason for having it done now . . . 717 S. W. Tenth Ave. BE. 7415.

In addition to the regular penalty, persons arrested for drunkenness in Minneapolis, Minn., must pay a service charge of \$5 for transportation to the police station, boarding, lodging, etc.

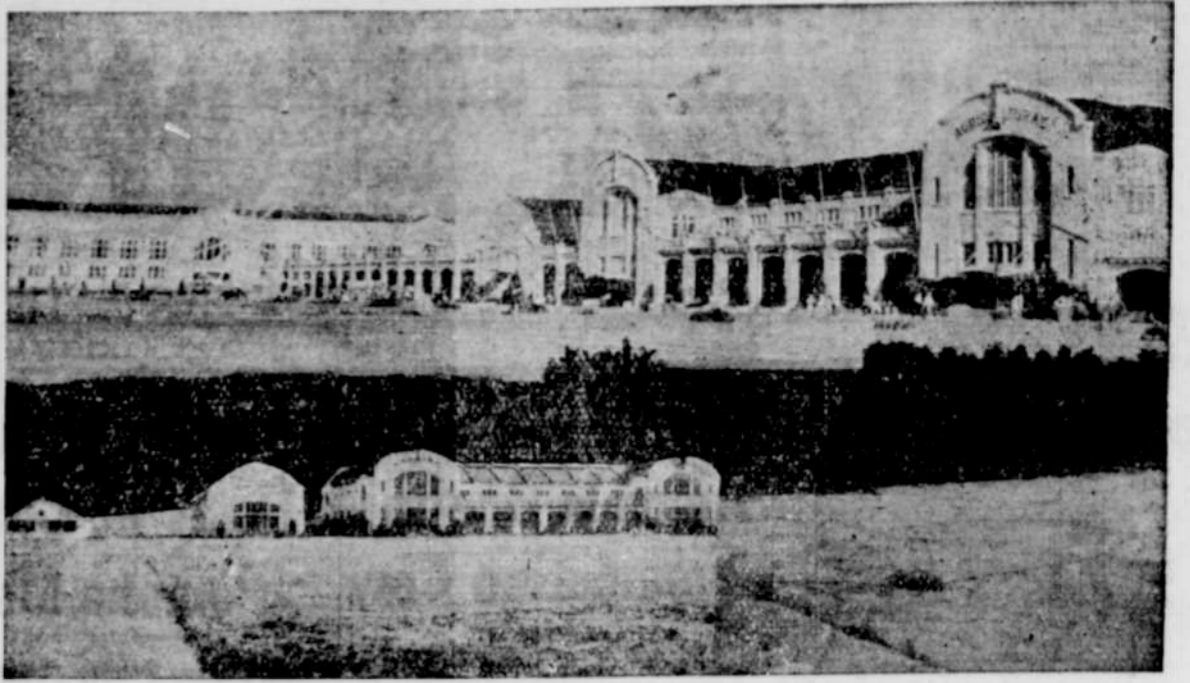
## DETROIT GOES FORD V-8 3 to one

● Detroiters should know automobiles! They know what goes into them . . . and what their owners can expect out of them. That's why Detroit's preference means something to car buyers in every other city in America. But put the Ford V-8 to your own tests, under your own conditions.



Check its economy . . . consider its sound engineering features. Remember that it is the most economical automobile Henry Ford has ever built! Then you'll know why the men who build and know motor cars choose the Ford V-8. A call to your Ford dealer brings the new Ford V-8 to your door.

AUTHORIZED FORD DEALERS



"BEFORE AND AFTER"—Quadrangle at state fairgrounds, Salem, planned and started in 1915. Just completed and will be dedicated Labor day, September 3, the opening day of the state fair. The building of the wings on each end of the agricultural building, and of the 370 foot long concessions building turns an unlighty grease joint row into a beautiful avenue of flags and flowers. A rain proof fair is assured by this 400 foot long "Indoor Trail" connecting principal exhibits buildings. Come to the fair if it rains.

## Ford V-8 Sales Surpass Officials Predictions

Ford V-8 sales in the Northwest as well as throughout the country at large for 1934 have surpassed even the most optimistic predictions of Ford Motor officials, declared H. H. Wilcox, Pacific Northwest branch manager of the Ford Motor Company.

"In fact," continued Wilcox, "sales in the Seattle branch territory for the last ten days in June and the first ten days in July were the largest recorded in this territory in more than three years for any similar period of time. And it is interesting to note that public acceptance of the new Ford V-8 is not localized to any one area" said he, referring to the Detroit Automotive Daily News for July 7, 1934, which reads as follows:

Dearborn, Mich., July 6.—World sales of Ford passenger cars and commercial units in June totalled 101,661, the largest June sales volume since 1930, the Ford Motor Company announced today. World Ford sales in June, 1933, totalled 58,543.

Total Ford world sales for the first six months of 1934 were 489,915, which was 119 percent increase over the 1933 total for the same period which was 223,727. Ford's June production in its plants throughout the world was 98,445, as compared with 61,912 a year ago in June. Ford's world production total passed the half-million mark in June, the total for the first six months of the year being 536,637 Ford passenger cars and commercial units. This compares with 228,117 units in the same period last year.

"These figures," declared Wilcox, "definitely show that conditions are generally becoming better and the need for automobiles the world over is being fulfilled."

Use classified ads to dispose of articles not in use. Trade them for something you can use or sell them out right for a profit to yourself.

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

## PILES (Hemorrhoids) Rectal Ailments Colitis ELIMINATED

No Operation, Pain or Loss of Time  
See me and save money  
Write or Call for FREE Booklet  
DR. R. S. PARKER  
1001 Guardian Bldg., 3d and Alder  
Portland, Oregon



## HI-WAYS TO HEALTH by ADA R. MAYNE OREGON DAIRY COUNCIL

### SOUR MILK A HEALTHFUL FOOD

Sour milk, like sweet milk, has an interesting and important place in the diet, not only because it is a wholesome and nutritious food, but because of the lactic acid in it. The consumption of sour milk or lactic acid milks has long been considered a means of maintaining bodily health and vigor and thus prolonging life.

Sour milk and cream are widely used in cooking and, like sweet milk, add to the food value of any dish. The rich texture of sour milk gives a smoothness that no liquid produces. Sour milk lends its slightly tart flavor and healthful qualities to many favorite recipes.

### Sour Milk Griddle Cakes

3 cups flour  
1 1/2 tsp salt  
2 1/4 cups sour milk  
1 1/2 tsp soda  
1 egg  
Mix and sift flour, salt and soda. Add sour milk. Stir in the egg, well beaten. Bake on hot griddle and serve with butter and syrup.

### Spice Cake

1/2 cup butter  
1 1/2 cups brown sugar  
2 eggs  
1/2 tsp each nutmeg and allspice.  
1 tsp vanilla  
1 cup thick sour milk  
1/2 tsp soda  
2 cups flour  
3 tsp baking powder  
1/2 tsp each salt and cloves  
1 tsp cinnamon  
Cream butter, add sugar and blend

well. Add beaten eggs and vanilla and mix until smooth. Add the sour milk in which soda has been dissolved, then the flour, sifted with baking powder, salt and spices. Beat until smooth. Place in 2 buttered and floured layer cake pans and bake in moderate oven (350) then frost the entire cake with the same mixture.

### Raisin-Cream Filling for Spice Cake

1 cup sugar  
2 tbsp cornstarch (omit if cream is thick)  
1 cup sour cream  
4 egg yolks  
1 cup ground raisins  
2 tbsp butter  
1/2 tsp vanilla  
1-8 tsp salt  
Mix sugar and cornstarch (when used) and add to the cream. Add beaten egg yolks, raising and butter and cook over hot water or very low fire until thick, stirring constantly. Remove from fire and add vanilla and salt. Cool before spreading.

20 blades in the handle!  
A PULL — A PUSH  
A NEW BLADE'S IN!  
New blade when needed, slides into place in exactly one second! No separate parts to clean. This keen razor gives the 100% SHAVE. A 20-blade clip for 75c. That's economy! . . . Ask to see Schick Repeating Razor. At all dealers \$5. (Includes clip of 20 sealed blades).  
Repeating  
Schick RAZOR

## ROSENTHAL'S 2 for 1 Sale of SUMMER SHOES CONTINUES

Pumps, Oxfords, Straps, Ties, Sandals, Brogues  
Some Evening Shoes Included

Bring a Friend, Buy 2 Pair for the Price of 1

\$6 Shoes, 2 Pr for \$6

\$5 Shoes, 2 Pr for \$5

\$4 Shoes, 2 Pr for \$4

BUY 2 PAIR FOR THE PRICE OF 1 PAIR

Sizes 3 to 10 Widths AAAA to C (Not all sizes & widths in every pattern)



### Hosiery Sale

First Quality, All Silk, Full Fashioned, Chiffon or Service Weight, Reinforced Toe and Heel

2 Pr \$1.35

69c Pair

### Smart Hand Bags

White, Black, Gray Brown, Blue

79c

## ROSENTHAL'S

511 S. W. Broadway, nr Washington, Portland, Ore.  
EARLY BUYING WILL BE EASY BUYING