

# BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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### You'll Pay and Pay

The cost of living is always one of the gravest problems the public faces. During depression the problem became magnified many times. Today, in spite of the recovery that has been made, it is still greater than ordinary for that recovery has been followed by rises in the price level that have not yet been accompanied by increased income so far as millions of citizens are concerned.

Government should attempt to hold the cost of living to as low a level as is economically possible. But government, to the contrary, has followed a diametrically different course. It has passed law after law which made a higher cost of living inevitable. And at the same time, it has penalized distributing methods which made it possible to sell the necessities of life to the consumer at a lower cost, without damage to the producer.

The taxes passed by various states against large merchandising organizations are indicative of the latter—taxes that must inevitably be passed on to the consumer. And bills are now pending in Congress which would increase the cost of living by outlawing certain merchandising practices which cut costs and permit of greater savings in the routine of bringing goods from producer to buyer.

The public should awaken to the fact that it and it alone, pays the cost of such laws. It and it alone must bear the burden, and feel the ill effects. And, unless the 125,000,000 American consumers make their voices heard, they are going to find that a steadily increasing part of their income will be required to purchase the bare necessities of life.

### Rose Gray Shoppes Open New Store

Rose Gray Shoppes with cake and candy manufacturing plant at 45th and Glisan, Portland, whose products were formerly distributed thru the Olds, Wortman & King store, have opened an additional store next to the Mayfair Theatre on Broadway. The new shoppe is not quite as large as the store on Washington, next to the United Artists Theatre, but is the last word in beauty of fixtures and quality of products.

To pass either the Broadway or Washington stores, or to go on a tour of inspection at the plant as the writer did, cannot fail to arouse your appetite for cakes and sweets. M. J. Driesbach, owner of the Rose Gray Shoppes, has long been in the candy business and originated the packaging of baskets and other novel means of enhancing candy and cake gifts. One department of the plant is given over to unique packaging only.

### Handshake Is an Ancient Gesture of Friendliness

The handshake is an outgrowth of the old caveman custom of extending the right hand, the weapon hand, unarmed, as evidence of peaceful intentions. It is an instinctive gesture of friendliness, and it carries the same significance today, writes Helen Bartlett in the Chicago Tribune.

Your handshake expresses your personality and disposition quite as much as other actions or words. It should be warm, firm, friendly, and express pleasure and cordiality. I have said that the hand clasp should be firm. To grasp a limp, characterless hand is repulsive. But neither should it be so firm as to be paralyzing. When the art is mastered, the hand clasp is strong and brief without exaggerated pumping.

It is a spontaneous gesture and there are no rules of etiquette which force one to extend his hand if it is contrary to his disposition. It is, of course, exceedingly rude to refuse to shake hands when another offers. Some persons are of a friendly nature and cordial disposition, and others are formal and reticent. The former shake hands far more often than do the latter, as you might expect.

Men always shake hands with each other when they are introduced or when two friends meet on the street. Women seldom do with men when they are introduced. When men and women who are friends meet, it is the privilege of the woman to proffer her hand first if she is so inclined, although, in the case of good friends, this gesture doubtlessly would be performed almost simultaneously. However, should a man offer his hand to a woman, she can do nothing but accept his friendly gesture without seeming curt and insulting.



**Fishing Boats Frames**  
Knocked Down or Ready to Launch  
**C. R. DILLABAUGH, INC.**  
Columbia Blvd., just W of Union  
Open Sunday and Evenings  
Phone TRinity 8897

### Great Britain Took Much as Spoils of World War

Great Britain acquired a great part of the former German colonies by conquest during the World War, also a large part of the old Turkish empire. Much of this is held, notes a writer in the Detroit News, not as colonies, but as mandated territory under the League of Nations. It includes:

Southwest Africa, 322,393 square miles, administered under mandate by the Union of South Africa; Tanganyika (formerly German East Africa), 396,632 square miles, administered under mandate; British Togoland, 13,041 square miles, under mandate but part of Gold Coast colony; British Cameroons, 34,559 square miles, under mandate but part of British West Africa; territory of New Guinea, 93,000 square miles, under mandate to Australia; Western Samoa, 1,137 square miles, under mandate to New Zealand; Palestine, 10,100 square miles, under mandate; Mesopotamia or Iraq was formerly under British mandate, but this was terminated in 1927 when Great Britain recognized Iraq as an independent state.

### Test "Fighting" Bulls

Only 30 per cent of the bulls bred for fighting are really brave animals of the kind bullfighters like to have in the ring. The bulls are tried out by the stockmen by methods which are not unlike intelligence tests used for persons. The bull is separated from his fellows, who are driven swiftly away while a mounted man feints an attack on him. If the bull resists his natural temptation to run after his fellows, and instead remains alone and attempts to charge his attacker, then he is written down as being a first-rate bull, provided, of course, that his physical qualities are satisfactory. He must weigh more than half a ton and have good eyesight; this latter is very important, for if his eyesight is defective he may fall to follow the cape which the fighter swings before him and quite unwittingly crash into the matador before that worthy can sidestep.

Classified advertising is a sure way to get results.

### Pacific University Offers Scholarship to Local Students

Announcement of a Pacific university scholarship for a local high school student was contained in an illustrated bulletin poster received by the principal of the high school this week. The scholarship will be awarded by the faculty of the high school on the basis of academic attainment and other qualifications. Presentation is to be made during commencement.

Courses at Pacific university, Forest Grove, have been reorganized recently along the most advanced educational lines. Fields of concentration known as the humanities, social sciences, natural sciences and art, and the honors courses give complete liberty in the upper division to the better students.

Pacific university has maintained a high scholarship standing for many years. It gave the first college degree ever earned west of the Rockies to Harvey Scott, famous editor of the Portland Oregonian, in 1863. University of Oregon and Pacific university were the two institutions in Oregon who were charter members of the Northwest association of Secondary and Higher Schools. Pacific's credits were accepted at full value by Columbia university and Princeton before 1900.

### Marine Sales Have Complete Boating Equipment

Marine Sales & Service, Portland, distributors for Champion outboard motors, boats and accessories, are caring for a heavy boating demand this season. Excellent service is rendered due to the large stock carried on hand at all times.

Salmon and lake trolling fishermen are crowding the salesrooms, purchasing the new Champion outboard motors, which come in three sizes, as well as a wide variety of used outboards and marine engines.

A staff of three marine mechanics are kept busy overhauling customer's old equipment and servicing motors purchased there. This firm has the most complete service department in this territory, and a highly skilled staff.

Every type of accessory and boat fitting is carried for those who build their own boats and advice is gladly given when the builder runs into difficult problems.

### Westminster Abby "Poet's Corner"

The southern end of the south transept of Westminster Abbey is said to have been first called "Poet's Corner" by Oliver Goldsmith because it contained the tomb of Chaucer. Addison had previously alluded to it as the poetical quarter. Besides Chaucer's tomb it includes that of Spenser and either the tombs of or monuments to Drayton, Ben Jonson, Shakespeare, Milton, Samuel Butler, Davenant, Cowley, Prior, Gay, Addison, Thomson, Goldsmith, Dryden, Doctor Johnson, Sheridan, Burns, Southey, Coleridge, Campbell, Macaulay, Longfellow, Dickens, Thackeray, Tennyson and Browning.

### Rat-Tailed Maggot

About the middle of the Eighteenth century Reaumur, known also for his thermometer, wrote about the life histories of insects, and it was he who named the Rat-tailed Maggot. This insect is very interesting, but it usually lives in foul water such as about privies and the fluid in decaying carcasses. The yellow and black adult resemble honey bees. The long tail of the larva lengthens and shortens like a telescope, so that the tip may reach the top of the water, and the larva breathes air through it, while feeding on decaying matter, under the water. Pupation takes place out of the water in the larval skin.—Montreal Herald.

Advertising pays—Try it sometime.

**FOR EASTER MALLORY HATS** Light Weight Cravenetted Moisture Proof  
**\$4.00**  
**Lowey & Co**  
MEN'S WEAR  
414 S. W. Wash., bet. 4th & 5th

### FISH stand on their HEADS



When You Troll with a  
**Champion OUTBOARD MOTOR**  
44 H. P. \$77.50  
Twin \$89.50  
7.6 H. P. \$39.50  
Hvy. Duty

**Marine Sales & Service**  
DISTRIBUTORS  
Boats — Motors — Accessories  
East End of Morrison Bridge  
PORTLAND EAST 7923

32 H. P. \$55  
HERE \$10  
Down

### Tall Tales

As told to: FRANK E. HAGAN and ELMO SCOTT WATSON

#### A Splitting Tale

BEN SUTTON of Colorado Springs, Colo., has an Uncle Jim who never splits an armload of kindling for his wife but that he thinks of the time over on the Western Slope when he was working for a man, splitting logs. One morning he had an immense tree half-way split open when 26 Ute Indians surrounded him and their chief, old Holey Moccasin, told him he'd have to go back to camp with them.

Uncle Jim knew darned well they intended to burn him at the stake but he said "All right, I'll go. But first I've got to get this log split. My boss will fire me if he finds I've gone off and left it undone. Now, if you want me to go very soon, you've just got to turn in and help me."

The chief agreed to help, so Uncle Jim put 13 of the Utes on one side of the log and 13 on the other. "Now, all of you get a deep bolt and pull," he said. "Take both hands and I'll drive the wedges in while you hold the split open."

The redskins did just as he directed and began pulling as hard as they could while Uncle Jim began tapping at the wedges. But instead of driving them in, he began loosening them.

Suddenly he knocked the wedges out—one, two, three! . . . just like that. The log snapped shut like a steel trap and there were the Utes with their hands caught in it. So Uncle Jim just took his mail and went up one side of the log and down the other, tapping the Indians on the head as he went. Then he left 'em. He doesn't know whether he just gave them a bad headache or killed them because he never saw any of those Utes again.

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#### Babson Says

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pushes toward prosperity as far as the whole nation is concerned, depends largely on residential building. We are now at the crucial period. If construction is going to give us the boost that we need to carry us above the normal line on the BabsonChart this year, then it must come soon.

#### THE QUESTION MARK

If this were twenty years ago there would be no question in my mind as to the outcome. One important, increasingly disturbing factor has come into the picture—the automobile. Business writers have sung the praises of the motor industry and its fine work in breaking up the depression. I join them in applauding a business which represents the very best in American inventive genius. I wonder, however, if some of the motor industry's gains have not been at the expense of the building industry!

Twenty years ago the ownership

#### Does Your Auto Radio—

Buzz, snap, swish or crackle between stations? If so, "DRIVE IN" and we will gladly give you an estimate on removing unnecessary noise.

**Radio Specialty Co.**  
134 N. W. 13th Broadway 2340  
Portland

of a home was the dream of every American citizen. Now, how many families feel the ownership of a car is more desirable than a home? What portion of the American people prefer joy rides to vegetable gardens? Will an increasing number prefer trailers to comfortable homes? Had we rather buy gasoline for automobiles or food for babies? These are the real questions today and the answers depend upon whether or not America is to have a spiritual awakening. Only the future can give us the answers. Meanwhile, remember that the volume of home building is now the most important barometer of business to watch!

Business as registered by the BabsonChart, while 11 per cent below normal, is now 8 per cent above a year ago.

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#### Chevrolet Sales Set

#### New All-Time High

Sweeping aside all former sales records for any one month in its history, Chevrolet Motor Company in March reached a new all-time high when its 10,000 dealers throughout the United States sold a total of 126,119 new automobiles—a figure unparalleled for any month by this manufacturer.

Duplicating this feat, although on a smaller scale, the Portland zone of Chevrolet, comprising the State of Oregon, the river counties of Washington and the Southern section of Idaho, likewise broke all sales records for any one month by selling more than 2,100 new Chevrolets in March.

Want ads give you many opportunities to get it and to sell it.



**MAN-KIND** So Good You Can Eat It Yourself  
FIT FOR HUMAN FOOD  
**DOGS AND CATS**  
U. S. Government Inspected and Passed Food

**MONEY FOR MORTGAGE LOANS**  
**6%**  
LIBERAL TERMS  
**Oregon Mutual Sav. Bank**  
AT 9363 6th at Oak, Portland

**SALARY PAID** While you Learn Complete course in Photography at a nominal fee. Position security when you have finished your course.  
**VAN DYCK STUDIO**  
801 Dekum Bldg., 3rd Ave. bt. Washington & Alder, Portland

**Fuel Bills Again Reduced**  
Your cooking and water heating can now be done with all the convenience of GAS with the new ATLAS SAWDUST INCINERATOR at a Cost of around \$12 a year Instant Hot Water and Heat for Cooking. Complete disposal of garbage without odor. Demonstrations day and night. 624 S. W. Mill St., Portland, Oregon, ATwater 3590.

**Rose Gray Easter Candies**  
Formerly sold in Olds, Wortman & King Store now in Two New Downtown Locations . . . Next to the Mayfair Theatre . . . Our Broadway Store—Beacon 2413 . . . Next to the United Artists Theatre . . . Our Washington Street Store—Beacon 3426.  
These beautiful candy shoppes are overflowing with Easter Baskets and Boxes . . . Packaged with chocolate and candy Bunnies . . . Chicks . . . Candy Eggs . . . et cetera . . . from five cents up.  
**Candies Rose Gray Shoppes Cakes**  
Plant: At 45th and Glisan Tabor 0484  
Phone orders carefully filled

**EASTER SPECIAL**  
Regular  
**\$1.00 Shampoo & Fingerwave 50c**  
Special Dutchess Permanent \$2.95  
**Pandora LaMo de Beauty Salon**  
"One of Portland's Oldest Reliable Shops"  
609 Bedell Bldg. ALICE RUTH RILEY BE. 0529



**EASTER**  
Is a special day of the year. Your dinner will not be complete without Pickles, Olives and Relishes from  
**Johnson Cider Co.**  
445 S. W. Yamhill St. Portland  
And Highway Stands  
We also carry select variety of wines



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**Nothing Succeeds Like ADVERTISING**

- A Super Salesman Is At Your Service.
- No matter what you have to sell, the best salesman you can obtain in this community is This Newspaper. And this Salesman is constantly at your service.
- It isn't loafing when it should be attending to business
- You can count on it getting there regularly every week.
- Best of all you can hire it when you want to, without any arguments or apologies.
- Decide now to avail yourself of this super salesman of the community! Follow the lead of other merchants and national advertisers who recognize its value and employ its service.

**PIONEER PUBLISHING CO.**  
Publishers of  
Beaverton Enterprise Multnomah Press  
Aloha News Tigard Sentinel

**ENTERPRISE BUILDING**  
Tualatin Valley Highway at Short Street  
Phone 7503 Beaverton, Oregon