

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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

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

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Hillsboro Office Room 3, Delta Bldg., Phone 1641

THE DAY OF LITTLE BUSINESS

It is often argued that the development of large businesses—especially in retail fields—has tended to destroy little businesses and to make it next to impossible for a man without vast capital to set up his own establishment.

This argument has a strong appeal—but apparent facts contradict it.

During the depression thousands of little businesses sprung up in this country—largely because of the difficulties of individuals in finding employment. These little businesses offered specialized services, or lower prices, or were the outgrowth of a new idea of some kind. Many of them found a ready welcome, and have prospered. With the return of better times, they are going ahead—and in due course a percentage of them will become big businesses.

Some of these little businesses failed—because they provided poor service, or did not fill a definite need. But many a large business has failed for the same reason.

One has only to look around any growing community today and see a legion of opportunities in retail lines for young men and women who are willing to work, and realize that riches can't be earned overnight. Even as changing times made necessary big business combinations to serve the public, so the evolutionary process has created a hundred opportunities for small retail businesses where one existed a generation ago.

The day of little business isn't done—it is just beginning.

There does exist an American spirit. It is a spirit of indomitable hope, based upon confident belief in the future of America. It is a spirit of tolerance amid conflicting opinions and proposals. It is a spirit of human kindness and friendship. So long as these qualities can be identified as characteristically American, we shall manage to keep house and get on. —The New York Times.

Edwards Furniture Co.

"A Good Place to Trade Since 1870"

1936 Atwater Kent Radios, All wave, 7 metal tubes, formerly \$84, now \$49.50
For Your Convenience open the Year Round till 9 p. m.
312 S. W. Fifth Portland

Consult the Edwards Furniture Co. in Portland in all things pertaining to the outfitting of the home. Easiest terms in the history of this company to make this Christmas a happier one without too much drain on the pocket book. This up-to-date store has put happiness in a great many homes in this section of Oregon. The management and salesmen have made an exhaustive study of the furniture of the periods and are able to give you the latest ideas.

Before you furnish your home, let the Edwards Furniture Co. show you their complete home outfits. You will be delighted with their beauty and variety.

When you buy furniture of this well known establishment you are assured of the very best and paying only a reasonable price for the article that you buy. It takes care and judgment to buy the right quality and when you are told at this store that the goods offered are of the latest style, you need not hesitate in making your selection.

It has always been the endeavor of

the Edwards Furniture Co. to secure a fair and honest profit, but their business principles never permit an exorbitant one.

They provide the trade with a complete line of representative goods in which you can have every confidence. They offer at most reasonable prices and when quality is considered of the materials, you will say that they are extremely low.

The Edwards Furniture Co. specializes in service. They make the word "service" actually what it says. In this service no high pressure sales methods are used because all salesmen are on weekly salary, not commission. You are invited to visit their store and inspect the largest stock of fine furniture and we are certain you will be pleased and besides gain a great many valuable ideas.

The management is most progressive and prominent in the business world of Portland and vicinity and in this review we wish to compliment them for their complete and satisfactory home furnishing service.

Butzer Seed Co.

Located at 818 S. W. First St., in Portland, is the Well Known Seed House, Handling Seeds and Poultry Supplies of the Highest Quality—Have Complete Stock And Ask Our Readers to Make this Store Their Headquarters When in Portland. Catalog sent on Request.

"As ye sow so shall ye reap" is certainly a forceful expression and should carry a warning to the farmer, truck grower and poultry man to use the greatest care in selecting his seeds.

Many a valuable crop has been lost and weeks of hard labor have been for naught by planting seeds that would not sprout and grow.

If you select your seeds from this well known store you will be assured of the highest quality of merchandise on the market.

Their stock includes only such commercial seeds as have a proven germination per centage. They stand behind their stock and give their years of experience and a large list of satisfied customers as reference.

The stock not only includes high quality field seeds of all kinds; it also includes garden seeds, flower seeds and a general line of supplies for keeping up lawns as well as birds and poultry supplies. The proprietors of this store invite the people to make this place their headquarters when in the city and are more than glad to render any service for your convenience.

It affords us pleasure to refer the Butzer Seed Store to all our readers and we feel certain that if they will give this establishment a trial they will be convinced that seeds and feeds from this store will be of the highest productive value.

Enjoy Modern Comforts Now!

All 5 of These Home Needs Can be Completed For 22.50

Nothing Down For a home of average size. Monthly payments for more or less of these home needs will be in proportion.

Free suggestions about modern color combinations, styles and arrangements.

FREE Information

Relative To EXACT COST of your own requirements will be submitted without obligation. Telephone ATwater 4144 and ask our representative to call, or you may get all particulars at our store.

STARK-DAVIS CO.

Vancouver Store Portland Grand & E. Oak
1400 Main St. S. W. 3rd Ave. & SALMON



Dr. B. E. Wright

DENTIST

Raleigh Bldg., Portland

Our teeth in many instances are the fundamental causes of both good and bad health. Well cared for teeth promote better health in the entire system. Teeth that are decayed and infected with pus are a menace to health and always affect some other organ of the human body, interfering with its correct functioning and pre-empting a run down condition or more especially a serious ailment, resulting in many cases fatally.

Sir William Osler, one of the greatest authorities on internal medicine, has said, "There is not one single thing in preventative medicine that equals mouth hygiene and preservation of the teeth." Dr. Charles Mayo, of Rochester, Minnesota, says: "It is quite as important that dentists have a general knowledge of disease as it is that physicians have it, and while it is true that the dentists should refer many patients to the physicians for medical examination, it is also true that the physician should refer many more to the dentist for the good of the patients."

He further states: "Neuritis, arthritis, anemia, asthma, ulceration of the stomach, gastritis, high blood pressure, colds, bronchial infections and

many other system infections result from infected teeth and three-fourths of the abdominal cases operated on at the Mayo clinic are the consequential results of infection arising from the teeth."

These and countless other similar statements by eminent authorities on disease, strongly substantiate the fact that many of our physical ills are often caused by ulcerated teeth and diseases of surrounding tissues. Dentists have consequently acquired a general knowledge of other physical ailments and in so doing have made dental practice a most important specialty in preventative medicine.

For this reason it is important that everyone have a thorough dental examination at least twice a year.

Dr. B. E. Wright, whose office is located in the Raleigh Bldg., Portland, is one of our prominent professional men who enjoys a large and well merited clientele from the city and surrounding territory.

This office has made a scientific study of the diseases and infections of the teeth and is performing a public service that commands the highest commendation as the work is done in a most satisfactory manner.

Walsh Electric and Fixture Co.

Johnson & Galarneau

Only Union Journeymen Employed
625 S. W. 12th Portland

Superior to the vast majority of electricians of this part of the state and surpassed by none in general excellence of work or superiority of materials used, this well known firm has continued its successful career because the management and assistants are among the most efficient electricians of this part of the country.

Walsh Electric and Fixture Co. has a complete stock of fixtures and have a line that has been chosen with a view to furnishing anything you might wish in this line. Here it is possible to select fixtures that are in keeping with the rest of your furnishings and if you ever built a home you will know how much good fixtures add to the looks and value. Walsh Electric and Fixture Co. fixtures are offered at very reasonable figures. If

you are going to have any electrical work done or need any new fixtures, see and talk the matter over with them.

They have just completed the indirect lighting in the Maplewood school near Multnomah.

In the field of contract work, the Walsh Electric and Fixture Co. renders a complete service. They will make up a full set of plans for your electrical work, give you specifications, estimates, make a contract and put a force of experienced men on the job who will complete the work in the shortest possible time. It will all be accomplished according to the latest codes and be fireproof.

As regards electrical contracting, wiring and so forth, the Walsh Electric and Fixture Co. is in a position to take care of all work, large or small, in the most competent manner. They have executed some of the largest contracts in the community.

One might devote much space to a further description of their modern place and the high trade stock, but let it suffice to say that you will find there just what you would expect to locate in the headquarters of such an establishment as they maintain. We are pleased in this business review to compliment the Walsh Electric and Fixture Co. and suggest that our readers take them into consideration when making purchases or desiring work in the electrical line.

Shopping..... About Portland

CHILDREN'S CARE
JUST WHERE?
PIEDMONT NURSERY
PHONE ME THERE
WA. 0425
5752 N. E. MALLORY

La Roy Buys Your Old Gold

For the last minute shopper
Latest style Elgin wrist watches \$14.65 Diamonds high in quality, low in price See La Roy before you buy 324 S. W. Morrison, near Third.

Doll Repairing at The Doll House

At 737 S. W. Morrison St., in the Lerch Button Shop expert doll repairing, repainting, and restringing. Full supply of doll clothes, parts and accessories. Get your dolls in early for Christmas repairs.

Radiant Health Studio

specializes in treatments for muscular, skin, nervous and organic disorders. Nurse attendant. 403 Dekum Bldg., 3d and Washington, AT. 2426, Portland.

Dr. Marie Equi, Physician, Rooms 34, Lafayette Bldg., 381 Wash., AT. 1422, Portland, Oregon.

\$1 HERE \$1 ARE \$1 EXAMPLES

Of what One Dollar Will Buy at Our Yard
32 SQ. FT. 4-IN. PLYWOOD WALLBOARD
ENOUGH GOOD OAK FLOORING TO COVER 1-1/3 SQ. YDS.
100 LINEAL FEET OF DRY SHIP LAP
1-3/4 BUNDLES OF GOOD CEDAR SHINGLES
40 LINEAL FEET OF 1x12 DRY SHIELDING
30 SQ. FT. OF 1/4 GOOD VERTICAL GRAIN FLOORING
61 SQ. FT. GOOD ASPHALT ROOFING
1 GARAGE SASH—4-LIGHT AND OTHERS

A complete friendly, lumber yard service featuring dry lumber and finest, soft finish lumber.

Rowell Lumber Service, Inc.

1406 S E Water Avenue
Corner East Madison, at East End of Hawthorne Bridge
EA. 5022



BRING THIS AD ON ANY PERMANENT ALL THIS WEEK

GENUINE PUSH-UP CROQUIGNOLE

Self-Setting PERMANENT

\$1.95 Complete (Was \$5.00) FREE

With Each Wave, Shampoo, Finger

Without Ad Wave and Hair \$2.95 Trim, No Extras

Long or short, white or grey, fine or coarse—all guaranteed

BERTHINES

Owl Drugstore Beauty Salon

In Owl Drug Store, Bwy at Wash. Open 8 A. M. to 10 P. M.

No Overhead Machines Open Sundays 10 a. m. to 10 p. m.

J. P. FINLEY & SON
Morticians
Fifth at Montgomerly - AT. 2181

Riverview Cemetery

Thirty Per Cent of Lot Receipts are set aside for Perpetual Care LOT \$30 UP Burial Service with Cement Grave Box \$27 No Profits No Assessments West End Sellwood Bridge

Crabbe-Pallay Inc.

Clothing to Well Dressed Men

Present Demands in all Business is for the man or firm of specialized ability that Crabbe-Pallay Inc., 702 S. W. Washington, is one of Portland's most Proficient Men's Clothiers is an Accredited Fact, Vouched for by Its Hosts of Satisfied and Confirmed Customers.

Crabbe-Pallay Inc., is known all over the northwest and is one of the foremost men's firms of the state, carrying standard lines and enjoys a large patronage from all surrounding territory. It offers the very latest vogue and the most exclusive materials at attractive prices.

There is nothing so important to the commercial development of the modern city as an up-to-date establishment where the men of the community can satisfy their demands for clothing and haberdashery. This is the day and age when the men of all ages must be neatly dressed in clothes of distinction and quality.

The lines of clothes represented by Crabbe-Pallay Inc., are the highest types for a gentleman of the period, and are nationally advertised lines of goods which not only the manager of this store stand behind but the manufacturer will back up in every detail.

Through the very commendable methods that have marked their business career and the excellent quality of their materials and expert workmanship, Crabbe-Pallay Inc. have built up a reputation that extends throughout this section and which adds to the volume of their business each season.

They feature well known makes in their suits, top coats and overcoats. No matter what priced materials you select, if you buy them from Crabbe-Pallay Inc., you get the satisfactory fitting that distinguishes their clothes from those of the average. They give the wearer the air of distinction that belongs to all well dressed men, but which may be hard to acquire at the ordinary store.

The manager and his associates are well known and prominent business men in Portland and have always aided in booming the home interests.



Holiday Special
5 Gal. Aquarium \$1.45

City's lowest price
Oriental art goods at reasonable prices

The Aquarium Art Shop
226 S. W. Alder St., nr. 2nd Open Eve. 412 S. W. 3rd Portland

They are also well known in this territory as authorities on men's wear.

We are pleased in this review to compliment this well known concern upon the selection of high class merchandise, the quality of materials and workmanship displayed in their stock and the courteous treatment they extend to all callers at the place of business.

Newspaper advertising is always a good, sound, solid, and safe investment for any business worry. Look over the pages of this newspaper and convince yourself.

KUCH'S AUTO PAINTING

Fender & Body Works

Your Car will look like new after one of our Paint Jobs
1320 N. W. Couch Portland
BEacon 7808

When in Portland Park with McGIRR

S. W. 5th and Salmon
Barbour Blvd. and Capitol Hwy.
Gasoline and Lubricating Oils

PLANT FRUIT TREES NOW SPECIAL Two-year-old 60c

GROUP OF TEN TREES \$5.00
All varieties—SHRUBS, NUT TREES, EVERGREENS

Jess Thornton, Mgr.
A. M. HAND NURSERY
N. E. UNION & IRVING EA 3024
1 Bk. W. SEARS and ROEBUCK

FISHING TACKLE
TENNIS, GOLF AND GUNS
Sporting Goods
Makes an Ideal Gift
Hochfeld's Sport Shop Inc.
412 S. W. 3rd Portland

TIMES Change!

Old-fashioned cooking methods are going the way of the picture hat and the 3-ply petticoat. Women are changing to electric cookery. In 1921 only about 800 women in this area cooked electrically. NOW there are more than 37,000! WHY? Because electric cookery is so much cleaner . . . it provides hours of extra leisure . . . and it is economical.

Buy an Electric Range

PEPCO...Portland General Electric Co.



TO POINTS IN CALIFORNIA, OREGON and other states, we again offer greatly reduced roundtrips for the holidays. Leave any day from December 17 to and including January 1. Return limit 10 days. For fares and detailed information see or phone your Southern Pacific agent now!

LOW FARES EAST VIA CALIFORNIA

NOT ONLY can you buy a winter roundtrip ticket to the East at lower cost than ever before, but from most western Oregon and Washington points, the privilege of going or returning through sunny California is yours when you travel Southern Pacific. For example, to Chicago and back (one way via California) from main line points: in coaches \$57.35, in tourist sleeping cars \$68.80 (plus berth), and in standard Pullmans \$86.00 (plus berth).

Southern Pacific

See your local S.P. agent or write J.A. ORMANDY, Gen. Passenger Agent, 705 Pacific Building, Portland, Oregon