

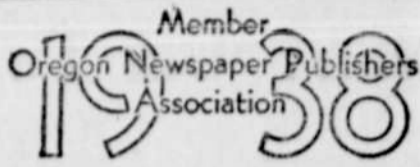
BEAVERTON ENTERPRISE

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E. M. Golder, Field Representative



THE MODERN JUGGERNAUT

Suppose that, on a given day, we rounded up nearly forty thousand American men, women and children, herded them into a field, and there proceeded to slaughter them. Suppose that, at the same time we wounded, blinded, crippled and otherwise harmed several hundred thousand more.

Horrible? Impossible? More barbaric than the barbarians? Of course it is—but, in effect, that is what happens on American highways every year. The slaughter doesn't occur on a single day, but over 365 days. And instead of killing the victims with shell and rifle fire, and gas and grenades, we use that well known servant of mankind which can also be a monster of destruction—the automobile.

If an airplane falls and kills ten people the fact is headlined throughout the country and millions feel a sense of horror. If a ship sinks and 50 men die, the entire world knows it in a few minutes, and world-wide sympathy is extended to the victims and their survivors. But when automobiles crash and people die horribly as a result, we note the fact absently, and turn the page to the comic strips.

Our people are criminally negligent in driving automobiles. And America is criminally complacent in its attitude of more or less bored indifference toward the accident toll.

Juggernaut is no more—but the automobile more than fulfills its gory role. Let each person drive carefully—if we are to live and let others live in safety as there is no sense in using the automobile for a death-dealing weapon.

GO TO THE POLLS FRIDAY AND VOTE—NO to this fantastic scheme to provide a few jobs to untrained men and added taxes on your property.

OREGON MANUFACTURED PRODUCTS

Many thousands of dollars leaves Oregon annually to purchase products manufactured here. Oregon products do not cost more—they merely look as if they might. Ask your neighborhood stores for Oregon Made Goods, such as the partial list below; many more manufacturer's products will appear here weekly.

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All Wood Floors Laid, Finished and Refinished
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GOOD BYE, BARRELI



Friendly Fever

By Emery C. Ingham
"Friendly Fever" is the common name used to describe the treatment of disease by controlled increase in body temperature. Friendly Fever has passed the experimental stage and as one physician reports after giving 17, 444 treatments: "Friendly Fever treatments open a great opportunity for those patients to get well who would otherwise be doomed to a life of suffering. Friendly Fever has proven its worth in the treatment of diseases."
The patients chat and converse with the operators during the entire treatment or enjoy a short sleep. The treatment is quite restful and beneficial. The simplicity of Friendly Fever is impressive even though a period of upward of six hours is required for the average treatment. Every second the patient is under treatment the instrument panel in full view of the patient, records every variation of body temperature and automatically controls the patient's temperature as well as the temperature of the cabinet.
The cabinet temperature rarely exceeds 110 to 115 degrees even in the case of high body temperature of the patient. This is possible be-

cause Friendly Fever is not a heat treatment but a scientifically controlled infra-red-ray method of increasing the body temperature. There can be no danger of burns because of the low degree of heat and the fact the patient can not possibly come in contact with the elements. Friendly Fever treatments are ideal for the nervous and mental cases being perfectly safe for even the more severe mental types. The result of Friendly Fever on nervous diseases is almost miraculous with improvement from the first treatment. The most nervous patient feels perfectly at ease during treatments.
Every progressive physician must soon provide Friendly Fever for his patients if he expects to fulfill his duty to his patients.

Beaverton Man Scores At Wheaton College

Kenneth Taylor, Beaverton, senior at Wheaton college, Wheaton, Ill., ranks in the upper third of a class of 211 students, a check of the semester just ended shows Taylor is a member of Phi Kappa Delta, national forensic honorary, and is a varsity wrestler.

Regulation of Speed Is

Found to Date to 1678
Speed regulations in America date back, not to the advent of the motor vehicle, but to the year 1678, and the first accident ascribable to "too fast for conditions." In Newport, R. I., a child was run down by an equestrian and there was great public indignation.

The first vehicle weight law seemed to have been a brain child of Napoleon Bonaparte, for on May 19, 1802, he proclaimed a law which fixed a precedent later followed in connection with commercial vehicles. It specified, notes a writer in the New York Herald Tribune, that wagons "used for traction and commerce" be limited to four and one-half tons if they had four wheels, and two and one-half tons if only two wheels. Physics being the unchanging science it is, it was recognized even in that distant day that the more points over which a load was spread the less damage the vehicle would do to the highway. Commercial vehicles may have six or eight wheels but the principle set forth by the Little Corporal still governs them.

By 1829 the seemingly ultra-modern problem, the over-loaded commercial vehicle, had risen to vex and almost vanquish the king of the Netherlands. But the king was not going to have his subjects' roads ruined just to accommodate the selfishness of a commercial trucker. So he ordered his officers to check the weight of stage coaches and draught vehicles once a month and if any were found overweight, the owner might go on a jail ration if he couldn't pay his fine.

Penguins Practically Helpless

Penguins are so aquatic they are practically helpless on land. The wings are too small for support and are best described as flippers. Covered with tiny scale-like feathers, they use them to propel them through and beneath the water and when we say they fly under water we are not exaggerating, for it is possible for them to outswim even fish, says a writer in the Los Angeles Times. They pick out the most isolated islands in the Antarctic where they are safe from attack, returning each season to the same spots. Sociable, easily tamed, they stay in clans. There are several varieties, varying mainly in color and size and style of beak. Some have the ability to jump or leap as much as three to four feet out of the water to land on an ice-floe or rock.

ADVERTISE! — Advertising brings success, success brings happiness.

The Japanese Spaniel
The Japanese Spaniel has an oriental background, like the Pekingese. In fact, a more appropriate name for the breed might be Japanese Pekingese. It is not a true spaniel. On the other hand, it is not a variety of Pekingese. The Japanese spaniel is a lively, high-bred little dog which may average around seven pounds in weight. It is believed that these dogs originated in China. The story is that a ruler of China gave a pair to the emperor of Japan and they were developed in that country.

Foods Seasoned With Flowers
Long centuries ago, in the time of the knights and the Norman conquest, England imported no sugar. So the lack of calories and of sweets for food had to be supplied in other ways. Foods seasoned with flowers were a feature of medieval fare. Drinking mead from honey probably helped out, and meats were flavored with iris, rose, violet or other strange methods. Besides this, herbs were much used in cooking and as medicines.

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PORTLAND GENERAL ELECTRIC COMPANY

FRANKLIN T. GRIFFITH
PRESIDENT

PORTLAND, OREGON

April 6, 1938

To the Voters of the Proposed Northwest Oregon Bonneville
People's Utility District:

IF YOU OPPOSE THE SEVEN-COUNTY DISTRICT
YOU CERTAINLY SHOULD VOTE ON APRIL 8TH

It is the privilege and right of all citizens to vote. It is the duty of all of us to express our convictions by our votes.

You do not need a people's utility district to secure any savings arising from Bonneville. Duplication of facilities means economic waste. Substitution of public ownership for private operation affords you no assurance of better or cheaper service but does mean loss of taxes now paid by utilities and means also, under existing law, increasing public indebtedness which can be paid by levying taxes on your property.

In the areas served by our companies there have been many reductions in rates and there never has been an increase in rates for domestic or rural service. The rate trend has been and still is downward and rates of the private utilities are subject at all times to the control of the State. The proposed district would not be subject to state regulation.

Do not exchange the certainty of good service, lower rates and tax contributions for the uncertainties of rates and service under public ownership and political management. The only certainty you have under the people's utility district is that of increased taxes.

In your own best interest vote "NO" on April 8th.

Very truly yours,

Franklin T. Griffith
President.

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