

BEAVERTON ENTERPRISE

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 E. M. Golder, Field Representative

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ANOTHER TRUE AMERICAN CHARACTERISTIC SHOWN

By E. M. GOLDER

How true it is that regardless of what politicians say and demand in the course of their far-reaching efforts to put things over in the interests of themselves mainly, they cannot follow us Americans to the polls on election day . . . and how necessary to the welfare, growth and development of our nation is FREE PRESS and the incident of the costly special election that was held on Friday, April 8th, is very significant of the fact. Through the newspapers mainly, the good people over the area of seven counties were warned against the selfish motives of a group of politicians who would feather their own nests with fat jobs, paying \$10.00 per day and expenses per man,—there were five of them for the seven counties—without any qualifications necessary only that as many as two years residence in the state, no electrical experience or training and very little business experience had any of them, yet they proposed to handle the business of putting over on the people a system of distribution of electric energy that would have meant no less than seven million dollars expense to the people with no guarantee of lower electrical rates than are now existent and in all probability rates might go higher with less rural people obtaining service.

But the good American voters of this proposed seven-county district told the politicians silently but forcefully that Bonneville energy was not going to be marketed by any so-called public utility district with five dictatorial inexperienced directors to represent seven counties. Let us thank God for our freedom of press and our privilege to speak at will by our votes in matters of such consequence and let us, all of us, battle ardently against any attempt to muzzle the press that might be made, as to expose fantastic political proposals is to save the people tax money, grief and discomfort because when our good American voters become aware of dangers they vote right.

STAYTON'S NEW NEWSPAPER

"Santiam's Life Digest" is the name given the little monthly publication published at Stayton, Marion county, in the Santiam Valley and the official staff are Don Goode, editor, V. A. Goode, business adviser and associate editor, Earl Wright, associate editor; Bob Wood, associate editor and staff artist. The 12 page "news-magazine" is published by Goode's Printery.

The pages are seven by nine inches and a fair grade of book paper is used, the type is all hand set and a mighty good printing job is done and without a doubt the art director of that little publication knows his stuff as every page bears that evidence.

The little news-magazine is an ardent booster for the Santiam valley and is mailed to a lot of people. Don Goode is the son of V. A. Goode, who is an attorney at law, and Dick Malloy of Multnomah, a friend of Don's handed the writer a copy of the March and the April issues, both being a credit to the young editor-publisher and to the town of Stayton.

It's Based on Circulation and Prestige

There is no possible way of carrying the message of the merchant to the people for less cost to the merchant than through the columns of the local newspaper—if the newspaper is well circulated and it is rendering a satisfactory service to the subscribers.

It is all based on how good a service is rendered the reader and the display advertising charge amounts to very little compared to most all other medium of advertising. A newspaper that cuts the advertising rates below its set rates or below an amount necessary to sustain business, simply cannot get any advertising space sold to merchants without cutting the price, because of a lack of service to the people who are subscribers. Prestige and circulation amount to one and the same thing in sale of space and when advertising rates are cut by any newspaper it means that newspaper is slipping and has to cut prices to fill up space, whereas the wideawake paper may be able to raise prices and sell more space than ever.

You will always get just what you pay for.

HOME ORCHARD PLANTERS

Free catalogue. Over 200 varieties of Fruit and Nut trees, with description. Will help you to select only the varieties for home use or commercial. Our years of experience is behind our nursery to help you. Consult us first.

Tualatin Valley Nurseries
 Sherwood, Or. Ph. Sherwood 0951

Garden Home News

Harry Tetrick, owner of Garden Home Barber shop across from the school is doing very well in his new shop. He has an Easter greeting in the paper as the best medium of extending his wishes to all his friends and customers over a large area.

The Garden Home Baseball team is going to play Sherwood team on Sunday, April 24, starting at 2 p. m. and the game will be played at the Sherwood field. Walter Nebert is manager of the Garden Home team. Lately the team purchased some new equipment. It is expected there will be quite a crowd go from Garden Home the 24th.

Mr. and Mrs. G. H. Van Puyl of Garden Home road, near the county line, have had their little half acre place here about seven years and have made it very nice and cozy and even though it is a small house it is very attractive and it has one of the finest little kitchens you could find in any house. Mr. Van Puyl formerly owned a large garage in Portland. He is now employed in Portland and puts in his spare time around home attending to his various duties in improvement of the place.

Mr. and Mrs. A. B. Lowellyn are now living in their fine new house on Garden Home road, across from Garden Home Water Works.

If you want news in this issue you must see that it is in our offices by 5 p. m. Wednesday.

SPEND A GLORIOUS EASTER

AT THE

APOSTOLIC FAITH

N. W. Sixth and Burnside Sts.

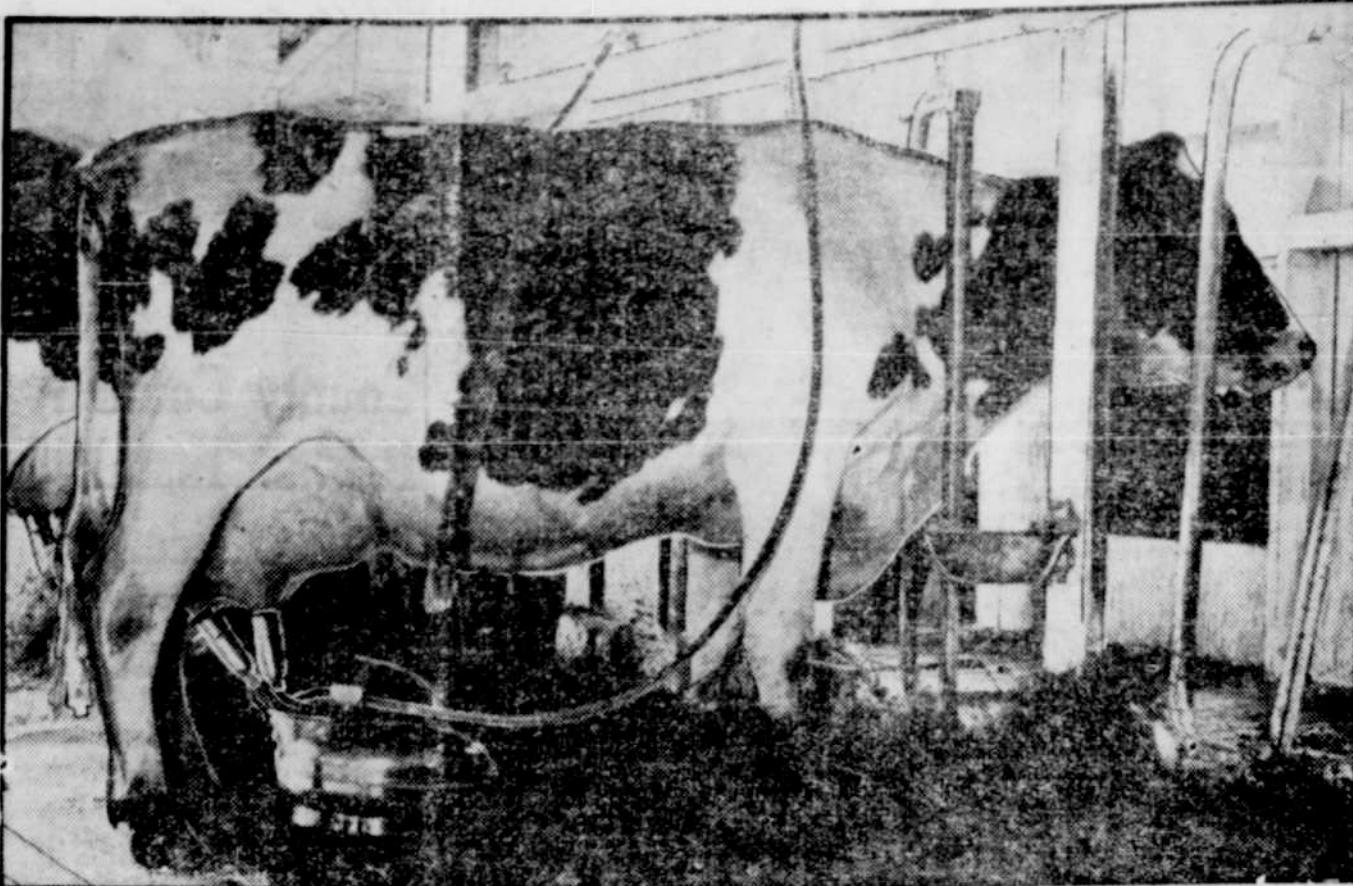
Three Services—10:30 a. m., 2:30 and 7:30 p. m.

There will be Special Singing by the Apostolic Faith Mixed Chorus, and the various vocal and musical organizations will take an active part in the services.

Organ and Orchestra Concert for the benefit of music lovers from 7:15 to 7:45 Sunday evening—Full Evangelistic Service following.

COME PREPARED TO ENJOY A WONDERFUL DAY

Consistently Heavy Butterfat Producer



SURGE MILKING

Cows have been milked for centuries but it was not until the middle

of the last century—nearly a hundred years ago that the first devices appeared to replace hand milking. After the turn of the century the advancement in milking machine design was rapid. The application and use of vacuum was no longer a mystery. The knowledge of pulsation and the rubber lined teat cup with the suck-squeeze massage action had been highly developed. Several reliable manufacturers were building milking machines that embodied the best of these important things. However, all these machines were of the floor type and had two serious shortcomings. First—The long tube and the many pocketed claw are difficult and impossible to clean and keep clean. Second—Floor type machines have no adjustability. They offer no means of milking a hard cow any differently than an easy one. All the operator can do is to attach the teat cups, let them suck and hope for the best. Too many dairymen were reluctant to use milking machines because many cows in herds were milked poorly and some

cows not at all. Added to that, milk inspectors were condemning long tube machines because they were not kept clean.

In 1925 the Surge Suspended milker was placed on the market. The Surge milker overcame the shortcomings of all the floor type machines. One glance at the picture shows that hanging the bucket up off the floor close to the udder does away with long milk tubes. It also eliminates the many pocketed and hard to clean claw. But of still greater importance, it places in the operators hands an instrument that he can adjust and adapt for milking each individual cow in the way it should be milked to obtain perfect milking.

One outstanding feature of the Surge, which must not be overlooked is that when milking irregular or three teated cows the mere dropping loose of one-two or three shells leaves the remaining ones in perfect operation. This feature is of particular value in that shells may be dropped from quarts as they are emptied.

Some three years ago the J. J. Kaddery Co. of Portland was named sole agent for the sale and service of Surge milkers, Surge cooler and Mellotte separator in the Northwest

section of Oregon. Since that time, thru service and co-operation, many of the progressive dairies have either installed Surge milkers or exchanged floor type units for Surge units to be used on their old pump installation. It has been demonstrated, without any question of doubt, that for a milking machine to be a real asset, it must milk a herd fast and the cleaning up of a machine ready for the next milking must be done in a matter of minutes. Only the Surge with seven parts coming in contact with the milk can offer this feature.

Among the older users, who can always be depended on for a real boost are Lon Kinnaman of Aloha, milking about 26 cows, C. B. Buchanan of Gaston, 50 cows, L. T. Sills and Henry Hase. Within the last two weeks C. C. Gault of Tigard has had installed a Surge outfit to handle his herd of 40 cows. These progressive dairymen all know that the investment they have made in Surge milkers has paid them rich dividends in giving them many extra days in a year for other work or leisure.

If you are milking cows and find that you need an extra hired man or two, just drop a card to J. J. Kaddery Co., 528 SW First Ave., or phone AT. 5694 and he will show you how a Surge can do it.

Holman & Lutz Growth Attributed to Traditional Ideals

In looking over the many out-

standing and reputable Portland business institutions, our reporter was particularly impressed with the policies and facilities of the firm of Holman & Lutz, Inc., Funeral Directors. Their Colonial Mortuary is located on the corner of N. E. 14th and Sandy Boulevard . . . and if you pass that way you will find it to be one of the most impressive structures in the city. It was rated by an American Institute of Architects committee as one of the finest funeral homes in America.



Walter Edward Holman, President

The building, itself of red brick contrasted with gleaming white facades in true Georgian Colonial style. The surrounding landscape is arranged to accentuate the beauty of the building. A spacious pool with playing fountain nestles at one side. Upon stepping inside one finds beautifully appointed rooms that impart an atmosphere of refinement and friendliness.

The Colonial Drawing Room Chapel has the atmosphere of a lovely living room. It's home-like air of quiet charm is a welcome departure from the customary severity. There are comfortable, roomy davenport and chairs to accommodate 65 persons with ease and with the addition of extra chairs 300 may be seated. The artistry of the furnishings, which are of the Georgian Colonial period, the cheerful open fireplace and the exquisite imported French wallpaper make this Drawing Room a Chapel of incomparable beauty.

Walter E. Holman, president of the firm, is widely known locally and nationally. He was recently selected as one of the 12 outstanding young men in the United States, chosen Portland's first citizen and has served as President of the United States Junior Chamber of Commerce. It has been his constant effort to uphold the traditions and high ideals established by his father, Walter J. Holman and his grandfather, Edward Holman before him.

It is part of the ideals of this institution that services from Holman & Lutz be made within the reach of all . . . regardless of class, creed or available funds. No family, however limited in means, need ever deny itself the advantages available at Holman & Lutz. All families

served receive the benefits derived from their large volume which, in other words, means finer and more complete services at lower costs. Whether you pay \$75 or whether you pay many times that sum . . . the same superior service is consistently maintained.

A highly trained staff of 26 capable men and women attend to every need with extreme thoughtfulness and understanding. The fact that one is free to examine the prices and arrive at his own independent decision at Holman & Lutz is an appreciated innovation. Their efficient advisory service, established to enable people to learn the facts about funeral procedure before the need arises, welcomes requests for information. Attendants refrain from influencing the selection. Holman & Lutz invite you to visit their Colonial Mortuary.

There is no additional charge for funerals conducted by Holman & Lutz in the Tualatin territory.

Seedless Fruits

The Spaniards planted orange trees in Brazil at an early date, but it was not until about the year 1829 that there appeared near the village of Bahia, Brazil, a form of seedless navel orange, since known as the Bahia navel. The first trees of this kind in the United States were sent from Brazil to the government propagating grounds in Washington, D. C., in 1870. The cause of the freakish development of the navel orange is unknown. Under scientific breeding, the improved fruit has been produced. The production of the seedless varieties of grape is the result of centuries of development by growers, through grafting, cross-fertilization, selection, etc. These seedless fruits are propagated by the means of bud grafting instead of by seeds.

Translucent Coal

Specimens of coal, cut so thin that they are transparent, are shown at Field Museum of Natural History under lighting conditions which make them virtually transparent. They illustrate strikingly the fact that when a person burns coal he is really burning wood, for these films of coal are seen to be composed of massed fragments of wood and vegetation from forests of the coal age, some 250,000,000 years ago. The exhibit is of interest in connection with the museum's restoration of a carboniferous forest, life size and as it appeared in life.

B. S. MARTIN

Candidate for

Justice of the Supreme Court

Position No. 3

Many years of practice in the courts of this state.

Justice should be applicable to all alike.

Paid Adv.

BABSON SAYS

Continued from page 1

as to encourage—rather than to discourage—new enterprises. Congress should differentiate between speculation in new risks and speculation in outstanding securities. More income may be needed by the Treasury after eliminating restrictive business taxes. If so put a special tax on Trust Funds.

Money in Trust Funds is "dead" money. It is invested only in old industries. It never takes a risk. As Trust Funds grow, unemployment grows. The sharp drop in stock prices, and the drying-up of new capital issues, caused by unwise legislation, is responsible for much of our unemployment.

(3) I would preach continuously the importance of self-dependence. Our various governments are engaged in all kinds of propaganda. Most of such efforts result in more joblessness. They are fitting men and women to seek positions in crowded occupations. Women have entered industry to stay; but if so, men must do the house-work and bring up children.

It is dangerous to interfere with the balance of nature. We cannot let people starve; but we can put a social and family blot upon the acceptance of relief. Civilization has depended upon such a stigma for centuries. Its sudden removal has been a primary cause of unemployment.

(4) I would kick "politics" out of the White House. Leaders of both great political parties agree that this would do much to aid employment. They, however, add that it would be suicidal for either the Democratic or the Republicans independently to risk cutting out "politics." This means that the sensible people of both parties should temporarily unite in this emergency.

Let us follow England's example by having a coalition government. Probably the most practical way of accomplishing this would be for the Republicans to nominate a sensible Democrat in 1940. There are today in our United States Senate many good possibilities for such a candidate.

The New Deal has done many worthwhile things. In many ways it has made a better nation. But its attempts to change human nature have resulted in unnecessary unemployment. Let us continue the good legislation, but amend the bad. This will restore the confidence of both labor and management. Then the pump will need no priming and real prosperity will return.

The MORNINGLIGHT CHAPEL

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Riverview Cemetery

Thirty Per Cent

of Lot Receipts

are set aside for

Perpetual Care

LOT \$30 UP

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with Cement

Grave Box \$27

No Profits

No Assessments

West End Sellwood Bridge



It Is Dangerous

It is dangerous to sell a SUBSTITUTE for 66¢ just to make three or four cents more. Customers are your best assets. Lose them and you lose your business. 66¢ is worth three or four times as much as a SUBSTITUTE.

* ONE STANDARD OF SERVICE *

A PRICE

... for every purse

Holman & Lutz' lower prices for a truly superior service is attributed primarily to the large volume served. The greater number of funerals reduce overhead costs and in turn permit finer facilities . . . a more complete and memorable service at a lower cost per family. And remember, there's no additional charge for funerals conducted in this vicinity.

For those who do not have ready funds, Convenient Monthly Payments can be arranged Whether Conducted Here or in Portland

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DIRECTORS OF FUNERALS

Colonial Mortuary

Fourteenth and Sandy Blvd.

Holman Chapel

N. W. Third and Salmo

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