BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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REGIMENTING THE ADVERTISER

Two of the government's Brain Busters have come up with a new scheme which has unusual and far reaching implications. It would regulate the amount of advertising a manufacturer could use, and dictate the type of the advertisement.

In effect, the trust busters want to revise things so that one manufacturer could not spend more for advertising than a competitor, and to forbid the advertiser to make any claims about the supremacy of his products. To use the words of one of the proponents of the scheme, this is a step "to ward restricting advertising to its proper field—which is the promotion of sales." He goes on to say that expenditure of large sums for advertising to build up trade names is "wasteful" and calculated to hurt the business of the competitor.

All of this seems rather amazing. Has it become reprehensible to establish a good reputation and boast about it through advertising?

Incidentally, the Brain Busters have denied any intention of shackling the free press. What do they think would be the effect of this plan to force reduction of advertising budgets? Wouldn't it greatly reduce the revenue of the free press of this country?

The American press can remain free only so long as it continues self-supporting, free of subsidies from special interests or from the government. Regimentation of the advertisers, therefore, would be a menace to the self-sufficiency and to the independence of the American press.

Dr. Pierce has Good Looking Auto Camp

The Portland West Side Auto Camp on Capitol Highway at SW Cheltenham in the Hillsdale vicinity, is one of the beautiful camps of the west side. Dr. and Mrs. E. A Pierce bought this property in about 1917. It is really the site of the buildings of the old John Slavin homestead and he was about the first man to homestead in the Portland area on the west side Dr. Pierce purchased from the widow of the son of John Slavin. The Bertha-Beaverton highway is really the old Slavin road and that is about the only road or street named for the Slavins and now only the portion of it east of Hillsdale is known as Slavin road.

There has been a good deal of remodeling and general improvements over the last three years, particularly the last ten months. Most of the 34 pretty cabins have been equipped for comfortable winter living for small families and this camp is known as a community convenience to folks who happen to have more house guests than can provide room for. They just send them over to the camp where they are provided with the finest comfort. Mrs. Pierce is active manager and hires a caretaker and his wife the year around and everything is kept up in fine condition. It is a picturesque location and one thing noteworthy is the old Slavin orchard that is well kept and still bears very well. The cherry trees are at least 75 years old. There are some apple and pear trees and are decidedly beautiful in spring and summer. Dr. Pierce's camp is the closest to the center of the west side business area of any of the west side camps and several people of good position reside there the year around and like it fine. Water, lights, gas and fuel are provided with the cabins.

ADVERTISE! — Advertising brings success, success brings happiness.

GLENCULLEN NEWS

IRENE WILLIAMS

Rev. W. B. Stewart, former pastor of the Highland Baptist church of Portland, will speak at the Glencullen U. P. church next Sunday, Dec. 4th.

Mr. and Mrs. L. F. Johnson of West Linn were the week end guests of the A. P. Hendricks of SW Martha street.

Mr. and Mrs. A. H. Johnson and son spent Thanksgiving with the W. M. Stantons at Washougal, Wash. Stanton's are former residents of Glencullen.

Donna Lucile Collins of 4806 SW Martha St., was six years old Tuesday, Nov. 29th. Her mother gave her a party and the guests were Molly, Joe Kane, Judith Mae Butz, and Marie Ann Collins.

Tuesday, Dec. 6th the Dorcas society of Glencullen church will have the election of officers for the coming year. The nominees are for president, Mrs. Finch and Mrs. Nelson for vice-president, Mrs. Martin and Mrs. Stein for secretary, Mrs. Boulanger and Mrs. Jensen, and for treasurer, Mrs. Hughes and Mrs. Fisher.

G. Preddy of SW Shattuck Rd is now able to be up after being very sick the past month.

Elias Larson of Portland, is building a home for himself on SW 45th avenue and Hamilton street.

Alpha Omega

The next meeting of the Alpha Omega will be held Tuesday, December 6, at 7:30 p. m. at the home of Miss Margaret Scrogin in Multnomah. This will be a very important meeting and all members are urged to attend.

Plans are being made for a theatre and pajama party which will be held Saturday, December 3. Everyone attending is assured of a good time.

Our advertisers are prepared to give you what you want. Read the ads

Old Santa has broken plenty of speed records this past year. He's dashed from here to there . . . always on the go. Now he's back here. And he's brought thousands of gifts . . enough for everyone.

DO YOUR SHOPPING EARLY

Consult the Gift Guide

LAWNS and PASTURES

By E. M. GOLDER

Of course we all enjoy seeing beautiful home places and many who do not have them would like to, and have ambitions to own a comfortable fine looking house with spacious rooms, well lighted and heated and furnished with the latest of everything. We cannot all have as much of the finery as we set eyes on, but nevertheless we can enjoy seeing the accomplishments of others as every home owner who builds well and puts a good deal of effort into beautifying his grounds is a help in his community . . . . and what man or woman would not be pleased with compliments from neighbors and friends on the beauty of their home and surroundings. It is natural to want to be appreciated, even if a person is doing merely for **himself.**

Mr. and Mrs. E. C. Metzger of Treece-Durham road, southeast of Tigard, bought five acres along the west side of this road in May, 1935, and in September of that year began construction of a six room modern house. This house has a full basement, has furnace heat. The rooms are spacious and the kitchen is a dandy in all respects. The exterior of the house is as pretty as any person could expect to find along a country road. The yards are beautiful and when certain plans are carried out more beauty will be added. Mr. Metzger who is employed in Portland, did practically all the work on this place himself with a little help. His parents have lived on their 15 acre place adjoining more than 10 years. The little daughter of Mr. and Mrs. Metzger, Marlene, was one year old November first and is a husky, good looking little lady and already shows the results of living in a comfortable home where there's contentment. It's always best to raise children in the open country where there's plenty room and air; where Daddie can come home from his busy office and really enjoy home life.

John Colgan of Bonita road, north of Durham station has a fine little home which he paid for on the installment plan. Don't say it can't be done these days, folks, because it can be . . takes will power and a steady man to do it. Colgan has only two acres of land ,which he bought ten years ago. He built a medium sized house, one and a half stories, painted it white, did all he could to make it a handy dwelling for a woman to take care of. Every stick of lumber he put into the place was paid for as he could pay it, by proceeds of his work as a maintenance engineer along the waterfront which has been his line for more than sixteen years. He suffered the loss of a leg quite a number of years ago aboard the steamer Divon City near Linnton when a "strongback" o rbeam fell on him and since has had to use an artificial limb, from knee down, yet the man has held his position and has put in a good deal of time on the home place, always adding to its beauty. He and Mrs. Colgan have a real little farm here, as they keep a good cow, some pig and plenty of chickens for their own use as well as some pets . . . . cat and a smart dog. This is a nice little home and where they can raise part o fthe living for the family, and we can recall hearing men who have forty acres of land say "Feller just can't make a living on a measly 40 acre tract". To tell you that some men would starve to death on a section of it is putting it mildly . . . but others can produce most of their living on a very few acres.

Mr. and Mrs. G. E. DuPue of Metzger, a little way west of the school house have a nice little place on which they have lived about nine years. They have still another place north of the Carsh Bros. store which they may soon sell. This would be a decided advantage for a young married couple who have an income from their postition.

BEAUTIFTUL homes are so numerous in the Multnomah and West Portland area that we might as well say it's one big beauty spot dotted with pretty homes. Mr. and Mrs. M. A. Lawrence of SW Alice street and Capitol Highway, between Multnomah and West Portland have three lots, making up about half an acre. They have many varieties of Rhododendrons, flowering Japanese trees. Junipers in their rockery to the left of the curved driveway as you head toward the house. Rocks were gathered from many different places in Oregon and Washington. Some of the red rock came from near Camas, Washington. They have 80 varieties of shrubs and evergreens in their yard and have built and arranged a greenhouse eight by ten feet in size, well heated. In it they raise begonias and beautiful ferns. Their house is very attractive and rooms are spacious. In planning the place, the best of the fir trees were left standing. They dug out some of the wild roses but whatever would add to the beauty of the home place was not disturbed. Mr. Lawrence is with a Portland firm and has had this pretty home 12 years and enjoys every minute of spare time he can devote to its maintenance.

A son was born November 16 to Mr. and Mrs. H. T. Feldman of Garden Home.

WANT-ADS ARE SURE!

GIFT Suggestions

FOR HER

GRAND AND UPRIGHT PIANOS
AT ATTRACTIVE PRICES
New Baby Grand's $295 and up
See the latest Spinet Models. Good Used upright's as low as $50
NORTHWESTERN PIANO CO.
5926 NE Union, Portland MU. 1905

Mexican Craft Shop
Navajo rugs $2.75 up. Indian jewelry: Mexican handblown glass, pottery, etc
EMILY K. BARD, 727 SW 10th

Kiddie Kare, 25c hr.
Xmas shop unhampered
210 NW 22 Pl. AT. 4711

Hanging Gardens of Cacti At the Flower Mecca
If you like cactus plants (or even if you don't) they've the sweetest little hand-painted Mexican sombrero containers for your cacti. For corsages to harmonize with that new party dress for a bouquet for the winter bride, or for something different in a centerpiece see Gwen and Violet Hooker at 6126 NE Halsey. They are both Portland born florists. TAbor 7027. Mail orders promptly filled.

Beautiful Biege Fox Fur, very reasonable 1977 SE 22
PORTLAND

Nat's Jewel Box
Up-to-date stock of watches, diamonds, jewelry, toilet sets, silverware, clocks, etc. Most reasonable prices. We also do expert watch and jewelry repairing. Cash paid for old gold. . . . . 337 SW Morrison, Portland

The Secret of Semi-Made Dresses
Something old . . something new. JULE McCURDY eliminates all the tiresome difficult part of dressmaking . . . She does all the cutting, fitting and difficult sewing, and leaves only the simplest finishing for you to do at home. Semi-finishing makes very reasonable prices possible. Apt. 200, Herman Hotel Apts. BE. 4101.

Table Cloth, hand-made linen cutwork. 79x81, worth $75
Take $20, TR. 3375

Be Healthy and Slim
Visit Mrs. K. Stahl at the new location of her scientific reducing clinic, 704 SE 12th and Alder. . . . Large modern quarters and equipment including a new Dierker Colonic. Complete treatment with mineral baths, colonic, and massage, regularly $3.00 —special for $1.00. Mrs. K. Stahl, EA. 7539.

$1.95 LUNCHEON SET $1.00
Hand Embroidered. 5-pc. set. (36x36 Cloth)
SMART LINEN HANKIES 10c
See our complete assortment. All colors. As low as
WAHBY'S Linen Shop
Distinctive Linens at Lower price
900 S. W. MORRISON

Complete Stocks Nationally-Known
Watches, Jewelry, Sterling
on terms to suit your convenience
ROY and MOLIN
JEWELERS and OPTOMETRISTS
370 SW Alder, bet. Third & Fourth

FOR EVERYONE

Every Purchase Counts
Advertisers are glad to know even of the smallest purchase that comes in response to their advertising. Every purchase counts in helping the advertiser realize the value of his advertising investment.

Orange Tabby Peke Face Persian Kittens for Xmas
5242 NE Multnomah Ta 1237

FOR YOUR XMAS
PHOTOGRAPHS
SEE
D. PERRY EVANS
934 SW Morrison, near 10th

Get your order in early for "Karmelkorn Popcorn balls for Xmas 5c each, 50c doz; Karmelkorn apples 5c ea, 50c doz; "Tusko" Popcorn to pop at home, 15c lb, 2 lbs 25c
Joe Brown's Karmelkorn Shop
731 SW Wash. 1031 SW Broadway
Telephone AT. 6964, Portland

"A Musical Gift at Xmas time gives pleasure the year 'round"
Phil Moll Music Shop
925 SW 9th Ave.
(Old West Park Street)
Complete stock of Musical Instruments and Accessories of Standard Lines as Ludwig-Olds, Selmer and Buescher

Parrots, Chipmunks, Waltzing Mice, many varieties Birds and Tropical Fish.
Female Canaries Wanted
Hollywood Pet Gardens
4305 NE Halsey, TR. 6731
Portland

"Mirror, Mirror On The Wall—"
Let me take you to John E. Day to have your back resilvered . . . . See John E. Day for a new glass top for your dresser or remodeled kitchen table, plain or engraved glass tops . . . . . Anything in mirrors or glassware made to order . . Call John E. Day . . . BE. 0974 . . 1311 SW Morrison Street.

Everything Electrical for Christmas Gifts, Lights, etc.
BRESSIE ELECTRIC CO.
909 SW 5th Ave. BE. 2433

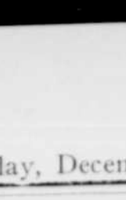
Special Gift Box

Contains a varied assortment of popular chocolate creams.
25c lb.
Gift Wrapped
PREISLER'S
1322 SW Morrison
509 SW 3rd 941 SW Broadway
Portland, Oregon

R. KOHARA & CO.
1027 SW WASHINGTON 411 SW ALDER ST.
ORIENTAL GIFT SPECIALS
Hand Painted 23 piece Tea Set

Reg. $5.00 now $2.98 Reg. $7.50 now $4.98
SILK & RAYON KIMONOS
$1.98 $2.98 $3.98 Special
Visit Our Store—Open Evenings until 10 p. m.

FOR CHILDREN


A WORLD BICYCLE—America's most popular." Also other makes plus trikes, scooters, wagons—all types of wheel goods Prices reasonable. Trade-ins accepted.
THE BICYCLE SHOP (KISSLER'S)
923 SW 4th, (near Court House)
AT. 5438

BICYCLES, TRICYCLES SCOOTER BIKES
New and Rebuilt
Liberal Trade in Allowance
Open Sundays
Easy-Time Payments
APEX BIKE SHOP
2201 N. Williams TR. 4919

FOR HIM

Select your Gifts for Men in the privacy of a home
Beautiful Hand-Tailored TIES
Unusual patterns, fashioned on straight cut
3470 NW THURMAN BE. 7694

CHRISTMAS IS CLOSE
12 Miniature Photos $1.00
Have your Setting before the Rush
Photos-Enlargements-Miniatures
HOFSTEATER STUDIOS
715 S. W. 3rd Ave. AT. 2731

JOHN HELMER
The Man's Shop of Correct Apparel
Shirts, neckwear, socks, sweaters, hats, accessories
969 BROADWAY, near Salmon

1000's of Xmas Ties for you to choose from **25c up**
SOCKS, PAJAMAS, SWEATERS
1000's of smart new SHIRTS $1.35 UP
Wilson's Shirt Shop, Inc.
613 WASHINGTON STREET
Halfway between 6th and Broadway

Shop Early
20 shopping DAYS
Until Xmas

$ GIFTS $
Hickok Belt and Buckle set $1
Hickok Suspenders with "His" Initial $1
Hickok (Ascot) Key Chain $1
Pioneer Suspenders $1
Paris Suspenders $1
Initial Tie Chain and Collar Pin $1
Tie Chain with "His" Initial $1
Cheney Ties in Gift box $1
Fashion Craft Ties in Gift box $1
Botany Wool Ties wrinkle proof $1
Wilson Bros. Silk Hose (buffer heel & toe) 3pr. $1
Wilson Bros. (wool mixed) 3 pr. for $1
Lower & Co MEN'S WEAR
414 S. W. WASHINGTON