

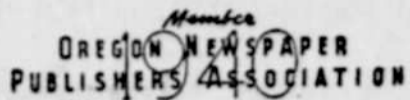
BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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Shoe on the Other Foot

Theorists in this country have from time to time taken some pretty vigorous whacks at advertising, intimating that it places an unfair burden on the consumer. And various high officials in Washington have declared publicly that they believe government should regulate advertising; that too much money is spent for advertising by manufacturers, wholesalers, and retailers; and that the cost of such advertising raises the price of goods or services.

It will be news to many readers, therefore, to learn that a brand new advertiser has now appeared in the paper match-cover field. The new advertiser is a branch of the Federal government itself!

Paper matches are now being distributed accompanied by the message: "KNOW YOUR MONEY. BEWARE OF COUNTERFEITERS. SOUND YOUR COINS. EXAMINE YOUR BILLS.—THE U. S. SECRET SERVICE, TREASURY DEPARTMENT!"

And the cost—why, that's passed along to the taxpayer!

We hardly believe the people of America will be fooled by the "drafting" of President Roosevelt to run a third term for President of the United States. The whole performance at the Chicago convention was phony. It was stage play. It was political humbuggery. It was so phony that it had a bad odor. As a "draft" movement it was fraudulent. We believe the American people will so recognize it.

Of the Illinois delegates to the Democratic national convention, two-thirds were jobholders, Federal, State, and Kelly-Nash.

BARBWIRE BILL



In Arkansas

Hello Folks: I'm over here at Hartford surrounded by the Ozark mts. Its shore hot but show me a place where it aint hot. This is a party country. Good scenery. They have some big coal mines. Some of 'em are closed but I reckon they are a goin' to open 'em to hatch out some war stuff fer us to prepare fer the worst!

Last summer I wuz over at Devil's Den an went a swimmin' in Devil's Den lake. Since that time I ain't had a gray hair in my head. It will turn your hair back to its original color if you dive down in it and bring up one of their snakes in your hand. I have some kinfolks a livin' there an at Bug Scuffle. BILL

Sketch Reveals Fine Fair Dairy Display

A graphic presentation of Oregon's major agricultural industry will greet Oregon state fair crowds at Salem September 2-8, judging from the sketch of the 60-foot new state dairy industry exhibit brought to Salem this week by Lyle W. Hammack, Portland, chairman of the committee and Mrs. Ada Mayme of the Oregon Dairy Council which is assisting.

Outstanding features will be a casein display showing articles made from this product and a section showing the individual's daily needs of dairy products.

Dairy industry movies, transparencies and other displays ideas are utilized.

The whole forms an arresting creation in white and black, topped by an illuminated moving sign. The exhibit is non-competitive.

Other members of Hammack's committee are Marvin Davidson, Monmouth; Frank Hettwer, Mt. Angel; and A. W. Metzger, chief of the state department of agriculture division of foods and dairies.

"A Blarsted Shame, Eh What?"

He was a little tourist man

With auto car and gun,
Just dashing thru the forest land
In search of rest and fun.

"Oh what a blarsted shame" quoth he

"To see a stately tree
Cut down and wrought into a home
To shelter you and me."

"I cannot bear to think of it;

"It fills my soul with wrath
When'er I roam these wooded

aisles

"Or tread a forest path."

He lit a dainty cigaret,
The match he threw away,
Then put his shining car "in high"
And went his heedless way.

He did not see the seething hell . . .

He did not share the fight
Of weary men begrimed and worn
Who tolled there day and night.

But when he came that way again

And marked that ghastly scar
Where fire's unbridled demons
wrought

Destruction near and far . . .

He lit again a cigarette

The match he threw away;
"Oh, what a blarsted shame," he said
And went his heedless way.

—Sultan Veteran

Marriage Licenses

Cecil E. Kiste, 5434 SW 5th avenue, Portland, and Ruth A. Fuger, Beaverton.

Emil Luchs, Milwaukie, and Lucile Gerber, route 5, box 595 Portland.

Emil J. Riedweg, 7300 N. Jordan street, Portland, and Betty M. Boardman, route 2, Portland.

Donald J. Orr, 8143 SW 41st avenue, Multnomah, Oregon, and Maxine G. Ruble, same address.



DOLORES BROWN

Dolores Brown, featured vocalist with Twentieth Century Gabriel, Erskine Hawkins and his orchestra, are scheduled for an appearance at Cole McElroy's Spanish Ballroom on Wednesday, August 21 and Saturday, August 24, in a "dyed-in-the-wool" New Yorker. "Dee" as she is fondly known to her intimates, was born in Brooklyn, N. Y., on April 14, 1920, and as both her parents were band leaders, it was only natural that Dolores would seek to gain fame in the same musical world. "Dee's" mother formerly bated her own all-girls aggregation, while her dad was the famous Bill Brown of Bill Brown's Brownies.

Dolores was brought before the public eye in 1938 when Duke Ellington was forced to replace his singer due to illness, Dee was selected. She was so successful that she was retained as an added attraction.

In 1939, Erskine Hawkins offered Dee the chance to join his orchestra as featured vocalist. She became not only the singing star, but the only addition or change made in the band since its beginning in 1930. With the creator of Tuxedo Junction Dolores has found her niche and is now considered one of the most outstanding delineators of popular song. Miss Brown has a gracious, charming personality. She's adept at costume designing; creating all her own hats and apparel. Swimming is her favorite outdoor sport.

New Service in Lipman Wolfe & Co., Watch Repair Department

Lipman Wolfe & Co.'s Watch Repair Department is offering a new service for those who are unable to come to their store with their watch and jewelry repair.

Simply wrap the watch or jewelry needing repairs and send it to the Watch Repair Department at Lipman Wolfe Co. On receipt the article will be carefully examined and the exact cost of repair will be given by them by mail before starting repairs. The owner will then state whether or not they wish repairs made. All work is guaranteed for one year.

THE BIBLE

The Bible is the only source of all Christian truth;—the only rule for the Christian life;—the only book that unfolds to us the realities of eternity.—Sir Matthew Hale.

The Bible is the learned man's masterpiece, the ignorant man's dictionary, the wise man's directory.—Mary Baker Eddy.

I know the Bible is inspired because it finds me at greater depths of my being than any other book.—Coleridge.

Nobody ever outgrows Scripture; the book widens and deepens with our years.—Spurgeon.

The whole hope of human progress is suspended on the ever-growing influence of the Bible.—William H. Seward.

Sell! Swap! Rent! Buy! Via Want Ad Way.

The MORNINGLIGHT CHAPEL

Serene Beauty - Perfect Service

J.P. Finley & Son

FOURTH AT MONTGOMERY ATwater 2181

Riverview Cemetery

Thirty Per Cent of Lot Receipts are set aside for Perpetual Care

LOTS \$30 UP Burial Service with Cement Grave Box \$27

No Profits No Assessments West End Sellwood Bridge

Babson Says---

Continued from Page 1

for the next few years, take up much of the slack in the case of many metals.

Probably the most important long-term effect on the American metal business is "Ersatz." Plastic substitutes are increasing by leaps and bounds. Hundreds of articles which only five years ago were made from metal, today come from chemical substitutes. There is no question but that these new plastics—which pop out of the laboratory at a surprising rate—will eventually raise havoc with the metal business. Some of these plastics are cheaper to produce, easier to handle, shock-proof against abuse. I do not mean to imply that I believe that metals will be entirely—or even largely—replaced but plastics will make inroads.

Investor's Chances 50-50

From an investment standpoint, metal securities have one big asset: They are an excellent inflation hedge. The present Congress will have appropriated \$20,000,000,000 before it adjourns. The national debt may cross \$50,000,000,000 in a year or two more. All lessons from past history teach us that this means inflation. If so, metal prices could soar and prices of metal securities could zoom. On the other hand, we have gone so far along the Regimented Road that the government may establish top prices for raw materials, may turn us back toward deflation. Furthermore, the threat of a German-controlled Europe will continue to hang over the metal securities as long as the war continues.

Summing up, I find that mines and mine investors are not the most optimistic people with whom I have talked on this trip. On the other hand, they are not so discouraged over the outlook as some importers, shipping agents, office-equipment makers, and others who have been practically put out of business by the turn of world events! My observation is that they feel that there is a 50-50 chance for the metal markets to score substantial gains or to continue in the doldrums!

There's a "Great Divide" Between Now and Then For Ambitious Young People

Young people just out of high school, young people who have found that a general academic course in a school of higher learning is too general; young people who have decided that the business professions offer greater future assurance; are at the great divide between today and their future.

Parents who are ambitious for a successful, dependable business future for their sons and daughters; are groping for the right key to open the gate to that future.

We believe that the Names-Bolling Business College in the Woodlark Building, Portland, have the key and in this issue, that key is offered you. Take advantage of the complete secretarial course that school offers.

BIRTHS

To Mr. and Mrs. Herbert C. Kummrow, Sherwood, Or., July 31, a daughter, Joan R.

To Mr. and Mrs. Harold S. Lehman, route 5, Portland, July 30, a son, Doy S.

To Mr. and Mrs. David J. West, 3205 SW Freeman, Multnomah, July 30, a son.

To Mr. and Mrs. Hayden A. Haley, route 6, Portland, July 28, a son Marion L.

Of 432,070 applying for drivers' licenses in England in the last fiscal year 162,000 failed in driving tests.

Truck Gardeners ORDER NOW

Veneer Plant Bands For Bedding Plants

HALLOCKS - TIN TOPS - BERRY CRATES

Coast Basket and Veneer Co.

Foot of North Pittsburg Portland UN. 1277

7 BIG DAYS & NIGHTS

34th ANNUAL **MULTNOMAH County FAIR**

GRESHAM, OREGON

AUGUST 19th to 25th

A Magnificent Exposition of OREGON FARM & HOME LIFE

Mammoth Exhibits of ★ Blue-Blooded Livestock ★ Poultry, Agriculture ★ Home Arts and 4H Club Work ★ Northwest Gladiola Show

PARI-MUTUEL RACING

6 NIGHTS **Powerful Lights**

Presenting **CIRCUS CAVALCADE** with leading acts from America's Foremost Circuses

THRILLING HI-WIRE ACT
GIGANTIC GAS-BALLOON ASCENSION
CRASH CAMPBELL & SUICIDE TROUPE
JACK JOYCE'S HORSES & DOGS
LUCY THE ELEPHANT ★ AND OTHERS

GENERAL ADMISSION **25c**

Miniature of Queen Mary



Knuth Wulfschmidt, San Francisco stevedore, took 2,400 hours of his time and \$250 worth of his savings and made this beautiful miniature of the Queen Mary, pride ship of the British Merchant Marine. He has the model on exhibition at the 1940 Golden Gate International Exposition on Treasure Island.

"Oregon Sugar Time"

Aug. 2 to 17

All Oregon will celebrate this state-wide program to stimulate interest in Oregon's basic industries and resources. It has the unequalled support of Governor Sprague and of dozens of Oregon mayors, also of the state at large. You can do your part by buying or selling Oregon's own and only sugar.

"... I learn with special interest that many of Oregon's communities are preparing to set aside August 2 to August 17 as "Oregon Sugar Time." As Governor of the State, I should like to add my word of encouragement to this worthy movement, and urge upon all citizens of Oregon the need for greater support of this, as well as other home industries..."

CHARLES A. SPRAGUE
Governor of Oregon

Oregon Sugar is made in America's newest and most modern sugar factory. It is the best sugar you can buy and is guaranteed for canning and every sweetening purpose.



Guaranteed for Canning

WHITE SATIN SUGAR Oregon's Own and Only Sugar