

# BEAVERTON ENTERPRISE

BUSINESS OFFICE AND PLANT  
Tualatin Valley Highway and Short Street — Beaverton Phone 2321

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STANLEY W. NETHERTON Editor and Publisher  
MRS. EDNA BLACK Associate Editor-Office Mgr.  
WALLY KAIN News Editor  
JOHN L. TREEMAN Circulation-Advertising

**SUBSCRIPTION RATES—PAYABLE IN ADVANCE**

In Washington and Multnomah Counties	Outside Territories
One Year \$2.00	One Year \$2.50
Two Years \$3.75	Two Years \$4.50
Three Years \$5.00	Three Years \$6.00
6 Months \$1.50	6 Months \$1.75

MEMBER: Oregon Newspaper Publisher's Association.

## A PUBLIC SERVANT

Many are the loads that must be carried by the tried and proved public servant, Advertising. In every means of communication current to our modern age, Advertising has brought to the reading public services beyond compute.

In times of national or community stress its role attains great significance. Yet the week by week and month to month job this service handles reflects across the nation the effect it leaves on almost everything it touches.

Under normal times the hand-maiden of competition, advertising has aided widespread distribution of material things which are accepted as identical to the "American Standards." Merchandising, whether it's soups or soaps, fuels or jewels, autos or mottoes, would lose valuable service without the backing of Advertising.

Blood relative to the concept of a Free Press, Advertising is open to all who are able to pay the necessary charges. Likewise, unless known to be a fraudulent piece of goods, a newspaper is duty-bound to sell its space to an advertiser, if it conforms to all to the practices of a Free Press.

A high-powered advertising firm of New York, through a representative, foresees a swelling volume of "public relations" advertising which it prophesies will equal or exceed all the space being sold in newspapers today.

Public relations advertising, for the readers information, is the type of advertisements a nationally powerful organization issued in urging the demise of OPA. It painted an enticing picture of more goods at lower prices, by the cancelling out of this government bureau which was becoming recognized by the public, generally, as a veritable gadfly.

In this example, the doors to newspapers' advertising columns swung open as if by a magic word. Acceptance of the remunerative ads, of course, was vigorously defensible. Only a minority of publications in the country editorially challenged the anti-OPA thesis and without doubt there are many who then acquiesced to the suggestion of abandoning price controls through the persuasive influence of such advertisement.

By the prophecy of a New York advertising firm, the future will bring even more of this type of advertising—which is using a proved servant in behalf of selfish propaganda.

Such prediction, of course, leaves any newspaper and its policy-makers in a quandary.

Advertising particularly of a local nature, is the life-blood of an American Press. It serves a reading public by publicizing prices and products available. Yet, if any advertisement is taken, all should be taken—unless there can be detected an odor of fraud.

The only salvation for a newspapers' conscience—where such exists—is by remembering its bi-lateral nature, of part editorial and part advertising. No advertiser, by the purchase of significant space, should also be granted a proportional interest in editorial integrity.

The reader, likewise, should exercise judgment in all advertisements, particularly of the "public relations" variety and look to the editorial counterpart of the newspaper for some sign of acquiescence or protest.

The confidence any newspaper enjoys in its field of readers should be dependent upon its integrity and honesty. Barring mistakes of human judgment on part of its policy-framers, a newspaper might rightly be assessed by the degree of its editorial independence.

And, also indicative, is whether or not Advertising is a public servant... or the editorial master.

## SUNDAY IN THE CHURCHES

**ST. MATTHEW LUTHERAN CHURCH**  
Canyon Road Near Sylvan  
WERNER J. PRITZ, Pastor  
Sunday School 9:45  
Divine Service, 11 a. m.  
Every one welcome.

**FIRST METHODIST CHURCH**  
4th and Watson Streets  
REV. EVERETT L. BOWEN, Pastor  
Res. 1003 Watson St., Telephone 3405  
9:45 a. m. Church School in session.  
11 a. m. Morning worship.

**CEDAR HILL COMMUNITY CHURCH**  
N. W. Cornell at Barnes Road  
BIMON E. FOLBERG, Minister  
518 N. W. Canyon Road, BE 8698  
Sunday Bible School, 9:45 a. m.  
Morning Worship, 11:00 a. m.  
Young People's Hour, 7 p. m.  
Evening Hour, 7:45 p. m.  
Wednesday, Bonny Slope, 8 p. m.  
Thursday, Bible Study, 8 p. m.

**BEDEVILLE COMMUNITY PRESBYTERIAN CHURCH**  
REV. WM. GERRARD, Pastor  
Sunday School 10:30 a. m. Mrs. John Wheeler, Supt.  
Worship Service, 11 a. m.  
Young People's C. E. T. P. M.

**PIGMEAN LUTHERAN CHURCH**  
Paradise at Menlo Beaverton, Ore.  
REV. ARNOLD G. GIERKEN, Pastor  
Telephone 3441  
Sunday School, 9:30 a. m.  
Divine service, 10:30 a. m.  
Lutheran Hour, KALE, 9:30 a. m.  
A cordial welcome to all.

**LATTER-DAY SAINTS**  
Moore Hall  
Main Street, Hillsboro, Oregon  
DOM C. MARY, Branch President  
Sacrament meeting at 8:30 p. m.

**VALLEY COMMUNITY UNITED PRESBYTERIAN CHURCH**  
S. W. Gabel Lane at Fairway Drive  
Portland 1, Oregon  
REV. H. A. ARMSTRONG, Pastor  
Sunday School, 9:45 a. m.  
Morning Worship, 11 a. m.

**ST. GEORGE CHURCH**  
Masses: 7 a. m., 8:30 a. m., 10 a. m.

**BAPTIST SERVICES**  
Rev. Russell B. Thomas announces as his subject for the service of the Baptist church in the Odd Fellows Hall of Beaverton at 11 a. m. Sunday, the theme: "Elijah, Man of Faith and Action." The Sunday school lesson at 9:45 a. m. will be on "The Creative Power of Faith." These services are open to everybody.

**ALOHA COMMUNITY BAPTIST CHURCH**  
GRAYDEN D. LORNE, Pastor  
Church School, 9:45 a. m. Miss Mary Aggrim, Supt.  
Morning Worship, 11 o'clock  
Teens Club and Junior B.Y.P., 8:30 p. m.  
Evening service, 7:30 p. m.

**RETRIEL CONGREGATIONAL CHURCH**  
REV. P. T. STURTEVANT, Pastor  
Sixth and Watson Streets, Phone 3345  
9:45 Church School  
10:15 Teen Time for High School Young People.  
11:00 Morning Worship.

**CHURCH OF CHRIST**  
Second and Main Streets  
GEORGE W. SPRINGER, Pastor  
Morning worship and preaching service 9:45 a. m.  
Evening Worship, 8 p. m.  
Bible School class session 11 a. m.  
Christian Endeavor, 7 p. m.  
Midweek Bible Study, Thursday, 8 p. m.

**CHURCH OF THE NAZARENE**  
LEONARD C. JOHNSON, Pastor  
Phone 3891  
Sunday School, 9:45 a. m.  
Morning Worship, 11:00 a. m.  
Mid-week prayer meetings, 7:45 p. m.

**ALOHA ASSEMBLY OF GOD**  
Sunday School 10 a. m.  
7:45 p. m. Evangelistic service.  
Tuesday 7:45 p. m. Bible study.  
Friday, 7:45 p. m. Young people service.  
REV. RILLA MAE STEPHENS, Pastor

**BONNY SLOPE CHURCH CALENDAR**  
Sunday School at 10 a. m.  
Church service, 11 a. m.  
The Church and Sunday School services are held in the Bonny Slope School and every Sunday.

**HIGHWAY CHAPEL**  
Canyon Highway and Mill Street  
ORVILLE J. POULIN, Minister  
Sunday School, 10:00 a. m.  
Morning Worship at 11 a. m.  
Evening Service, 7:45 p. m.  
Thursday Night Service, 7:45 p. m.

**WEST SLOPE - BEAVERTON - CEDAR HILLS BAPTIST CHURCH**  
Rev. Russell B. Thomas, pastor, 2816 NE 20th Ave., Portland 12, Oregon.  
WE 3524. Meetings temporarily in the Odd Fellows Hall, 83 N. Broadway St., BEAVERTON, (Opposite Beaverton Theatre).  
11 a. m. Sunday, worship and preaching.  
8:45 Sunday School for all ages.

## Soil Building Pays

The old adage about not mixing the water until the well runs dry is too true when it comes to conserving our soil, according to Albert E. Krahmer, chairman of the Washington County Agricultural Conservation Committee. Too often it takes devastating floods, gully-torn fields, or dust bowl to bring to our attention the need for conserving our soil. And too often that is too late.

Studies made in Iowa showed that around 105 tons of soil per acre were washed away on unprotected slopes plowed up to produce crops. On open tilled corn land, the loss averaged 67 tons. On the basis of soil analyses, one cubic foot of good black soil contains about 3 1/4 pounds of phosphorus and 1 1/2 pounds of potash. At prewar fertilizer prices, the loss of 67 tons of soil would amount to \$59.15.

All over the country there are farms which have been destroyed or nearly destroyed by the ravages of erosion. But we shouldn't wait until all our land is in this condition before we do something about it, Krahmer said. Tiling, construction sod waterways, seeding of good grasses and legumes, erosion-control dams, and similar approved practices under the agricultural conservation program will help prevent these disastrous soil losses.

And it's much more economical to check the erosion before it happens than to try to take steps after the soil is gone.

## No More Scrubbing No More Waxing

When Your Linoleum and Hardwood Floors are Finished with...

- EASY TO APPLY... DRIES QUICKLY
- ★
- LASTS FOR YEARS
- ★
- SAFE... NOT SLIPPERY
- ★
- LOOKS LIKE GLASS... WEARS LIKE IRON



# HERB BILSTAD - Floor Coverings

SHRINER BLDG., Canyon Road, 100 feet West of Airport Road at BEAVERTON, OREGON.

Nothing... not even Alcohol or Acid... can stain the durable glossy finish of Glaskote. No grease, grime or dirt can penetrate it. Simply wipe clean with a damp cloth. Takes the brunt of countless footsteps, scuffs and scrapes.

Glaskote restores the colors of old linoleum... protects the new. Does not chip or peel, become yellow with age or lose its lustre. The only finish that can be retouched on worn areas.

Decide right now to free yourself of that back-breaking, hand-disfiguring drudgery of scrubbing and waxing floors and drain-boards. Apply it yourself or, if you prefer, we will recommend a professional applicator.

BUY **GLASKOTE** HERE

## WHAT WILL YOU DO?

There are two ways to look at good citizenship—or loyalty to our institutions.

One is to beat the breast and vigorously proclaim that, no matter what errors or injustices might exist, "our Country" is always right.

The other view is that if injustices are prevalent or the conduct of government seems erroneous, the responsibility of good citizenship demands an effort toward their correction and perfection.

The latter view, by constitutional rights, is held to be the most healthy American reaction. It is for such a theory that free speech, free press, freedom of worship and freedom of assembly have been written into the enabling instrument of the United States of America.

Known as the "Bill of Rights," this constitutional guarantee should encourage free and open participation in public affairs.

Such participation, specifically, includes an activity in political circles, of course. But this broad field, which in its bald-face terminology might be prejudicial, takes in much more than narrow political party work. It involves the full scope of public problems. Looming perhaps largest of all public problems is the problem of the future. And this concerns one of the most precious resources of the nation—its youth.

So many issues of the day are vital intertwined with the future—which is youth.

The world develops, progresses and lives, not in the age of adulthood but in the age of Youth. It is only in the young that hopes and aspirations of a more decent world and civilization will find their possible flowering.

Starting on a community level, there are many directions for good citizenship—participation to take. This is begun, firstly, by entering into the activities of churches, school organizations, fraternal lodges and, if none of these are attractive, by neighborly group discussions.

Always a vital ingredient is a willingness and determination to accomplish some improvement in the "status quo." Once this factor is established, a plan of action should be formulated—and then carried out.

Your neighbors, with the same inherent American sense of justice, will in most cases recognize an issue clearly. Once they have shucked off their lethargy and their doubts, many will accept an invitation to campaign for a sound issue.

Rewards which come with victory will be the strengthening of future leaders of the community and nation and the contribution of honest responsible citizenship from one age to the next.

Plenty opportunities exist for this kind of responsibility, if the mind is aware and awake. Plenty need for devotion to the obligations of citizenship awaits the eager heart and willing spirit. What will YOU do about it?

## BABSON Discusses Providing for Families

To those who are troubled about the financial outlook, I want to say that only as more families adopt careful Estate Planning will our nation reduce its "booms and busts". In other words, for every additional family providing for the future, the "booms" will be less dangerous, and the "depressions" will be less severe. I feel very certain about this.

### THINK MORE OF CHILDREN

We give too much time to business and too little to our children. A busy executive gives almost no thinking of the future which is to be a very essential part of his later-life development. Also think of the farmer or businessman who has been pouring all his profits back into the farm or business. He sells out and finds himself with a grand bank balance, but no income until he puts his money to work. He has to sit down and do some very serious thinking. His entire future depends on it.

Then there is the widow with responsibilities left on her shoulders for which she is not prepared. How best in a short time can she get basic knowledge of the essentials of management of her affairs? The answer is to read such books as her local banker will recommend or attend such a college as I and my friends have opened at the "Center of the U.S."

Then there is the medical man,

tinuous post-graduate study.

Lawyers are so pressed with detailed work which they must do, that they seldom take time to present new thoughts to their clients. Busy lawyers are not good salesmen of their own wares. They seem to hesitate to suggest to clients that they revise their wills, form trusts and plan their estates intelligently. Yet, these things are far more important for the clients families than the detailed legal work upon which their time is mostly spent.

### WARNING TO FARMERS

I have just visited the wheat country where farmers are reaping much wealth. They are getting more money than they ever dreamed of, but have no knowledge of what to do with it. As a result, this Central West is now infested with 'get-rich-quick' promoters. They are trying to get away from the farmers their hard earned money, much of which the farmers will need to draw upon when low prices and poor crops come again—as they will.

My advice is that after getting out of debt you spend one-third of your profits on improvements, one-third in government bonds or cash for "the day when it doesn't rain", and then use the other one-third to start an irrevocable Trust for your family's protection. Regarding this consult—not your "dentist" as the radio talks about—but your lawyer and banker. They also should be visited every six months!

## N-W Man Chosen

**WILD TRIBES CALL**—A Mission Hospital is to be built in Africa and one of our N-W doctors, ever active in Bible work, has been chosen to join the staff. Christ called such the salt of the earth.

**LIKE SALT**—Salt penetrates and so do these Bible people. They go out to tell the last man that God had a Son who died for our sins. TWO—Salt gives flavor and just so do the Christian M. D.'s and nurses so they win the wild tribes to the old, old story of God's love. THREE—And salt keeps down decay. Just so do these skilled medical people bring in light and life. Say a death takes a tribesman. Some old person is then named a witch, blamed for the death and taken out and killed. Come the Christian doctors and nurses and old ways fade out as the new comes in. Truly Christ's people are the salt of the earth.

**M.D.'s FROM CONVERTS**—Our Dr. Yu lost his all by the war. His son also was taken by bandits and his beautiful daughter is dying of an incurable disease. Yet the doctor speaks only of the gain in following Christ. Mrs. H. B. Western, writing from Fenghua Che, China.

**DR. T. G. HETU, Dentist**  
Cady Building, Phone Beaverton 3531  
DENTAL PLATE SPECIALIST  
Office Hours—9:30 a.m. to 12 noon; 1 to 4 p.m.

### BUILDING PERMIT GIVEN

Long building permit of last week, issued by the Beaverton City Recorder will allow a 10 by 16 ft. addition of breakfast nook and utility room to the house of Leonard K. Lanctot, 705 S. E. 9th street.

The addition will be of wood frame with siding exterior and composition shingles with an estimated cost of \$500, construction to be done by Mr. Lanctot.

## REPORT OF THE CONDITION OF FIRST SECURITY BANK OF BEAVERTON, OREGON

Reserve District No. 12, State No. 72  
at the close of business, October 6, 1947.

A State Banking institution organized and operating under the banking laws of this State, and a member of the Federal Reserve System. Published in accordance with a call made by the State Banking Authorities and by the Federal Reserve Bank of this District.

**ASSETS**

Cash, balances with other banks, including reserve balance, and cash items in process of collection	\$ 745,980.79
United States Government obligations, direct and guaranteed	2,674,725.00
Obligations of States and political subdivisions	187,991.15
Corporate stocks (including \$1,650.00 stock of Federal Reserve bank)	1,650.00
Loans and discounts (including \$430.40 overdrafts)	648,730.71
Bank premises owned \$3,250.00, furniture and fixtures \$9,000.00	12,250.00
Other assets	8,630.38
<b>TOTAL ASSETS</b>	<b>\$4,279,958.03</b>

**LIABILITIES**

Demand deposits of individuals, partnerships, and corporations	\$2,443,742.85
Time deposits of individuals, partnerships and corporations	1,516,868.07
Deposits of United States Government (including postal savings)	72,464.72
Deposits of States and political subdivisions	118,689.80
Other deposits (certified and officers' checks etc.)	25,028.69
<b>TOTAL DEPOSITS</b>	<b>\$4,176,794.13</b>
Other liabilities	1,425.71
<b>TOTAL LIABILITIES (not including subordinated obligations shown below)</b>	<b>\$4,178,219.84</b>

**CAPITAL ACCOUNTS**

Capital*	\$ 25,000.00
Surplus	25,000.00
Undivided Profits	49,238.19
Reserves (and retirement account for preferred capital)	2,500.00
<b>TOTAL CAPITAL ACCOUNTS</b>	<b>101,738.19</b>
<b>TOTAL LIABILITIES AND CAPITAL ACCOUNTS</b>	<b>\$4,279,958.03</b>

\*This bank's capital consists of:  
Capital notes and debentures \$ 2,500.00  
Common stock with total par value of \$25,000.00

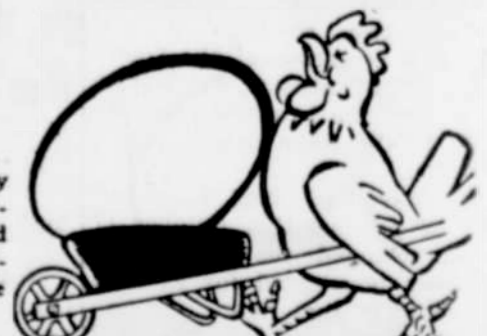
**MEMORANDA**  
Assets pledged or assigned to secure liabilities and for other purposes \$ 268,000.00  
I, Jay Gibson, Jr., Cashier of the above-named bank, hereby certify that the above statement is true to the best of my knowledge and belief.

JAY GIBSON, Jr.  
CORRECT—ATTEST:  
HARRY L. ROBINSON,  
H. P. DOWNING,  
JAY GIBSON, Directors.  
State of Oregon, County of Washington, ss:  
Sworn to and subscribed before me this 17th day of Oct. 1947.  
W. E. McCloskey, Notary Public for Oregon.  
(Notary's Seal) (My commission expires 11-2-48.)

**DR. T. G. HETU, Dentist**  
Cady Building, Phone Beaverton 3531  
DENTAL PLATE SPECIALIST  
Office Hours—9:30 a.m. to 12 noon; 1 to 4 p.m.

## For MORE Extra Grade EGGS

Maximum egg production... at lower cost. That's the story of Triangle X-tra egg producer. A carefully balanced feed supplying the requirements for more extra grade eggs. Mash or pellets.



## TRIANGLE X-TRA EGG PRODUCER