

# BEAVERTON ENTERPRISE

BUSINESS OFFICE AND PLANT PHONE BEAVERTON 333  
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## SUBSCRIPTION RATES

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Six months	1.00
IN OREGON	
One Year	\$2.50
OTHER STATES	
One Year	\$3.00

## TO ENFORCE THE PEACE

Out of the confusion and conflicts arising over America's departure from its traditional presumption of neutrality until a situation has become so desperate that troops must be sent, there begins to emerge a fast crystallizing concept.

At the outset, it could but be admitted the United States sallied forth with not too definite an alignment of forces. When the United Nations' security council passed its resolution endorsing the American stand, the situation was still not in sharp focus.

Following events have clarified Uncle Sam's position as acting in behalf of the United Nations ideal of international peace. With the throwing in by Britain, Australia, The Netherlands and Canada, to name the early respondents, the naming of General Douglas MacArthur as commander of the international armed force and the flying of the United Nations' flag at battle headquarters comes an answer for all critics who have cried "United States imperialism."

Now there is a substance for the call to battle. Now there is a statement, backed by international participation, which clearly defines the Korean action as not an act against North Korea in itself but an international police action against war and aggression.

This tradition-shattering willingness of individual nations to establish a police force to reaffirm and reinforce the principles of international peace is a development long-needed.

If the feeling for peace will ever be translated into reality, there must be a means to enforce it.

## APPRECIATION OF ROSES

In regard to our plea to wear a rose in your lapel, we received a communication we should like to share in its entirety with our readers. However, the writer insists on remaining anonymous and we reluctantly respect the wish, even though she might have added more interest to our suggestion.

We find that the Portland Women's Advertising club has the rose situation pretty well covered on the level of "famous people from all over the world" who are listed on the roster of the club's honor society, the Mystic Order of the Rose. Such distinguished persons, some of them local citizens and others visiting, are accorded an initiation ceremony and fanfare emphasizing Portland as the City of Roses.

Furthermore, we learn, the club distributes more than 20,000 rose cuttings to the public, supplied by the city park bureau. What is more impressive in all these facts, however, is that the non-distinguished citizen is missing a bet in not making full use nor getting best enjoyment of the roses that grow in profound abundance unless he picks them and displays them.

With current hot weather making uncomfortable the wearing of a suit-coat, perhaps many are not possessing a lapel to hold a rose. Next best would be to pick a bouquet of them for the store or office as well as the home. In addition to adding a touch of beauty for all to enjoy, picking rose blossoms results in more and better blossoms to come.

A thing of beauty, such as a rose, is a thing of beauty only in direct proportion to its appreciation and currency.

## AID TO JOB SEEKERS

Perhaps too few of us stop to fully appreciate the efforts of the State Employment Service as a contribution to better times.

The original purpose of the service was directed principally toward the servicing of unemployment checks and to many this might seem to still be its major role. Such a belief is far from the mark.

Today, the problem of unemployment is tackled in a positive, affirmative manner by trying to bring together the needs of the employer and the ability of the job-seeker.

On a voluntary basis, throughout the state, job applicants are beginning to be offered tests of skill and of general aptitude. The importance of this method of basically determining the skill of a prospective worker in that it permits him an assessment of ability, indicates in which direction he might apply himself for self improvement and betterment and allows him a greater confidence that he fully meets the declared specifications of the employer who would hire him.

These tests have been carefully compiled, making full use of every scientific measurement as developed in the field of vocational guidance as well as designing them to compare with successfully employed persons in the line.

The shorthand-typing-spelling series of tests for stenographers, for instance, was compiled and ratings adjusted by an averaging of results from 750 various workers in this employment. A person volunteering to take this test, then, will have a rating which compares with other stenographers and typists in various levels of efficiency.

The State Employment Service is working toward a complete job-qualification testing system which will prove a further extension of their aid to job-seekers and employers.

## PEOPLE FEEL TRUTH

The instinct of the people is strong and sure. In spite of all the claims by top flight leaders, they do not discount the fact that a grave danger of serious conflict hangs in the balance.

Civilians, who are part-time militarists enlisted in one of the various armed forces branches, remark a definite case of "reservist jitters". Draft eligibles think seriously of how the impending conscription will change their lives. There is uneasiness and a sense of foreboding throughout the land.

Stark memories of rationing and commodity shortages have impelled the more pessimistic to grab an extra reserve of sugar, tires and other items which were in such short supply last time.

If the fight develops to the extent many fear it might, one fact seems recognizable. The next world war will probably involve the entire population of the United States even more personally than either of its two predecessors.

Civilian defense, it is feared, will mean more than wearing an air-raid warden's helmet and riding herd on the effectiveness of blackout curtains. Civilians will be called upon to take over an increasingly developing problem of defense.

Communities, counties and regions will need to be organized on the civilian level. In case of invasion or devastating explosion, there will be a demand for damage control, hospital care and evacuation from distressed areas. The army indicates it is leaving civilian problems in the hands of non-military, with law enforcement officers and public health personnel offering leadership.

Everywhere it is supposed that the Korea incident compares to the Spanish Civil War tune-up trials of war machines preparatory to the full-scale carnage which disrupted the world to a degree from which we have not yet fully recovered.

Whatever the actualities and the possible developments, the attempts of anyone to discount the Korean war fall short of the effectiveness which might be hoped.

For the people, by their instinct, feel the truth in all its implications.

## SERVICE IN SAFETY

Prejudices in behalf of one or another type of transportation are deep-seated and often based in the background of experience.

Should one have been raised in a railroad town, for instance, where greater familiarity with the "iron horse" was occasioned, a strong inclination to favor travel by train might still remain.

The history of passenger train service, in the past thirty or forty years, has been a continuing struggle toward supremacy. Some of outward effects of this campaign appeared with the extension of "crack trains" into even the hinterlands of the West.

Today the race for travelers' patronage finds streamliners of significant luxury offering the utmost of convenience and a shrinking lapse of time between departure and arrival.

Hand in hand with the improvement of rail service and schedules has gone the close attention to safety. In this field, surely, the American railroads have set a most respectable record. On a comparative level, the railroads have an enviable background of travel safety.

With jet propulsion and the conversion of atomic energy to peacetime uses expected sometime in the future, it seems a sure indication that the railroad industry will meet the challenge of the new opportunity with dispatch and full consideration for its standard of service in safety.

## TIME FOR CORRECTION

There is nothing subnormal about making mistakes. The human race makes them by the many—some of them, too, which can't be erased with a reverse switch of a pencil.

One of the worst mistakes, of course, is a political one. A political mistake can do a world of damage. . . . and it's the length of time before a correction can be made that complicates the whole thing.

## OTHER RESPONSIBILITY?

"We have been so successful in spreading neon lights, cheap cigarettes and soft drinks that the main street of a great city in the Far East looks very much like the main street of Cleveland or Denver.

"Is this all we have to give. . . or have we the responsibility as individuals and nations to share with others the Christian faith and the Christian principles of liberty on which all true greatness of our own peoples has been founded?"

Rt. Rev. Stephen C. Neill, London, England

## FRESH FRUIT RIPENS

As fresh fruit ripens on the trees of Oregon and growers begin to have uneasy moments between the prospect of a bumper crop and low prices and a poor to medium crop with higher returns, we are made aware of real eating enjoyment, regardless of the background picture.

# Tigard Sentinel Keynoted Newspapers That Followed

NEDRY SET PACE AS FIRST EDITOR PLEADING FOR INTERCOMMUNITY DEVELOPMENT BOOSTING

By Hervey S. Robinson

Any reader who has additional information on names, places or events covered by Mr. Robinson are invited to write the newspaper. In this way, a more complete historical series will be possible. Address letters to Hervey S. Robinson, 5 Beaverton Enterprise, Beaverton, Oregon.

(Continued) In our last installment we told of the early efforts to maintain a local newspaper in Beaverton. A newspaper was essential to the town. Loyal citizens, some of them leaders in the field of education, politics and journalism, tried to fill the need at considerable personal sacrifice.

They found that the limited field did not provide enough support to make the effort profitable and, one after another, were obliged to give it up.

Conditions were much the same in other localities. In Multnomah, the same thing was going on, while other east end communities were obliged to get along with only brief and intermittent letters from "local correspondents" in Hillsboro, Forest Grove and Portland newspapers.

It remained for H. H. Jeffries, present mayor of Beaverton, to find a solution to the problem. For a quarter of a century, the Pioneer Press, which he founded in 1924, has been giving the communities of Eastern Washington County, the West Hills and lower Tualatin valley a stable and adequate newspaper service that pays its own way. The newspaper history of this area for the last quarter century is the story of the Pioneer Press.

Jeffries came to the Pacific Coast forty-six years ago and two years later settled at Portland. In 1920, he opened a stationery shop in the Buchanan Building, at 217 1/2 Washington street, under the firm name "Pioneer Stationery Co." After about three years he added printing to his line and changed the name to the "Pioneer Printing and Stationery Company."

An advertisement in the Portland City Directory of 1927 recalls a popular fad of that day. It read: "500 Business Cards 60 cents, 1000 \$1.00. Six Millions sold."

They went like hot cakes. The next year, he moved into larger quarters at Fourth and Salmon streets, (opposite the Court House, and there, in 1924, the Pioneer Press had its beginning. Mr. Jeffries decided to enter the publishing game.

Having equipped himself with a press suitable for that kind of work, he let it be known that he would print in his plant at Portland fraternal and trade journals or other periodicals and local newspapers for nearby towns.

Requests for his services were forthcoming and, on August 1, 1924, he brought out the first issue of the "Star and Triangle Magazine."

## SEE

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Lic. M 383

From where I sit... by Joe Marsh



There it Was—  
Right in The Middle!

Easy Roberts mowed his lawn early last Saturday. Then he sat on the porch, and watched Handy Peterson cutting his grass.

The Roberts' property and the Peterson's border each other—with no hedge or fence between them. So, when Easy notices Handy had left about a four-foot strip unmowed along the boundary, he walks over and asks why.

"That's your land," says Handy. "Mine ends here. See, it lines up with that oak tree across the road!" Easy didn't think so, so they went up and down looking at

mine", a monthly publication of the Loyal Orange Lodge, and a weekly newspaper for the village of Tigard.

The Orangeman's publication proved short lived. It ran through ten issues and expired. It proved to be, in fact, if not in intention, a non-profit enterprise for all concerned.

The weekly "Tigard Sentinel", on the other hand, was a success from the start, and is still in the field after 26 years of continuous publication. Earl B. Nedry, Principal of Tigard School, was secured for editor.

He was an active civic worker and community booster. A veteran of World War I, he was Commander of the Washington County Veterans' Association, Commander of the Tigard-Sherwood Post of the American Legion, an organizer of the Lions Club, a member of the Masons, the Odd Fellows and the Grange, and active in Boy Scout work. With a man of this type for editor, the paper was off to a good start.

Mr. Nedry sounded the keynote of the enterprise at its very beginning. He proclaimed from the masthead that the Sentinel was both "A Home Paper for Home People" and an "Inter-Community Paper."

"It is the chief aim of our paper", he wrote, "to bring the people of Eastern Washington County closer together and to tell the world about our section and its advantages." As time went by this became the guiding principle of the group of local papers published by the Pioneer Press.

"Each community" wrote the editor, "has its local pride and ambitions, as it should have. But a better community spirit can be developed to the benefit of all."

"Multnomah and Beaverton are growing rapidly, with new buildings and business blocks. Both have good transportation with paved highways and railroads, the same as we have. Whenever we get together and boost our own section, just that soon will we go ahead. We know that our inter-community newspaper will be one of the greatest mediums for bringing this about."

Other agencies were working to the same end, as shown by stories and advertisements in the first number of the Sentinel.

An inter-community picnic was reported at Garden Home on June 22 just preceding publication. It had been put over by committees from Tigard and other communities along the Oregon Electric Railroad. Tigard, Metager and Multnomah were among those represented.

Recognition of the growing importance of the Lower Tualatin Valley was shown by the U. S. Bakery in Portland on Wednesday evening just preceding the first appearance of the Sentinel, when it put on a "Tualatin Valley Night" entertainment, to which residents of Tigard, Multnomah, Sherwood, Tualatin, Greensburg, Six Corners, Lake Grove, Waluga, Bonita and Durham were invited. Music was furnished by the Crescent Orchestra of Portland.

About 200 guests were shown through the big plant where Buttered Bread and other products were made. An elaborate nine o'clock supper was followed by a program consisting of vocal and piano music and a performance by Magician A. T. Conners.

The affair was described in a half column write up in the Sentinel and the bakery lent its support to the new publication with a large display advertisement. Besides advertising for Tigard business and professional men, the first issue carried display ads from firms in Multnomah, West Side, Beaverton, Sherwood, Hillsboro and Portland.

Neighborhood News and a brief biography of Mr. and Mrs. Wilson Tigard, after whom the town was named, illustrated with photos of the subjects, filled most of the front page of this first number.

An Inter-Community Section carried departments for Multnomah, Tualatin and Metager. A letter received from Fred Helm, former citizen of Tigard, in business at Olympia, Wash., written upon learning of the proposed publication of a Tigard paper, was printed in full. It concluded: "Be sure to send me the first copy of the Tigard Sentinel—I do not want to miss a single copy. Mail me an invoice for a year's subscription and let me know if there is a cut rate by the century." Thus was launched the first newspaper from the Pioneer Press. (Continued Next week)

## QUALITY CONCRETE PIPE

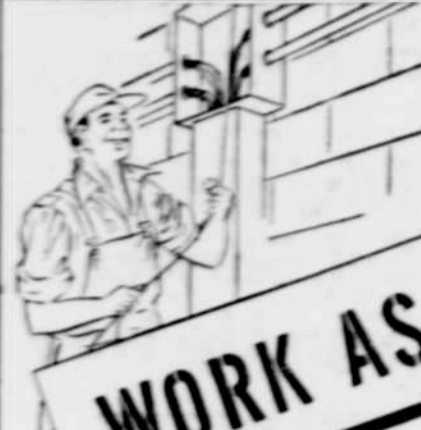
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