

# BEAVERTON ENTERPRISE

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## Coolidge Prosperity Boom Sparked Publishing Start

INTERCOMMUNITY FRICTIONS NULLIFIED AIM TO SERVE CONFLICTING INTERESTS OF AREA

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, % Beaverton Enterprise, Beaverton, Oregon.

(To be continued).

The Pioneer Publishing Company began its career under favorable circumstances, in the midst of the Coolidge-Hoover era of prosperity, before the big collapse of 1930. Business was booming and business success was almost the national religion.

Speculation ran riot. Credit was easy. Enterprises launched upon borrowed capital were to enrich their promoters and provide jobs at good pay for everybody. Poverty would soon be a thing of the past. You had a good job and could buy your Model A or a radio on payments and enjoy them while you were paying.

Soon there would be a "chicken in every pot and two cars in every garage." What a beautiful dream, to be followed by such a rude awakening!

Tigard was well chosen for the publishing company's first venture. In common with other valley towns, it had good transportation facilities. Paved highways connected it with Portland and with its neighbors in the valley and the West Hills. Competition between rival railroad systems had covered the valley with a network of inter-urban electric trolley lines, providing quick and inexpensive transportation for passengers and freight. Population was growing, real estate values were advancing and new homes and business houses were springing up all over the valley.

Beaverton, Multnomah, Oswego, and Sherwood already had newspapers of their own. Tigard, just as well situated, had none, and welcomed the new publication enthusiastically. The plan to make the "Sentinel" the "Inter-Community Newspaper" appealed to advertisers seeking valley coverage.

But the idea, naturally, did not appeal to the publishers of newspapers already established in other towns of the area.

The editor and publisher of the "Sentinel" soon discovered that there were rivalries and conflicting interests between the neighboring towns, as well as interests in common, and it was hard to serve more than one master and the inter-community feature, for a time, fell into a decline.

The chief conflicts of interests were with Oswego and Beaverton. Tigard had no rural route and wanted one. People who belonged to the Tigard community were receiving their mail from Oswego and Beaverton routes, and those villages opposed a change. The "Sentinel" supported Tigard's claim and the route was secured, over the protests of the other towns, and with a loss of favor for the "Sentinel".

The bitterest conflict resulted from a movement to secure a Union High School at Tigard for Tigard, Metzger, Durham and Bend school districts. Naturally, Teacher-Editor Nedry favored it, and when, after a few months, he surrendered the editorial chair to Mrs. Jeffries she too championed the measure.

Tigard was then sending fifty students to Beaverton High School and ten to Portland School. Bus service from Beaverton was such that children had to leave home at 7 a. m. and stay until 5 p. m. The Tigard Commercial Club argued that they spent a lot of money for lunches, refreshments, school supplies and other things that might better be spent in Tigard "to increase the business of our stores."

One man argued: "If we have to pay one quarter of the upkeep at Beaverton, we might as well have the school here and have it all paid for in a few years."

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## NASTY TASK TO FINISH

Part of the customary buildup for war-making and its companion mobilization is the little matter of enthusiasm. By whatever name, it overcomes inertia and reluctance of those destined to man the guns and ships and planes that materializes the conflict; it spurs the rate of voluntary enlistments; it fans to full glow the coals of nationalism.

However the current war outbreak in Korea is presented, one factor is widely noted. There is a diminished enthusiasm over the making of war.

This should not be confused with apathy or disinterest. It's more of an evidence that patience is worn thin and that, with traditional reluctance, the fact of involvement in the Korean struggle must be met with determination. The enthusiasm stage may develop. Now it is not riding high.

Public attitudes, however, do bespeak a strong, basic faith in the actions of the administration in taking the lead among United Nations members in acting to quell the outbreak of aggression in far-away Korea.

Perhaps very little will divide the future course of aggression control and the possibility of selfish advantage. The support remarked by the populace for the new adventure in seeking peace seems to indicate a faith that the United States will seek no imperialistic gains.

At the outset, we are mobilizing slowly in order to finish a nasty task. Few indeed, other than those of an outright selfish, greedy nature, have either the stomach or the appetite for war as a self-advancement.

## FOR HOME TOWN SPIRIT

Perhaps if based upon the standards which obtain in high professional ranks, the celebration wasn't anything to rave about. The parade was long and somewhat drawn out. And it would have been easy to stand back, with critical mien, and list obvious defects whose correction would have added sharper effect.

But what was most impressive of Hillsboro's Trail Days observance of last Friday was the participation of so many of the residents. If by no more than the mastery propagation of a crop of chin stubble, the wearing of a gaudy shirt or old-fashioned, sidewalk-sweeping gown of a hundred years ago, most everyone took active note of the observance.

What is important in affairs of this nature, of course, is not that professional talent form a nucleus of an impressive pageant, to uphold some traditional standard. It's more notable that the mayor, the banker, the merchant and the ordinary Joe Citizen unloosens to the extent of simulating some degree of pioneer dress and pioneer spirit.

To afford the people of a community the opportunity to dress up and expose themselves to such a bit of play-acting in honor of a date, an event or an essence in past history is to build a precious memory which more closely knits such people into the fabric of the community.

There is, in fact, no place in Western Oregon but which might delve deeply into its past and come up with a legitimate reason for marking some observance. However it is done, there will result that degree of success which is in proportion to the participation of its residents.

To communities not taking advantage of this priceless opportunity of combining civic celebration and historical remembrance, there passes by an excellent means of cultivating home-town pride and spirit.

## VITAL CIVILIAN JOB

In any era that can be remembered of shelters constructed of inflammable materials used by as careless an inhabitant as Man, has been the danger of fire and the important profession of fire fighting and fire prevention.

Now, with the threat of war hovering over us, fire prevention and fire safety becomes a matter of survival, not only of ourselves but of our entire civilization and the institutions we have come to accept as the substance of culture and community life.

Throughout the state, there is a campaign afoot to set up a basis of cooperation between neighboring fire and police departments as an arm of civilian defense. In the event of a wartime-inspired emergency of fire or riot, for example, qualified fire-fighters or police officers may be concentrated wherever the need is greatest.

Naturally, none should suppose—nor build any hopes—of being able to call on outsiders to do a required local job of fire-fighting or policing. Such help, proposed under civilian defense planning, is on the basis that the home community is taken care of first and no compulsion will be exercised to take protective forces from a community whose very existence might depend upon them.

In the light of fast-breaking developments abroad and spurred by the rising realization of danger on the Pacific coast, civil defense is being shaped up with a note of urgency. And proper attention is directed toward fire-fighting agencies as an important nucleus

around which to build an effective defense organization.

Were it profitable to find refuge in a belief that the flaming arm of war would never reach the shores of the United States, formation of any organization of homeguards, air-raid wardens and defense corps would be, in truth, a sham and a subterfuge behind which the home front might have its harmless excess of super-patriotism and a fine alibi to parade on cold nights before a snug fireplace with convivial comrades-in-arms.

This time, however, the die is of a sharper cut. There is little of fancy, little of comfort in the prospect that is offered us. Vast cities reduced to rubble; vast populations homeless; all arteries of travel jammed and confused by the chaotic flight from death, disaster and invasion.

Yes, the beginning organization for civil defense might not seem of much moment. But there is a startling prospect that it is being developed as more than a reason for a few ordinary civilians to wear helmets or badges. The world situation is tense; the home situation will need straighten itself out at the alternative of chaos.

In the conferences and blueprints for the future, leaders on the civilian level have a job of vital importance.

## AS WELL AS CANDIDATES

Subject to the November state election, there are a number of issues upon which voters will be called to decide. Little enough time remains for a full exposition of the pros and cons of each. But an intelligent citizen who has enough spark about him to cast a ballot really owes it to himself to do a goodly amount of investigation and give thought to the decisions he makes.

Constitutional amendments submitted by the legislature include: increasing pay the legislature include: increasing pay lieges for veteran home and farm purposes (State); refunding present fee-supported building bonds issued by the state board of higher education.

Statute submitted by legislature concerns boosting the basic school support, for state aid to local school districts, from \$50 per census child to \$80. Under the present Oregon tax situation, this amount would be taken from the state income tax revenues, in lieu of property tax.

Initiative petitions have presented: World War II veterans' bonus; "balanced plan" of reapportionment for membership in the state legislature; prohibition of any alcoholic beverage, including beer, which is promotively advertised in Oregon.

Petitions have invoked, for referendum: a 1949 measure authorizing the governor to decree daylight saving time under given conditions and a 1949 measure providing \$50 per month as minimum old age welfare payments to persons over 65 years, subject to certain conditions.

Voters will do well to weigh these issues and vote intelligently on them, as well as on candidates.

## OREGON SCHOOL STANDARDS

Misunderstanding is prevalent among school district taxpayers as to this "Basic School Support Fund," as provided from state income tax receipts as an offset to property taxes.

There will be, on the November election ballot, an issue which proposes to increase the payment of this basic school support from \$50 per census child to \$80. At present, this will come from state taxes on personal income, rather than as another levy on property.

What this means to every school district in the state might be inferred by the fact that this \$80 per child will be granted to all who conform to certain minimum standards as set by the state department of education.

The standardization of schools, their buildings, curricula and spirit, might be subject to misinterpretation, too. Because survey of a school is always followed by a report setting forth defects which must be corrected to continue qualification for basic school funds.

The state does not specify the type of construction necessary nor the cost of the correction; only that the school must conform, by results, with a standard of education.

The state superintendent of instruction has called a meeting, in August, of informed lay people to go into the matter of school support standards, as they apply to the basic school support funds program. Purpose of the meeting is to discuss present standards and suggest necessary revision, in order to satisfy the long-range purposes of education.

It is commendable that the state invites citizens to meet with its leading educators to explore as important a subject as the standards of education.

And certainly it will answer doubts and misapprehensions as to the role of the state in the business of a local school district.

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PIONEER PUBLISHING CO., 406-7-8 Dekum Building, Portland, ATwater 5914. Plant, Beaverton, Telephone, 1303. Publishers of Beaverton Enterprise; Aloha News; Tigard Sentinel; Multnomah Press; Yamhill Journal; Gaston Herald; Clatsop County Argus; Troutdale-Sandy Bulletin."

The ventures outside of the Tualatin valley did not prove profitable and were soon discontinued. In 1949, under the ownership of Stanley Netherton, the "Tualatin Times" was added to the group, but after a separate existence of sixteen months has been merged with the "Tigard Sentinel".

The Pioneer Publishing Company has recently been incorporated. Lloyd Turk was named general manager with Stanley Netherton, Robert Clapperton and Lloyd Turk serving on the board of directors.

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From where I sit... by Joe Marsh

## Take Your Choice

Sitting around last Friday evening, the talk turned to the best way of getting to sleep when it seems you just can't. "The way I always do," says Sandy Johnson, "is to breathe deep and make believe I weigh a ton."

"Just throw away the pillow—it works every time," says Buzz Ellis. When counting sheep came up, right away was the question: "What kind of sheep?"

From where I sit, you could argue 'til Doomsday and never get complete agreement on a lot of things. Now, take me. I'm all for

having a glass of beer or ale on occasion. Your "sociable beverage" may be a "Coke"—or buttermilk or maybe a cup of hot coffee.

But enjoying our preferences is a right in this country and each of us is entitled to his own. The important thing is to respect that right in the true democratic spirit of understanding! As a matter of fact, what a tiresome old world this would be if we all did have the same likes and dislikes!

Joe Marsh

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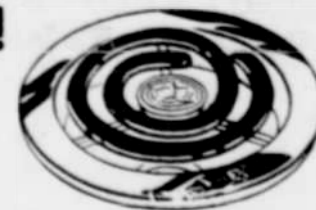
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