

BEAVERTON ENTERPRISE

BUSINESS OFFICE AND PLANT PHONE BEAVERTON 3231
Plant located in Beaverton—Tualatin Valley Highway and Short St.

Published Friday of each week by The Pioneer Publishing Co., Inc., at Beaverton, Oregon. Entered as second-class matter at the Post Office Beaverton, Oregon.

STANLEY W. NETHERTON Publisher
L. E. TURCK Manager
WALLY KAIN Editor
MRS. EDNA BLACK Associate Editor-Office Mgr.
WM. (Bill) MOORE Advertising



SUBSCRIPTION RATES

Payable In Advance	
Wash. & Multnomah Counties	
One Year	\$2.00
Two Years	\$3.75
Three Years	\$5.00
Six months	1.50
IN OREGON	
One Year	\$2.50
OTHER STATES	
One Year	\$3.00

CANDIDATES STEP UP!

There is a responsibility in being a candidate of letting people know.

Everyone putting himself forward as a prospective public servant is, foremost, concerned with election. And in that effort, the outstanding mannerism is to curry confidence and support.

A candidate must let people know what his ideas are and how he arrives at conclusions. Whether this is done by the round-about method of comparing present statements with past statements or more directly in face-to-face discussions is immaterial. The test which a seeker-after-office should pass is that of basic qualification for the task he would assume.

The history of political campaigns has many instances where a candidate offered an amazing platform of issues, all of which were promptly and unceremoniously neglected upon election.

It is impossible for anyone not gifted with a sense of sure prophecy to promise results in office. Surely to foist such prophecies upon a voting public in order to win confidence and support is the shakiest kind of political gambling.

What is eminently more valid than blueprints of future acts is a sincere appraisal of the basic issues facing us now, as an indication of what to expect from critical developments of the future.

A voting public likes to know the background of the men asking election. Certainly the fact of family and of achievements in the past is accepted as a sound indication of fitness.

No one elevated to public office need consider himself an overnight Napoleon who has been favored with a personal honor for which nothing more is due. Who ever is elected, to whatever position in county, state or national government, is basically a public servant and his responsibilities are in terms of public service.

November 7 is fast approaching and it is the desire of this paper that all candidates for all offices have fair opportunity to declare themselves before the critical judgment of the public.

In the way of an invitation, therefore, we ask all those whose names will appear on the fall ballot to step forward and let the people know who they are, what they are and how they think on controversial issues of the day.

We will be glad to help anyone in his presentation of ideas.

So, candidates, step up and say your piece!

EDUCATIONAL PROBLEM

An older generation tends to measure a younger generation according to an experience pattern somewhat outdated.

In the broad field of education this truism finds frequent example. Where, some years past, the basic requirements for schooling concentrated on "reading, writing and arithmetic", now a host of new subjects and teaching techniques have come to the fore.

If ever there was a challenge of a new era, it is in the field of education. Scientific and technological advances have come so fast that the once honored fundamentals have, themselves, shrunk into increasing unimportance. The magnitude of future teaching problems is staggering to foresee.

One of the influences steadily growing in currency most everywhere but Oregon is television and the problems it presupposes will have a serious impact on future education.

On a trip east, where television has passed the first stage of mad novelty, this fact was repeatedly pointed up—that television changes home life. The task of getting school lessons done at home becomes really burdensome when such necessity must compete with a television screen.

Home life, too, is remarked as being less of the traditional bout with the evening paper and conversation among members of the family. With a video program in the front room, the entire family focuses upon it and the usual pattern is radically changed.

America is traditionally a nation of moviegoers. A multimillion dollar industry has been built upon this public fancy and, as far as education goes, audio-visual means have been accepted by most progressive schools of the nation. With television, its strongest appeal is based in the national popularity of films for entertainment and enlightenment.

Perhaps its weakest point at present, however, is the choice of material televised. Like early radio, programming of television stations does not seem far advanced. It seems inescapable that many hours are wasted in watching programs that neither add knowledge to the audience nor highly entertain it.

The science of education, having recognized moving pictures and adapted filmmakers' techniques to the classrooms, will undoubtedly reach out to television and spur its development along lines of documentary films and historical radio scripts.

That television might change many concepts of education and even alter procedures of the day seems distinctly possible. Yet in its infancy as far as its potential is concerned, television might well be a significant auxiliary to the ordinary school room—or a dangerous detractor.

When Oregon is allowed on the television bandwagon, it might find on its hands an educational problem of some proportions.

EXCESSES PREJUDICE

The shocking, cold-blooded murder of a state trooper by a pair of Woodburn reformatory escapees seems to put an alarming black mark against the administration of this state institution.

However, against such an assumption, must be credited the brighter side of the picture.

At the school, which has often been a veritable storm center of agitation and discussion, a determined effort is being made to rehabilitate youthful offenders.

Record of successes is, percentage-wise, heartening even though the excesses of these two beyond recovery can but only prejudice the public against the entire program.

HITCH-HIKERS' PASSING

A symbol of the changing world is the matter of hitch-hikers.

Twenty years ago and more, the practice of "snagging a ride" from a motorist going your way was accepted. While there were less cars on the highway, at least this method gave satisfactory passage for many, from one end of the country to another.

There was a reward of gratitude, in those days, for any motorist who stopped to pick up a foot-traveler along the way. And, until abuses began to show up, the idea was not only tolerated but rather widely indulged.

Today, however, it is against the law in most states to pick up a "hitcher". Because of robberies, murders and lesser crimes which these pickups have encouraged, acceptance of hitch-hikers is at an ebb-tide.

So, now, on the public highways, a motorist whizzes by patient pedestrians of the outjutting thumb. And there is something to be lamented in the passing of an old custom. The wistful expressions of those who watch you go by without stopping is almost enough to encourage you to disregard common sense and give the seeker a lift.

Another development of the disrepute to which hitch-hiking has fallen is shown by the attitude of many folk offered a ride by strangers. The reluctance of people to accept rides from just anyone shows up strongly.

These two trends are healthy. Motorists, on the one hand, should offer no encouragement to young hitch-hikers who might have evil intent behind the rampant thumb. If you don't pick 'em up, you won't get in trouble.

And likewise for those who reject free rides. Long, hot walks are a better alternative than being picked up by a stranger and have harm done you.

Yet there is a touch of nostalgia as we realize that the hitch-hiker's passing from the scene.

CHECK UP FOR WINTER

Regardless of how careful a driver may be, unless his vehicle is in good shape he is subject to trouble or disaster on the highways. And a host of unpleasantness, too, can come from neglect of the mechanical side of your transportation means.

With the advent of crisp autumn weather, there is a warning that stands out plainly and should be heeded for greater safety, enjoyment and economy against the demands of constant repair bills.

The Chevrolet company, of Detroit, lists its conception of a checkup for fall, in preparation of winter:

Battery should be tested for strength and battery terminals and cables for corrosion and proper contact.

When indicated, winter-grade lubricants in crankcase, transmission and differential is advised, along with complete chassis lubrication.

Radiator should be carefully inspected, anti-freeze arranged for and hose connections scrutinized against leaks in the cooling system.

The electrical system should be checked, to spark plugs, cables and ignition systems to assure that they are properly functioning, with no loose wires or worn insulation to bring about trouble in cold weather.

To contribute to traffic safety, the inspection should include brake and steering gear, the anti-skid quality of tires and replacement of worn windshield wiper blades for clear vision under all conditions.

There will be many more times of pleasant driving in the cold months ahead if we take time to check up for winter!

Readers Say

MINISTER CONTENDS BILL TO BAN LIQUOR ADS WOULD CURTAIL EXCESSIVE DRINKING

Dear Editor:

I have been considerably concerned with the wording and the content of the recent editorial which is written in opposition to the proposed initiative to make the sale of promotively advertised alcoholic beverage unlawful. I will not speak for our church except to say the Methodist church is definitely behind this initiative and publicly state we are not an institution that hides its purposes behind sugar coated statements. The day the Methodist Church comes out for prohibition, we will call it prohibition. We are disturbed that anyone thinks we do business by the back door method.

I would like to know what "shadowy interests" are working for the proposed bill. My work on this bill has not disclosed any. If they exist, what and who is responsible for them.

I remember the gangsterism which existed in the day of prohibition which was rightly accredited to bootleg joints. I remember the murders, the prostitution problems, and the evils referred to in the editorial. These situations were often the result of indulgence in what was called "rotgut". I agree with the editorial on these statements, but I would like to point out that the editorial is leaving a false impression. It is telling people that conditions in the roaring twenties under prohibition were worse than they are today. The fact is that if the editorial writer made a statistical analysis of the crime today involving liquor, he would have a basis for comparison. Generalities that give false impressions are no substitute for statistics.

An F. B. I. man from Portland informed a local group that this country is going through one of the worst periods of crime and gangsterism the world has ever witnessed. Our records today show an average of two murders per hour. We have become so hardened to crime that the public is not disturbed with hourly occurrences.

I would like to have published a comparative set of figures on vice accredited to drinking for any year during prohibition and for any year of the last ten. Show the number of people in our hospitals today because of alcoholism and accidents which involved liquor compared to those in hospitals in 1930. Compare the number of people in state institutions having lost mental control due to liquor. If we had such statistics published it would be an eye opener for anyone who believes times are better

with the open sale of alcoholic beverages then they were under prohibition. I am not advocating prohibition here, but pointing out we are getting false impressions from sources that give statements without statistical proof.

The false impression from this editorial is that prohibition will come as the result of the passage of this bill. This bill will not prohibit sale of any brand of alcoholic beverage, that is on the market today, provided it is not promotively advertised. This does not do away with advertising. The company will be able to publish their brand name, the place where it is sold and the price the public will pay for it.

Is it logical to believe that doing away with promotive advertising would promote additional drinking as the editorial states? (part 2 par. 13) If doing away with promotive advertising of liquor would increase the sales, why would liquor companies spend a billion dollars a year in advertising? Those men who advertise for the liquor companies are not dumb. By doing a good job, they pad their pockets at public expense without thought as to the effect on the people. How would people like to have promotive advertising of prostitution where our teen age boys would see it every time they turned the pages of a magazine, passed a billboard, or a hotel window. Do you mean to say that a picture of a beautiful girl in an enticing negligee would not entice a teen age boy? The difference in liquor advertising is that both boys and girls, men and women are seduced. Our editorial writer asks if there is not some other way of cutting down on drinking than through prohibition. I can truthfully say we are making an earnest attempt to curb excessive drinking through educating our boys and girls on sound principles, but what good is education when magazines, billboards, newspapers, and taverns put so much space into advertising the opposite of what we are teaching? Perhaps I should await the conclusion of the editorial to see if the writer gives sound advice on how to curb the problem of excessive drinking. If he has a plan, let us put it into action. You can count on me to support a plan that has possibilities of bringing about results. Can you produce a more constructive bill than the proposed law? Until that can be done, let us support the best we have.

Horace H. Mounts
Beaverton, Oregon

EDITOR'S NOTE

It is perhaps unrealistic to compare present-day crimes with the lawlessness of the Prohibition years.

The serious fruit of the bootlegging era is yet appearing and must be recognized as one of the most damaging results of the "bone-dry" years of furtive and wide-spread indulgence in alcoholic drink.

It is impossible, for statistical purposes, to accurately predict what our Today would be like had there been no imposition of Prohibition. But it is not difficult to recognize the patterns of conduct and behaviorism which were encouraged and extended by the national experiment which, at great cost in money, lives, lawlessness and frustrations, dimly and utterly failed to enforce an abstinence of liquor.

We have labelled this ban on promotively advertised alcoholic beverages as back door Prohibition, as hypocritical, and as an oblique comfort to forces of evil, vice, corruption and immorality whose roots formed during the "roaring twenties" and will thrive even more flagrantly at first encouragement.

Deny it if you will. But be assured on one unyielding fact: People will drink, regardless of laws that prohibit it.

If the "Temperance League of Oregon" wished, honestly, to bring about prohibition, let them call for a referendum on the clear, under-

M. D. Tells How

Geo. N. Taylor

"Drop a heavy medical book on that scorpion and you settle him—deadly spider that he is." So writes a medical missionary from South Africa. And why do God's people go away out to Africa to tell the Gospel and live it? Here is why—God did his part. He gave Christ. Christ did His part.



He gave His life. Now to-day is the day of the Holy Spirit. He stands to do his part which is to convince men that they die lost.

If they reject Christ as God the Saviour who died for them. John 16:7-11. As you give the Gospel to the unsaved all about and abroad, you obey Mt. 28:19-20 and you promote God's plan of calling out a people on whom to spend his love for now and all eternity. Acts 15:14. And so, do you give the Gospel next door and to the ends of the earth? Do you back God's plan?

Don Taylor
S. W. McChesney Rd., Portland 1, Oregon. This space paid for by a Seattle family.

Pegg's Mortuary

W E PEGG

Wm. SPEARS



Your community mortician since 1910

Phone 3411

BEAVERTON, OREGON

struction taught in the public schools, would bring for the next generation more far-reaching results than would the cynicism and hypocrisy of another set-to of "bone-dry" Prohibition.

As to promotive advertising of prostitutes, as is suggested, one important point is overlooked.

The liquor business is not only legal but is a state monopoly, by vote of a citizenry who retired the shams of Prohibition. Furthermore, it contributes significantly to Oregon funds for old age pensions and welfare.

Unless and until the liquor industry is declared illegal, its right to free press in advertising its products cannot be denied without flagrant, unconstitutional discrimination.

WATCH!

Kingsley Beaverton Lumber Company's Ad Next Week
PHONE BEAVERTON 3201

HURRY!

IT'S OLD STOVE ROUND UP TIME!

Get rid of that tired old cookstove

GO MODERN WITH A BEAUTIFUL NEW AUTOMATIC GAS RANGE

at DEALERS and PORTLAND GAS & COKE CO. STORES

Are YOU Protected

Against Auto Accidents?

Drop in at the

PAXSON FINANCE CO.

for complete information about liability coverage

"ALL KINDS OF AUTO INSURANCE"

1032 N. E. Canyon Road

Lic. M-383 Phone 4665

BE QUICK

to answer your telephone calls

BE SLOW

in hanging up when waiting for your party to answer; allow at least 10 rings

Follow these two rules

They will always lead you to better telephone service

West Coast TELEPHONE COMPANY