

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

Published Friday of each week by the Pioneer Publishing Co., at Beaverton, Oregon. Entered as second-class matter at the postoffice at Beaverton, Ore.

SUBSCRIPTION RATES
 One Year \$1.00 Three Months .35c
 Six Months .50 Subscription Payable in Advance

Enterprise Bldg., Cor. Short St. and Tualatin Valley Highway, Phone 7503
 Portland Office—407-408 Dekum Bldg., Phone AT. 6591
 Hillsboro Office—Room 5, Delta Bldg., Phone 1641
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 1938

PRESERVE PRIVATE ENTERPRISE, HOOK TELLS JUNIOR ACHIEVEMENT SESSION

The greatest concern of young Americans at the moment is the preservation of the private incentive enterprise system as it existed in this country in the past, Charles R. Hook, President of the National Association of Manufacturers and the American Rolling Mill Company told an audience in New York recently.

As N. A. M. President he was speaking to the annual convention of the Metropolitan Junior Achievement, a non-profit organization founded in 1930 to enable boys and girls to learn the principles of business by actually operating companies themselves. Through the cooperation of a score of national youth organizations, his address was carried by radio to an estimated youth audience of 5,000,000.

"The good things we have in this country," said Mr. Hook, "are the result not of passing laws or merely hoping for the best, but of a way of doing things in American industry. This way of doing things usually called private enterprise but I like to call it the Incentive System, naming it after its real mainspring . . . Incentive."

"Incentive works on a very simple principle. Instead of trying to force you to do something, it offers you a promise of fair reward according to the amount of effort and study you put into the work you are doing. That, and the opportunity to get ahead, are the basic ideas that make this system operate more effectively than any other."

"Your greatest concern at the present moment is to avoid throwing away what is rightfully yours—the heritage of opportunity under private enterprise—for something vague that does not really exist."



Pictured here is Artist Risto's impression of Life on The Oaks Gladway, 1938-Edition. Young and old enjoy this park feature with a vim as only from its hurricane decks can one see the many features so well on the occasion of a visit to the resort. Risto is now connected with Terry-Tunes, the feature we so often see in movies hereabouts from time to time.

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A GREAT RIVER, 25 FEET WIDE AND 6 FEET DEEP REACHING FROM NEW YORK TO THE PACIFIC COAST—COULD BE CREATED BY THE WATER WHICH, IN ONE YEAR, COMES FROM THE EXHAUST PIPES OF MOTOR VEHICLES IN THE UNITED STATES

ONE OF THE SMALLEST CARS EVER OPERATED ON THE HIGHWAYS OF THE WEST—WHEELBASE, 60 INCHES, HEIGHT 29 INCHES—IS OWNED BY W. P. BRUCE, GENERAL STATION OPERATOR. IT GOES 100 MILES ON A GALLON OF MOBIL GAS AND MAKES 25 MILES AN HOUR

HE FLIES THROUGH THE AIR WITH THE GREATEST OF EASE. DOES GORDON GUSTAFSSON, CAPTAIN OF CASCADE SKI CLUB, TRAVELING BETWEEN 60 AND 80 MILES AN HOUR AT MTHOOD OREGON MEET. THIS CLASS A JUMPER EMPLOYS THE STREAMLINE EFFECT WHICH NEW AUTOS USE TO REDUCE WIND RESISTANCE

Belfast Castle
 Belfast castle, a mansion built by the third marquis of Donegal about a century ago, with 200 acres of grounds, belongs to the public, having been presented to the citizens of Belfast by its owner, the earl of Shaftesbury, a former lord mayor.

Naming Canadian Passenger Cars
 Canadian National railways use this plan for naming their passenger cars: Sleeping cars are named after stations, sleeping room cars, or chambrettes, take their names from seaports. Parlor and parlor-buffet cars are named for Canadian lakes, cafe-parlor coaches for Canadian rivers. Capes are the source of names for compartment-observation-library cars, while another type of this car, equipped with a buffet, draws its name from famous forts.

Used "Ejaculatory Prayers"
 In Eighteenth-century Scotland, pious persons used to punctuate their conversation with "ejaculatory prayers," or spontaneous exclamations to God, considering these better than long prayers because they rose to heaven before Satan had a chance to spoil them. Eventually the custom died, says Collier's Weekly, because these holy exclamations began to sound out of place in shops, offices, stables and saloons.

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Invented Surf Riding

What Polynesian first stood erect on a slab of light wood and sped beachward on the forecrest of a Pacific wave is not known. Whoever he was, he invented Hawaii's sport of kings—and queens—surf riding. Legend has it that King Kamehameha I, ancient island conqueror, rode the waves when he was very old. Capt. James Cook, great English explorer, found surf riders in Hawaii when he discovered the islands in the middle Eighteenth century.

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