

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.

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 Portland Office—407-408 Dekum Bldg., Phone AT. 6591
 Hillsboro Office—Room 5, Delta Bldg., Phone 1641
 E. M. Golder, Field Representative

A CHANCE FOR REAL SERVICE

The so-called "Monopoly" Committee in Washington is currently preparing to turn its attention to another question which, it is claimed, puzzles many government economists. The Committee wonders why, with billions of dollars of idle savings in the banks, investment in private enterprises has been so sluggish in this country. In the particular case under consideration, it isn't exactly in the nature of guesswork to hazard an answer before the Committee even gets to work on the question. Surveys of investors during the past few months have produced reasons for non-investment that make all-too-good sense to unbiased observers.

Investors who have money have maintained in answering these surveys that they aren't putting their funds to work productively because they fear governmental action on two fronts: legislation and taxation. The large majority say that they are worried over existing laws and existing taxes harmful to business, and just as much concerned about the possibilities of future laws and taxes.

If Senator O'Mahoney and his probing colleagues dramatize these truths for public and official attention, they will perform an invaluable service for the nation. If, however, the real reasons for non-investment are not made clear, the Committee will merely have added a few more closely-printed pages of testimony to government's sum total of words without constructive action.

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"All Work and No Play Makes Jack"

You know how it ends. I'm not referring to just this wise old saying: "I'm talking about 'the facts of life.'" All work and no play makes a cold-blooded miser, grouch and dyspeptic out of you—but makes no friends. It buys steaks you can't eat, because you've ruined your health with your nose too constantly close to the grindstone of work and worry. Through lack of invigorating outdoor exercise you haven't the health and vitality to enjoy it. So, what's the use?

Now, turn from this black disheartening picture to the man who loves golf. Regardless whether he can break a 72 or a 102, he doesn't have to worry about his steak, or health. He enjoys life, whether he's playing or working. . . . And he does a better job of both.

We've got a lot to be thankful for, including Lester Ritchie (Mgr.) and Russ Shultz (Trainer) at the West Side Golf Practice Field. Who are they? I'm surprised and ashamed of you. If you happen to be one of the few of all the good fellows in the Tualatin Valley who don't know what these two swell guys have done for so many of our Valley friends.

Les and Russ are Health Doctors. Now, wait a minute! They don't prescribe drugs. They administer Golf, and back it up with expert service. They promote health, interest and friendly rivalry, by donating the prizes in golf tournaments held throughout the valley. Naturally they've made lots of friends.

They operate the well known "West Side Golf and Practice" field and School at SW 18th and Jefferson in Portland (Phone AT. 8037); where they give lessons, repair clubs, and you can practice your drive to your heart's content on a broad green rolling field. You can buy all the equipment you need, right there, too. If you want to. We see many old friends from the Valley there, many of them just starting to learn the game; and they've come to the right place. Thanks, Lester, for helping make the Valley golf-minded.

Tualatin Valley People Prefer Local Products

This paper has established its reputation on the continued policy of boosting at all times for local made products. This task becomes simple at times, when the local product leads the field, in addition to being manufactured at home.

The Portland Provision Co., is one of these firms deserving of special mention, and whose products have gained wide reputation. They make "Oregon Chief" brand sausages, about the finest sausages on the market, anywhere. They also furnish the finest of meats.

Mr. Jakob Gallus, manager of this concern, has also taken his place in Civic affairs, and may be depended upon to support movements for general community welfare.

Such a firm certainly deserves the support of our people; and we urge our readers to recognize their obligation to this company, by asking for Portland Provision Co.'s "Oregon Chief" sausages and hams, at your local grocery store. They ask for your support on a basis of highest quality only. We ask it for two reasons—quality and local made.

Dr. John E. La'Valley Eminent Chiropractor

There are plenty of men in their chosen field of work and service, professionally or in industry, who will not permit anyone to say much about it. But it is public property every time a man reaches a position in community life and service, where he is generally recognized as a leader.

Dr. John E. La'Valley, busy as he is, always manages somehow to do his bit in any progressive movement for the benefit of our district. This is not to say that he comes out as a conspicuous factor, for he is a man who prefers to carry on quietly, but none the less efficiently.

It is the men of this type, who go the even tenor of their way, accomplishing much without saying much, and whose achievements are well merited. Dr. La'Valley has been practicing the science of Chiropractic in Portland since 1907. His offices are in the Alisky Bldg., 621 SW Third Ave., phone AT. 4836.

In connection with the science of Chiropractic, as expertly practiced by Dr. La'Valley; we wish to point out its relation to health and earning power. If a man isn't fit physically, he becomes handicapped both physically and mentally to think and act 100 per cent efficiently; thus decreasing his earning power, as well as his happiness. Think this over. If you think you are not up to that 100 per cent efficiency, better talk it over with Dr. La'Valley.

All articles in this issue on business firms are paid advertisements.

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They know that the every interests of these Independent community stores, are local; that the profits go into local circulation and benefits your community. Profits that go out of the state cannot be spent in your community.

At the same time, in order to deserve preference in their product, it puts an added responsibility on your local baker, as on every locally produced product that of super quality it cannot be "just as good." It must be of absolutely highest quality and value.

The Royal Bakery Co., can absolutely assure you that super quality in "Betsy Ross" Bread. Installation of the most modern of bake ovens, along with the latest most sanitary equipment all along the line; assure accuracy and sanitation. Combine all this, with only the highest quality ingredients used; and you will understand just why "Betsy Ross" Bread has grown so rapidly in the estimation and demand of housewives in every community of our valley; not forgetting they too are playing a part in furthering the best interests of their own community by going to their local Independent Food stores. This writer is glad of this opportunity of speaking for the Royal Bakery Co., and "Betsy Ross" Bread; believing that their product is worthy of your loyal and whole-hearted support and use.

Truck Business Found Booming

Portland is geared to go places, this year, according to J. F. Williams, truck manager for W. W. Shipley company, Dodge-Plymouth distributors, who reported that 111 new Dodge trucks were sold by his firm during the first 18 days of May.

"New trucks mean increased business activity, and increased activity in any line of business soon reflects itself in larger payrolls and more jobs," Williams said. "I feel well able to predict that in 1939 Portland is headed for a new 'high' and this statement is based on the fact that during the first 18 days of May 111 new 1939 Dodge trucks wheeled their way out of W. W. Shipley company and into real man-sized jobs."

The sales are registered from the west side store at Southwest Sixteenth Avenue and Alder Street and the east side store at Northeast Grand Avenue and Couch Street.

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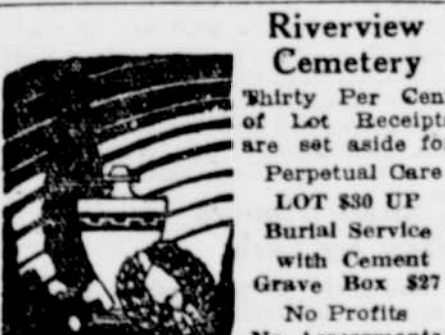
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