

BEAVERTON ENTERPRISE

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PRIVATE INITIATIVE WILL PERSIST

It has been said that even if a man were dropped in the middle of a desert island without food or sustenance, he would continue to dig his thumb into the ground, plant seeds and live. This, in itself, is the most primitive example of initiative—the will to live. Only the indolent who would rather strave to death than work and live would stand to have their initiative taken from them. Pungent proof of this is recorded by Harold Denny, able correspondent of the New York Times in Moscow, seat of Communism which would destroy initiative and private enterprise and substitute thereof a system of paternalism by government through economic planning. Said Mr. Denny in his most recent dispatch to the Times: "Living in Russia, one is constantly struck by the tremendous driving power of individual initiative, the obstinacy of the instinct to be one's own boss, to live by one's own wits and to turn a profit whenever one can. . . . But as the experiment has worked out thus far in Russia it has been found possible to keep the individual profit motive even at bay only by constant a vigorous exercise of police power."

And in our own country, the "fellow-travelers" of these same Communists and the cohorts of the "pinks" and reformers who would remake America on a new pattern might well drink deeply of these words. Like the experience of the Soviet, they fail for they overlook or underestimate the largest factor and that is human nature itself.

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YOU ALWAYS will find it pays to read the classified ads in this newspaper every issue. Make it a regular habit and you'll save time as well as money.

Outside—It's a House Inside—It's a Home

While there's a personal pride and satisfaction in knowing your home looks attractive from the outside; the real personal enjoyment of a home is living IN it. Outside it's just a house, however beautiful. But your greatest pleasure come from its interior associations.

From the soothing shading of wall coverings that blend with breezy delicate window tie-backs and panels, with shades and Venetian blinds; to bright colorful linoleum floor coverings for kitchen, bath or basement playroom; the family live WITH it; and it can be either a constant source of satisfaction or regret.

The housewife knows the hours she looks at those floors. She appreciates the importance of a pattern and color shadings that appeal to her. She also knows there are different qualities in linoleums. She wants the kind that will stand long hard wear and still look like new.

If you are planning new linoleums, window shades, or venetian blinds for your home, we suggest you get in touch with C. E. Hudson of the PORTLAND LINOLEUM CO., at East Stark and Grand Avenue.

Ever since 1924, Mr. Hudson has been catering to the needs preferences and plans of Portland and Valley home managers who want the best in linoleums, shades and venetian blinds. His firm also does renovating and repair work, and will be glad to make cost estimates or help you with your plans or problems. You will find their prices exceptionally low; and they carry a most complete stock and variety of patterns for every use. See their invitational announcement in this paper every week.

Detail Materials Service Stressed By Willamette Builders Supply Co.

While not dealing in general lumber business this firm does specialize in Special or Detail and Stock millwork and complete variety. This firm is now in their new and larger location at 3719 SW Macadam Road where they are handy for you to call and talk things over. Their phone is AT. 9335. And, by the way, you'll find their service card under Building Materials in the Builders Service Guide" in this paper every week.

ARRANGE for WINTER Comfort Now! See MONTAG Heating

and make your own individual term arrangements for Modern, Automatic Heating

OIL BURNERS — FURNACES
AIR-CONDITIONING PLANTS
SW 6th at Pine, Portland BR. 5621

Sensational New System for Portable Overhead Irrigation

If you're interested in this, look up the advertisement of The BEALL PIPE & TANK CORP. in this issue of this newspaper.

It's called "JUPE'S PAL", with sensational new type sprinkler head—no moving parts—no wasteful overlapping. Less pressure required. Uses less fuel, and smaller pump and motor.

It's easily cleaned, simple rust-proof construction. Equalizer valve insures equal pressure on long lines on uneven ground. This new and better type equipment is worth your investigation.

A Specialist in any Line Has Most Complete Stock

This is also generally true as to expert service and advice. Take the one item in Home and Industrial Building modernizing, that of glass mirrors, glass for table tops, for every purpose. Heavy Plate, up to the heaviest, and for the largest of windows; ordinary window glass; mirrors, glass for table tops etc.

Name your requirements; state your problems; and the FITZGIBBONS CO., "Portland's exclusive Glass House," 622 NW Glisan St., in Portland, can fill your order promptly, and give you expert, practical advice.

When you deal with the Fitzgibbons Glass Co., you are guaranteed satisfaction, prompt service, and lowest prices for quality materials. On a Home or Industrial building job, or on big replacement orders, they're glad to give cost estimates and prompt service. Contractors, Builders Prospective Home Owners, will find their Service Card in this paper, in our "Building Service Guide."

This is the Right Season For Planning Modernized Home Heating Equipment

While there is only one time when the new home plans for immediate installation of Home Heating Equipment while the house is under course of construction. It is generally during the late summer and early fall months that modern equipment installation is made in homes being modernized. Right now, many new homes and modernized homes are planning new home heating equipment, so your editor takes this opportunity to point out why Montag Heating equipment and the Montag Co., should receive your first and most favorable consideration.

First, there is no finer quality equipment made. Second, being Portland manufactured equipment, you have a nationally known and trained heating engineer to plan with you, and a free factory service always at your command. Then, too, your editor has in the past, stressed the practical fact that using locally manufactured goods, keeps the payrolls in local circulation.

Montag Sales and Service Rooms are at SW Sixth and Pine, in Portland. BR. 5621.

Complete Table Pad Service Now Available

There is no concern more worthy of mention in this review than the Apex Table Pad Co., located at 2429 SE Yamhill St., Portland. Under the management of R. B. Applegate who is thoroughly conversant with every feature of Table Pad Manufacturing. It is fast becoming one of the most important assets in the community. This is the day and age when the public demands not only magnanimous service but the best at reasonable prices.

Mr. Applegate is a man of long and practical experience in this business. He is thoroughly acquainted with its every detail and is considered an authority in all that pertains to the operation of a very modern establishment. He is one of the foremost business men of Portland. This company is not only well equipped and expertly operated but their service is one that is necessary to the progress of this community.

In making a survey of this establishment the writer wishes to compliment Mr. Applegate on the manner in which the business of this modern company is operated. Real service and real prices are bringing them trade from all parts of the country. Give them a trial. Phone EA. 8817.

There are people in the United States who know more about the problems of Europe than they do about the problems of the United States.

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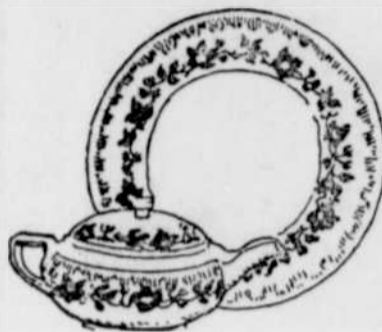
Household Hints

By BETTY WELLS

FAR be it from me to get into an argument with Mr. Shakespeare over his immortal question "What's in a Name," but I do beg to point out that there's lots in certain names that we'd do well to know more about. Wedgwood, for instance, is a name we use with respect, but what really do we know about it?

The perfection that Josiah Wedgwood achieved in his pottery is doubly remarkable when you consider that, at the time that he started his pottery, the majority of homes used wood or pewter utensils and the common oblong trencher, which preceded the plate, was still in use. Before Wedgwood's time, there were potteries in his neighborhood in England—in fact he was apprenticed to one at the age of nine—but their wares had not yet developed to any high degree of refinement.

Despite bad health and eventually the loss of a leg, Wedgwood was an amazingly active man. Not only was he responsible for the creation



A popular Wedgwood pattern.

of beautiful designs and very high quality of ware, but he invented innumerable new tools and methods of manufacture. Then he personally had to teach his men to work in the new ways. For up to this time, only the most primitive working methods were known.

He'd have guaranteed his name and fame with posterity if he'd just confined his efforts to perfecting the quality of English pottery, developing methods of manufacture and new types of dishes. But he didn't stop there.

His designs are, in the final count, probably his greatest contribution. Inspired by Etruscan relics as well as by china from the Orient, he went ahead and evolved patterns that were equally distinctive in their own right. His most important pieces, perhaps, were the embossed designs of white on a jasper base of pale blue, pale green or pale lavender—the motifs are decidedly in the classic tradition. But he was very versatile. . . . he used realistic vine and floral sprays painted on bodies with embossed borders. A popular motif was the ivy leaf.

But look up the subject of Wedgwood some day when you're at the library and you'll find yourself engrossed with the fascinating story of this energetic and talented potter. The more so because his factory is in operation to this day, continuing his tradition of fine pottery.

"For Want of a Shoe The Horse was Lost"

You know the old rhyme. He didn't look ahead and plan against such an emergency.

That's why, when people are planning to build a New Home, or completely modernize the old home they secure the services of an experienced Architect and General Contractor. Through experience, these professional men point out every problem to be considered, as well as make helpful suggestions as to new practical ideas of convenience and comfort.

Then they secure the services of an expert Blue Print firm, to reproduce the full complete building plans through photography printing onto strong, serviceable blue print paper, for the safe guidance of contractor and men working on the job.

Your editor wishes to compliment J. R. Swender, head of the Swender Blue Print Co., 523 SW Oak St., in Portland; for the high regard in which the services of his firm are held, by Portland and Valley Architects and General Contractors.

The Service Card of this well known firm appears each week in this paper, through our "Building Service Guide."

Molten lava from Nymalgarra a volcano in the eastern Congo, has flowed 14 miles to Lake Adge, destroying a wide area of forest and many native villages in its path.

IT'S A WOMAN'S HOME-MAKING HEAVEN

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Good Paint—Experienced Painter, the Only Safe Combination

We would like to again point out the importance of the right combination in home building or modernizing that has to do with interior and exterior painting and decorating. A good paint, and an experienced or careless painter and decorator, is as poor a combination as poor paint AND poor workmanship. Be sure your painting job includes BOTH the best of materials PLUS expert service on the part of the painter and decorator.

We are glad to recommend a man who has a reputation for experience and careful work. A man who has a great number of fine jobs to point to in your community. That man is ROY SCHAFFER 412 SE 30th in Portland. His phone is EA. 2463. That's an easy number to remember. You'll also find his Service Card under "Painting and Decorating" this week and every week in this paper's "Building Service Guide."

Cement Work that Stands Up Calls for Honest Materials And Labor

Whether it's for a brand new home you're building, or planning, or for making new ones out of old ones, such minor details as solid, lasting foundations, basement floors and walls, walks and driveways become important. That is, the importance comes in choosing a conscientious cement contractor that gives you only the best in materials and workmanship. Such a cement contractor is C. L. Jones of 6122 SE 83rd in Portland. His phone is SU. 8271. If you are planning such work as the above, your editor gladly recommends the services of Mr. Jones, who will be glad to advise you on your needs and to give you an estimate on the job. You will also find his service card each week in the "Builders Service Guide" in this paper.

The Modern Home Goes For Colorful Window Awnings

Step around and inspect some of the finer new homes recently completed throughout the Tualatin Valley and admire their beauty, their modern architecture, and take particular notice that most of these finer homes have colorful individual awnings at the many windows. This not only gives the home an exterior appeal and class but it is also practical in the protection of rugs, wallpaper, furniture, etc. A Portland firm which has taken the lead in installation of these awnings in so many of the Valley's newer homes (and in many recently modernized old homes) is that of the Broadway Awning Co., of 514 NW Broadway. They have also installed many of the new awnings for the Valley's leading stores. They carry a complete stock and variety of awning patterns and would like to show them to you and help you plan. They also recover, repair and clean awnings and handle venetian blinds. See their invitational service card in the "Builder's Service Guide" in this paper—this week and every week.

Babson Says---

Continued from Page 1

good business conditions. First we must pay as low a wage as possible on WPA in order to encourage workers to get into private jobs as soon as private jobs are available. Second choice reliever must temporarily be purged from the voting lists in order to prevent WPA from becoming an all powerful political organization. Third, WPA workers must be taught to have less children, while non-welfare groups must be encouraged to have more children. Today, it looks as though we have made a good start on step Number One.

The present labor situation is a good illustration of the fact that the Law of Action and Reaction works in human relations and in economics just as it does in physics, astronomy and other sciences. A few years ago, the public rightfully had great sympathy for wage earners. However, a succession of episodes, such as the current General Motors and WPA strikes has been swinging the pendulum of public opinion away from unions. Labor was not given as good a break as it should have had ten years ago. For the past three years, it has had too much power. Maybe by 1941 or 1942 we will strike a sensible balance in our employer-employee relationship.

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