

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 Subscriptions 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 3, Delta Bldg., Phone 1641

EXIT THE OLD! ENTER THE NEW!

Old Man '36 is about to step aside for young '37. Gathering from experiences of '36, things on the whole have been on the upgrade, and from indications will continue upward. During recent years people have come to smile at a New Year's Resolution voiced aloud. For New Year's Resolutions made earnestly have too often been considered lightly, if considered at all, after the coming of the New Year. Regardless of the present attitude, it is a splendid idea for individuals to check up on themselves at the beginning of each New Year, so as to avoid mistakes previously made, to improve upon practices already tried, and to consistently follow certain procedures beneficial to their welfare. Let us all look forward to a year of prosperity and happiness and we sincerely hope that all will see only contentment and happiness in the coming year.

Mt. Scott Granite Monument Works

Located at 5823 S. E. Foster is a Prominent and well Known Producer of High Grade Monumental Work And Enjoys the Patronage of not only Portland but of all the surrounding territory.

This time-tried industry for years did much to advertise the community by the general excellence of the work turned out by them which embraced in its scope all that is artistic and enduring in high grade monumental work. It may well be said that few of our manufacturing industries have maintained during the flow of the passing years a higher standard for this representative industry has a wide reputation as regards the most modern creation of the monument makers art.

MUSEUM ART SCHOOL

DRAWING PAINTING MODELING DESIGN Composition
NEW TERM BEGINS JAN. 4th
S. W. Park at Madison St. Portland, Oregon ATwater 0035

Brick & Building Tile

SEE YOUR LOCAL DEALER
Sylvan Brick Company
Columbia Brick Works

GIVE HIM A South Bend 1937 Model 9 "Workshop" FOR XMAS

Portland Machinery Co. 208 S. W. 1st Ave. AT. 6555 Portland

Health Talks

1:15 Daily KWJJ Weekly Health Column This Paper
Dr. Virgil MacMickle
Naturopathic Physician 1910 Guardian Building ATwater 1621



Used cars in classified section.

That used car you have been looking for, is listed in the classified section.

VISIT BEAUTIFUL WEST HILLS MEMORIAL PARK

ON CANYON ROAD AT WEST HILLS—WEST OF SYLVAN
Perpetual Care—No Assessments
Perpetual care means that each lot and every grave, as well as all of the walks, drives, buildings and every part of the land area will be maintained in perfect condition for all time without additional cost to the lot owners or attention from them.
Buy In Advance of Need
Lots are sold at reasonable prices—Easy Terms
For complete information call or write 420 Mead bldg., Portland, AT. 7810

ARTHRITIS
WHY SUFFER ANY LONGER?
Free Treatment at office No obligation. Not a drug
ROL-A-RAY
134 S. W. Fourth Ave. AT. 0722

JESSIE L. LEWIS
TEACHER OF PIANO
Portland Studio—513 N. Dixon St.
(One block north from east end of Broadway bridge Phone TR. 6454)
Multnomah Studio—United Presbyterian Church.
HELEN M. BOWERS, Assistant

FOR NEW YEARS

Plan Your New Year's Party Now and Call for Reservations
Portland Restaurants, Nite Clubs, and Places of Amusement have many and varied plans for your entertainment

A Real Holiday Atmosphere DINE AT
A BIT OF SWEDEN
Smorgsbord with Turkey
Dinner served every day, 5 to 8, except Monday; Sunday, 2 to 8.
Make Res. now for New Year's TR. 6795 Portland
Mrs. A. Nelson 1744 NE 42 Ave. Nr. Sandy Blvd.

COMPLETE TURKEY or CHICKEN DINNER 35c
PURITAN CAFE
1331 S. W. WASHINGTON

KREMER'S CHATEAU
Music by Jimmie Heaters
SPECIAL NEW YEAR'S EVE PARTY
For Reservations Phone SUNset 2019 Portland, Oregon

SAVOY CAFE
730 SE Grand Ave., Nr. Morrison COMPLETE
DINNER . 65c
Served 11 A. M. to 9 P. M. Phone EA. 2018 Portland, Oregon

FULL COURSE NEW YEAR'S DINNER With All Trimmings
35c
Portland Rose Cafe
136 S. W. Morrison Portland, Oregon

DON'T MISS THE SHOW of SHOWS
NEW YEAR'S EVE
McELROY'S PALM GARDENS
5th and Main Sts. Portland, Oregon

FRANK WINTERS Purity Lunch
513 S. W. 4th, nr. Washington
Wish You a Happy New Year and is serving a New Year's Dinner all day
50c — DINNER — 50c

SPECTACULAR FLOOR SHOW
WHIRLS, THRILLS, SPEED and SONG
FAVORS, NOISE MAKERS OF ALL KINDS
Phone AT. 5780
For Table Reservations

When in Portland New Years Eve Drop in at RATHSKELLER
Eat, drink and be merry Singing Waitresses and good Entertainment
25c COVER CHARGE
722 S. W. Taylor Portland

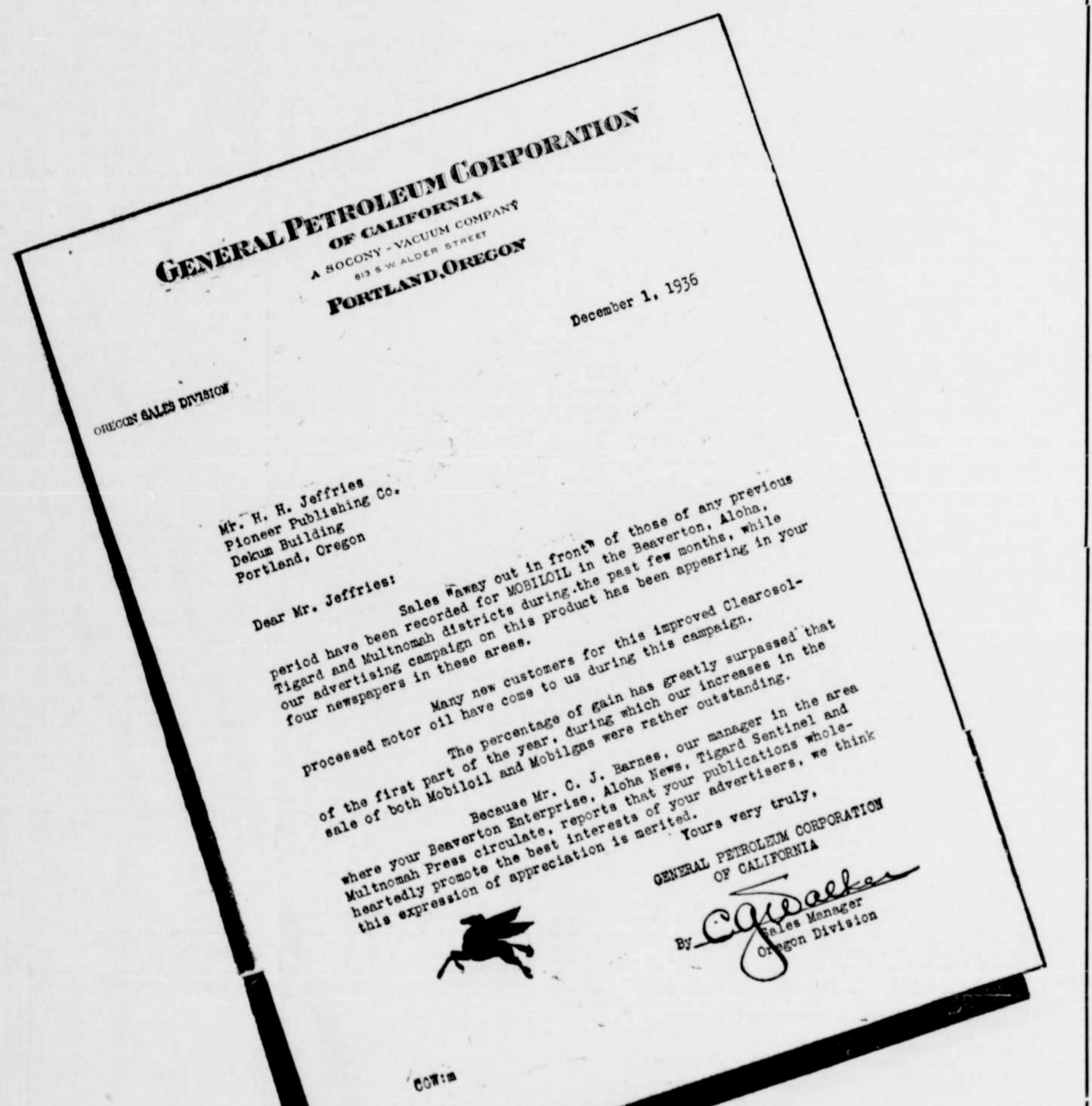


The Wise Old 1936 and the New Baby 1937
All Advise Eating Our Full Course DINNER 50c — 60c
ALL THE TRIMMINGS Wines, Beers When you Leave—You Leave Satisfied
FRANGO'S CAFE
711 S. W. 4th AT. 4056 Portland, Oregon



The Treat While Visiting Portland For a Grand New Years Party
Golden Dragon Cafe
Newest and Finest Chinese Restaurant in the Northwest
OPEN 10 A. M. to 3 A. M.
227 N. W. Alder Portland BEacon 9669

OUR BEAVERTON, MULTNOMAH, ALOHA AND TIGARD NEWSPAPERS "CLICK" AGAIN



GENERAL PETROLEUM CORPORATION OF CALIFORNIA
A SOCONY-VACUUM COMPANY
813 S. W. ALDER STREET PORTLAND, OREGON
December 1, 1936

Mr. H. H. Jeffries
Pioneer Publishing Co.
Dekum Building
Portland, Oregon

Dear Mr. Jeffries:

Sales "away out in front" of those of any previous period have been recorded for MOBILOL in the Beaverton, Aloha, Tigard and Multnomah districts during the past few months, while our advertising campaign on this product has been appearing in your four newspapers in these areas.

Many new customers for this improved Clearosol-processed motor oil have come to us during this campaign.

The percentage of gain has greatly surpassed that of the first part of the year, during which our increases in the sale of both Mobilol and Mobilgas were rather outstanding.

Because Mr. C. J. Barnes, our manager in the area where your Beaverton Enterprise, Aloha News, Tigard Sentinel and Multnomah Press circulate, reports that your publications wholeheartedly promote the best interests of your advertisers, we think this expression of appreciation is merited.

Yours very truly,
GENERAL PETROLEUM CORPORATION OF CALIFORNIA

By *C. J. Barnes*
Sales Manager Oregon Division

COV:m

Let Us Do An ADVERTISING JOB FOR YOU!

Beaverton Enterprise Tigard Sentinel Aloha News Multnomah Press

- PATRONIZE OUR ADVERTISERS -