

BEAVERTON ENTERPRISE

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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



ECONOMIC LAW CONFLICT

Homer Martin, president of the United Automobile Workers' Union, advises all the members of his organization to refuse to buy meat. He tells them this will bring meat prices down. Edward A. O'Neil, president of the American Farm Bureau Federation, wires asking Martin, "Is this an invitation for American farmers to take similar action against products produced by CIO union labor?"

After a while the truth may dawn on organizers that striking to put wages—and therefore prices—up and striking to bring prices down, heads toward an economic breakdown in which nobody would produce anything, nobody would buy anything and everybody would quit eating. That would be inconvenient.

The organization responsible for boosting production costs in one industry must not complain if prices rise in the markets for products of many industries. They all are tied together by economic laws.

A. 1 Exterminators Co.

The A. One Exterminators Co. located in Portland at 1867 SW 6th is one of our present day establishments, that Will render a Service that will be appreciated in Ridding premises of Mice, Roaches, Bed Bugs, Ants, and Vermin of all kinds.

They feature a complete service, covering hotels, office buildings, apartment houses, restaurants, private dwellings, furniture, greenhouses, florists, private estates, city, county and state properties and can take care of out-of-town customers on short notice. They are an authority on quick death to pests.

There is no field of specialization that can render a service that brings greater relief and adds more comfort than an exterminating concern when one has been infested with pests of various kinds. The A. One Exterminators in Portland have made an extensive study of the exterminating business and through their long

years of experience and laboratory research they have perfected a formula that is quick and sure relief without the disagreeable after-effects and dangers that sometimes follow the home made remedies.

In the early pioneer days before our community was as thickly populated, many insects and pests were eliminated for the want of breeding places, but with our complex civilization of the present day, there are many dreaded insects that are very annoying to the housewife and many dollars are spent each year for remedies that afford only temporary relief. One should secure the services of an exterminating company which specializes in this work and it will be carried on in a scientific manner, and they will rid premises of vermin of all kinds and the job will be over. With them it is sure, quick, safe and sanitary and in the end it costs no more.

This is a highly specialized business and has met with the approval of health authorities and laws of sanitation. They specialize in building work. Their telephone number is BE. 0991.



The Morninglight CHAPEL
J. P. FINLEY and Son
Fourth at Montgomery
ATwater 2181

Riverview Cemetery

Thirty Per Cent of Lot Receipts are set aside for Perpetual Care LOT \$30 UP
Burial Service with Casket
Grave Box \$27
No Profits
No Assessments
West End Sellwood Bridge



Brick & Building Tile

SEE YOUR LOCAL DEALER
Sylvan Brick Company
Columbia Brick Works



See your Dealer for Oregon Trail Wines
Produced by Tualatin Valley Winery
Distributed by RAY J. MANN
Hillsboro Phone 371

\$5 to \$300

Our charges are figured only on the unpaid balance of the loan—and only for the exact number of days you owe that amount.

Portland Loan Co.

306 Dekum Building
SW Corner Third and Washington
AT. 6691 (Lic. 8-161)

4% PLUS SAFETY

"Save the New Federal Way" Every Account Insured up to \$5000
\$1.00 or More Opens an Account

Tualatin Valley Federal Savings & Loan Assn.

J. M. PERSON, Mgr.
Hillsboro Oregon

Save 20 to 25% on your FIRE INSURANCE COSTS
Oregon Mutual Policies are NON-ASSESSABLE. You NEVER pay more than the premium on the face of the policy. Oregon Mutual maintains more than three times the surplus required by Oregon Insurance Laws.

Oregon Mutual Fire Insurance Company

Organized 1894—40 Years of Reliable Service Chas. L. Walker, Agent
116 So. 3rd Ave. Hillsboro, Oregon Phone 1732
"Every Form of Protection"

Western Mattress Co. Of Oregon, Inc.

An Oregon Concern Employing Portland People. Mr. H. C. Kimpton, Mgr., Located at 1701 SW Jefferson. Phone BR. 3569.

In recent years there is no occupation that has gained prestige more rapidly than the manufacture of mattresses and bedding.

The day of the straw tick and feather bed is over and everyone should look over their household and equip it with the most modern mattresses as it not only is the most sanitary bedding, but makes one enjoy life the more. Keeps the family in better health and helps in many ways.

They are equipped for the rapid and expeditious manufacture of mattresses of superior quality and makes them in all sizes. They are giving the best of satisfaction and when you fall into a bed equipped with a Westmore mattress you never awake until the "Crowing of the Cock." You feel rested and ready for the day's work. You are able to accomplish more in the waking hours and have greater efficiency.

When buying a mattress from your dealer, ask for a Westmore. It is an Oregon concern and you will keep your money at home.

The people of this section owe a debt of gratitude to them which can best be paid by boosting for this house on all occasions and invariably asking for mattresses with the Western Mattress Company of Oregon, Inc., label.

Brough and Both Hardwood Floor Co.

2330 N. E. 61st Portland Oregon. Telephone TR. 6510

Shabby worn floors will mar the appearance of any room and detract from the beauty of furnishings whether they be the most simple variety or in the luxurious class. Especially in homes that have been built for many years, floors often detract to the point of causing restlessness with everything one owns.

There is no dust to inhale or to

choke over when this firm does your resurfacing and they are equipped for work in a home as well as in offices and other buildings. When Brough and Both Hardwood Floor Co. do your work you are certain of complete satisfaction.

Their work recommends itself to everyone who sees what a wonderful transformation they are able to effect with old, worn floors that are practically new and have been abused through hard use and wear. They work on the principle that every customer must have the best and most expert service they can give them, whether they are having one room finished or the entire house.

For work of this kind do not fail to get the estimate of the Brough and Both Hardwood Floor Co. located at 2330 NE 61st in Portland. Telephone TR. 6510



Portland



PORTLAND'S FINEST GREETING CARD

★ STORE ★



Open Evenings until Christmas 8:15 a.m. to 9:00 p.m.

* Here you will find any kind of CHRISTMAS CARD you want, fine box assortments from 10c up and a complete line of new gift wrappings.

For that Gift Idea why not an ARGUS CAMMID CAMERA at only \$12.50

or Monogrammed Stationery or a fine Sheaffer Lifetime Pen

FRECKS'
STATIONERY & PRINTING
723 S. W. ALDER
Between Broadway and Park

For the sake of your boy or girl CONSIDER a TELEPHONE



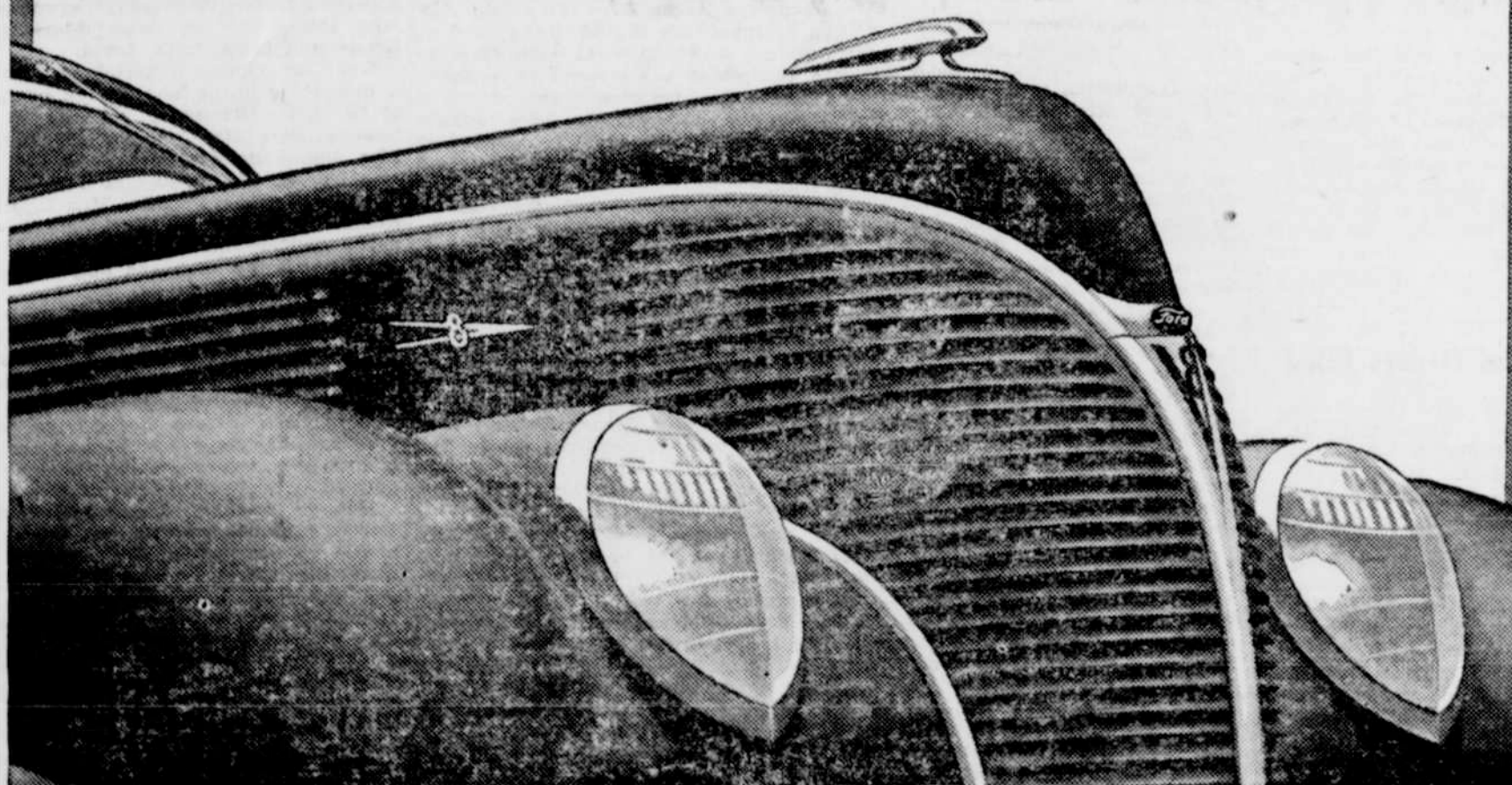
A TELEPHONE in your home helps you to keep track of your child during his play hours.

The protection a telephone gives, the time and effort it saves you, the friends and relatives it enables you to reach, are exceedingly important.

May we send a representative to tell you about the types of telephone service available for your home?

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Announcing TWO NEW FORD V-8 CARS FOR 1938



THE DE LUXE 85 HORSEPOWER



DE LUXE FORD V-8... 112" wheelbase; 85-horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Mohair or Broadcloth upholstery; Walnut-finished trim; Twin horns, tail lights, sun visors; Clock; 600" black tires, white side-walls are extra; 8 body types; 6 colors.

THE STANDARD 60 OR 85 HORSEPOWER



STANDARD FORD V-8... 112" wheelbase; 85 or 60 horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Broadcloth or Mohair upholstery; Mohair extra in "60"; Mahogany-finished trim; One tail light, sun visor; Twin horns; 3 body types; 3 colors.

FORD offers two new cars for 1938—the Standard Ford V-8 and the De Luxe Ford V-8. They are different in appearance—but built to the same high standard of mechanical excellence—on the same chassis.

Because people liked our 1937 car so well, they bought more than of any other make. They liked its looks, its smooth performance, and the way it handled. We have improved on that car in the newly styled Standard Ford V-8.

But some folks wanted still more size and style, with the same Ford advantages. For them, we designed a new De Luxe line.

The De Luxe Ford V-8 Sedans are longer with more room, larger luggage space, and finer appointments all around.

De Luxe cars are equipped with the 85-horsepower engine only.

The Standard is even lower priced than the De Luxe. It has graceful new lines and well-tailored interiors—with a choice of engine sizes—85 or 60 horsepower.

Before Ford made V-type 8-cylinder engines available to every one, they were used only in expensive cars. Since then, four million Ford owners have learned the genuine enjoyment of driving an eight-cylinder car with all-around economy. The thrifty "60" engine, especially, makes possible in Standard models a very low first cost and equally low operating cost. With two distinct designs, two engine sizes and two price ranges, you'll find a 1938 Ford car to fit your needs exactly.

PRICES FOR CARS DELIVERED IN DETROIT—TAXES EXTRA

Standard Ford V-8 (60 hp.)—Coupe, \$599; Tudor, \$644; Fordor, \$689. Standard Ford V-8 (85 hp.)—Coupe, \$629; Tudor, \$669; Fordor, \$714. De Luxe Ford V-8 (85 hp. only)—Coupe, \$689; Tudor, \$729; Fordor, \$774; Convertible Coupe, \$774; Club Coupe, \$749; Convertible Club Coupe, \$804; Phaeton, \$824; Convertible Sedan, \$904.

Standard and De Luxe cars equipped with bumpers, bumper guards, spare wheel, tire, tube, tire lock and band, cigar lighter, twin horns, and headlight beam indicator on instrument panel, at no extra charge.

In addition, De Luxe cars are equipped with extra tail light, windshield wiper, sun visor; also de Luxe steering wheel, glove compartment lock, clock, and chrome wheel bands, at no extra charge.