

Roberts Fuel Oil, Inc.

Diesel and Fuel Oil, road oil contractors, special contract rates. In Portland at 530 Raleigh st.

This is one of the prominent oil concerns of this section with a record of service during which time it has become indispensable in the continued progress and development of the community. Under a management thoroughly conversant with the direction of such an important institution and which is composed of some of this section's foremost business men.

Because of the great volume of business transacted through their extensive establishment, and because of the up-to-date business methods of the firm, and the high

grade products handled, this well known concern has gained for this section a commercial prestige through their service that could not be gained in no other manner.

Through the progressive efforts of this well known oil concern many dollars are brought into this section each year through the trade channels, presided over by this well known house and a number of people are also given employment by this concern. The fact that their trade extends over all the community, this is their special field, brings new faces, new business and adds prosperity to the city in which they

are located.

Their products will be found in demand by all who insist on the best. Quality products have always been the policy of this well known oil concern. It has seen other firms rise in a burst of publicity and promise only to sink into the commercial oblivion which is the reward of all dealers who devote more time and attention to sensational selling methods than to quality products. While keeping thoroughly abreast of the times, this house has ever believed that when a patron asked for a special grade of oil he should get that particular oil and they have made it their invariable policy to see that he

got it. No matter what grade of oil you desire in their line the trade has come to understand that when it came from this house it was of the very highest quality at the most reasonable price the market permitted.

So extensive and established has become their trade that their products are known everywhere.

Each department of this concern is in charge of a man who knows the business conditions of the country while the management is in charge of a man of wide experience in the buying world and this firm has become one of the most valued of our commercial assets.

Kenworth Motor Truck Corp. of Oregon

Strictly Northwest manufacturers and distribute in Oregon, Washington and British Columbia. In Portland at 353 East Broadway.

This is the community's leading transportation headquarters and the home of the fine Kenworth trucks. Maintain a service and parts department, carrying all kind of truck parts. Under direction of prominent business men, this is truly a metropolitan automobile establishment.

This means that their interest in patrons does not end with the sale of a truck. From the time you first enter this establishment through the entire life of the motor equipment you purchase, they are at your service and their endeavor is to prolong the life of your purchase as much as modern science and human ingenuity makes possible. An expert knowledge of the truck industry is evidenced in the manufacture of the Kenworth trucks, a popular and superior truck.

The management deserves the consideration that the public is giving their establishment which has merited the large patronage because the service is eminently satisfactory. The work is only that of experts and the high-grade trucks which they offer have no peers on the market today. It may be truly said that no matter what you may wish in the

truck line, this place is prepared to meet your demand satisfactorily. Their parts department is most complete. This is a very important feature, especially in this day and age, and the large stock of parts and repairs that they carry, enables them to serve you in the most prompt and efficient manner, saving endless time trouble and delay.

The management is recognized as authority on motor truck transportation, being thoroughly familiar with all the details of this important problem that is now engrossing the attention of so many business men and manufacturers.

They can give facts and figures on original cost, of maintenance, rapidity of service as it relates to the other factors in the business, and in fact with every detail. They have been called on to assist many large concerns most satisfactorily.

One might devote many columns to a further description of this establishment, but let it suffice to say that you will find there just what you would expect to find in the headquarters of such an establishment as they maintain. We are pleased in this business review to compliment this popular concern and able management who are among the community's leading, popular business men.

L. Y. Billingsley Motor Co.

CHRYSLER—PLYMOUTH

At Hawthorne ave. at 7th st. in Portland.

Here you will find a line of cars that is complete in itself. The Chrysler line has a type and price car to suit every taste as well as pocketbook. It is a car to fit every motorist's need.

Chrysler from the first has been an outstanding car, now they have brought out two new models and two new sixes, designed and executed to inspire admiration to such a point that they will at once replace anything that has gone before and bring into existence an entirely new motorist's vogue.

The up-to-date new Chrysler car is the most artistic and distinctive, most radical, striking and stylish and the most luxurious cars they have ever built at or near their prices. They are the largest, fastest and most comfortable, not to mention the smoothest and quietest at every speed. You must see these striking new standards of beauty and performance at their show rooms.

The new Plymouth featuring free wheeling, floating power, steel body five wire wheels and many other innovations constitute the most attractive motor car value of the day. Try this new Plymouth, it has the smoothness of an eight.

The new eight combines the most powerful engine, strongest chassis, the most luxurious and roomy body that Chrysler has yet offered in a motor car.

The new Chrysler built Plymouth is the largest, roomiest and most powerful car in the entire low price motor car field.

We are confident that all who are even remotely interested in progress of motor car artistry will feel amply repaid by their immediate inspection of these completely new Chrysler cars.

In conclusion we desire to compliment this highly efficient distributor upon their good fortune in being the representatives for so worthy a line of motor cars.

AMERICAN ROOFING CO.

They can give you a re-roofing job or any kind of a roof you have in mind. In Portland at 369 East Morrison. Specialize in a fine resistant roof.

This well known firm conducts one of the leading roofing contracting firms of the country; roofing many places and furnishing the latest scientific fire proof roofing at less cost than shingles.

This popular business house is one of the concerns of this section of the state that is continually buzzing with activity and whose work has met with the commendation of everyone.

They specialize in roofing on new homes and re-roofing. The materials used by this concern are the latest scientific development in the roofing world, having answered all the tests including the test of time. The chief advantage of their roofing is that it is fire safe, never leaks, lasts longer than shingles and presents an appearance from an architectural standpoint that is very pleasing to the most critical.

They have covered many of the roofs in this section of the state and the work has met with the commendation of the purchasers in every case. To anyone interested they can give these references and will show you the roofs as they stand today. It is very important that the wood supply of the country be conserved especially at the present time and it behooves everyone contemplating the roofing of any establishment to look over and investigate their products before letting a contract.

They have expert men who understand the laying of roofing work to the best advantage.

The service is rapid and satisfactory, the work careful and tasteful. These craftsmen will go on your job and will astonish you at the results that can be produced.

We are pleased in this edition to refer all of our readers to this well known concern and also to compliment them on their work in this section of the state which is a distinct tribute to the business acumen of the efficient manager.

Wolff Electric Works

B. L. WOLFF—Prop.

Best electric repair shop in the Northwest. Motors bought, sold and rented. In Portland at 407 Everett street.

With a service department on a par with the best and with efficient people in charge of every feature of their service this well known establishment has taken its place as one of the vital factors in the business life of this part of the state.

This is one of the most modern concerns in this part of the state and has a reputation for turning out work of class, for the reasonableness of its charges and for getting it done when promised. Upon these lines they have built up the business to its present high standing.

The plant is a model institution in its line, being one of the most modern and up-to-date in this part of the country. The latest improved machinery is used in all their work and the place is a model establishment.

It has proved a valued addition to the business organization of this section, because such complete

equipment and experienced men are able to turn out the highest grade of work. In fact, the business of this concern has grown to large proportions and has merited the wide popularity attained.

No matter what may be your needs in this line they are able to take care of them. They are machinists of ability and reputation and are able in an instant to tell you exactly what is wrong, what the probable cost will be, and if you can get the article in question. If it will not pay to fix the particular part they will promptly tell you so. One of the special features of the place is getting out work on time and when promised.

There are no more public spirited citizens in the community than the management of this up to date concern and in making this review we wish to compliment and to direct attention to this establishment as one of the reliable business institutions of the community which has added to the development and progress of this part of the state.

McElroys Spanish Ballroom

Home of McElroys Greater Oregonians. At 228 Main st. in Portland. McElroys Spanish Ballroom has its place in the social world of this section and become an institution in the life of the people that has been beneficial to the young, old and middle-aged.

This popular place is appointed most excellently, the ventilation and cooling arrangements are the best that can be secured and all sanitary precautions are taken for the health of the people. Here amidst comfortable surroundings you are entertained while music that entrances helps drive dull care away.

The management personally sees that the people of this territory are given not only the very latest of dance programs, thus furnishing to the people the very latest and most select of high class orchestras, which rank as the best in the country and this accounts for the large patronage from all classes of

people. This modern policy of the management has brought autoists and people from all the surrounding towns and the city to recognize this dance casino as their favorite amusement center.

If you have not formed the dance habit you ought to. Go down some evening even though you don't feel peppy. You will be much refreshed and all the more ready for your next day's work. Take the crowd with you as the price is very reasonable. Music is rendered by a first class orchestra. All the latest hits and dance music is there awaiting you. Go and enjoy yourself.

In making this review of the social life of this part of the state we are glad to compliment the management upon the popularity of this dance casino and on the position it occupies in the life of the people. It has been aptly said that it is truly the House of Quality or Dance Land at Hand.

Lawn Mower Exchange

Repairing and Exchanging. Lawn Mowers ground and adjusted the new part, and getting of a new part, and that it can be done in a short time, thus saving the public endless delay in the ordering of new parts.

In charge of the work is a craftsman of unusual skill and ability, and his work has the commendation of everyone. No matter what may be broken you should take it to him for consultation, and he will promptly tell you what can be done. If for any reason it cannot be repaired, or will not pay you, he will tell you so.

In this establishment will be found the latest machinery and the most expert men, for this firm is one of the best concerns in this part of the state, and is known throughout the country for efficiency and promptness of service. It is headquarters for this class of work for all of the people in the territory, and enjoys a large patronage because it is honest work at reasonable prices. Give them a call.

Acme Sheet Metal Works, Inc.

Located at 452 Williams in Portland. Phone Trinity 1131.

This establishment is deserving of more than passing notice in this review of the onward progress of this section, as the manager is recognized as one of the most expert sheet metal men in this state.

They conduct a complete sheet metal establishment and are prepared to execute all classes of work including tin work, and all the other fine and intricate features of modern sheet metal establishments such as skylight, ventilators, repairing and rebuilding, rick-roll, creating and all kinds of ornamental work.

During the time this firm has been in business they have executed many contracts here and these stand as examples of the expert workmanship. And while only the highest class of sheet metal and other work is performed by them, the prices are most reasonable. In the various departments they have a large stock on hand at all times, and this is especially true of the repair department. This class of work is a specialty with

them and is done promptly and satisfactorily.

Whether the job be large or small makes no difference to them in the manner in which it is accomplished. The best materials, the best workmanship and fair prices regulate their activity, and it is without fear of contradiction that we say one can not do better than to consult them in regard to all matters of this work and allied features.

In the employ of the concern are expert men who thoroughly understand sheet metal work to the best advantage. The service on roofing work is rapid and satisfactory. These craftsmen will go on your job and will astonish you at the results that can be produced.

By giving first class work at moderate prices they have built their business to its present high standard.

We advise all of our readers that when they want any of this work properly executed they consult Acme Sheet Metal Works, Inc.

THIS COURT BARS TRIVIAL CHARGES

Applicants for Divorce Must Have Real Cause.

Council Bluffs, Iowa.—Eating with a knife, failing to shave for two days in succession or using an improper shade of face powder no longer are reasons for divorce in the District court for Council Bluffs and surrounding counties.

Judge J. S. Dewell of the Fifteenth Iowa Judicial district has served official notice that something more than these will have to be forthcoming before he will issue decrees to newweds who suddenly discover these or other "trivial" reasons why they cannot live with their spouses.

Must Have Real Cause. It will take at least a sock on the jaw or a poke in the nose, or something equally as aggressive, to get a divorce for anyone married less than a year.

Judge Dewell says he is starting a one-man campaign of not only discouraging hasty weddings but also to cut down the divorce rate.

The new ruling becomes effective September 1, when the fall term of court opens. Judge Dewell says he makes the announcement at this time so that attorneys in his district may know what to expect and may look up other testimony for divorce cases before coming to court.

The court's order applies only to those wed less than twelve months. Couples married for years, and still unable to get along together, may plead "mental anguish" and the usual run of reasons for divorces and get away with them. Decrees will be issued, as usual, to the old-timers.

Makes Mockery of Law. "Under the Iowa laws, one of the statutory grounds for divorce is 'cruel and inhuman treatment such as to endanger life,'" the judge said. "Parties try to get in under that clause with all sorts of foolishness, such as sour pancakes, hard-boiled eggs, burned bacon, failure to attend picture shows, and kindred matters of no greater importance. They then try to sum up with a general conclusion that such treatment, long continued, endangers the life, causing a nervous breakdown and other indefinite or, rather, imaginary troubles."

U. S. Picking Merchants for Its Model Townsite

Reno, Nev.—Boulder City, the new government townsite at the Hoover dam in southern Nevada, is not being established on a basis of "the survival of the fittest," for Uncle Sam says who can go into business there and picks those that the Department of the Interior think can best serve as workers.

The Interior department has taken the position that following the establishment of Boulder City the hysteria of boom times and after the hysteria of the boom period has passed they will remove all restrictions and allow the laws of economics to operate.

According to Louis C. Cramton, former congressman and the city's "czar," "the situation is greatly aggravated by the present economic condition of the country, where every one is looking for a more fertile field and is likely to let his hopes get the better of his judgment."

"Had we thrown down the bars," he said, "there is no question but that 1,000 business houses would have opened up without any sort of investigation beyond the roseate stories in the newspapers depicting opportunity that is not here."

Husky Longshoremen Called On to Explain

Boston.—Explorations were in order the other day in the homes of a number of husky longshoremen; for the black haired ones came home at night as bleached blonds, the gray haired ones with green whiskers and locks and the light haired men as red heads.

Unable to account for the phenomena to the satisfaction of curious wives, some of the men telephoned to their foreman, Mike Furey. His explanation was something like this:

The men spent the day loading 1,400 tons of TNT into the hold of the S. S. Nitro and the tingling of their hair was due to the minute particles of the explosive in the air in the ship's hold. He said they had been paid double for their time, \$14.45 per day.

Cheaper to Hit Woman Than Man in Mens, Ark.

Mena, Ark.—It's \$10 cheaper to hit a woman, Everett Wimberly found out here. Wimberly, arraigned in police court on charge of assault and battery, was fined \$15 for striking Grace Pipkin, but was fined \$25 for hitting Ernest Miller. Police Judge Smith did not explain the difference in the fines.

Mere Youth of 110 Weds Maiden of 72

Melbourne.—Robert Stevens, aged one hundred and two, married a social visitor at the old folks' home, where he was an inmate. She is seventy-two. After the ceremony the happy couple left the institution and started life in a cozy little apartment in the heart of the city.

Words that don't mean anything

Nothing. Prohibition. I am pleased to meet you. Sale price. Stop, look and listen. I will serve the people to the best of my ability. I will pay you Saturday sure.

Send in your subscription today!

Accurate Metal Weatherstrip Co.

The leading concern of his nature at 1021 1/2 Hawthorne ave. in Portland.

By far the most important financial transaction in the lifetime of the average man is the building or the purchase of a home. Nothing else costs so much or is used so long. No act in the average man's life necessitates the exercise of such good judgment and common sense as the providing of a house in which to shelter and protect all that is dearest in the world to him.

Yet—with all—few know little more about the essentials of house building than about building battleships. Buyers are educated in the non-essentials, rather than essentials of construction. More houses have been sold on the merit and appearance of electrical fixtures than upon the merits of the materials of which the houses were built and the equipment which seem to occupy a small, but in reality a large part, in the well being and comfort of the occupants of these structures.

They have done excellent work in many homes throughout this territory and are pleased to refer prospective customers to their list of satisfied patrons.

Weatherstripping of the windows and doors of a house and building is coming more and more to be considered a necessity and less of a semi-luxury than heretofore. And rightly so too—for weather stripping prevents the rattling of doors and windows to say nothing of the elimination of draughts and keeping the rooms at an even temperature there—

by eliminating doctor bills.

And the cost of this equipment for your building or home, whether it is newly constructed or an old one—is so small that within a short number of four or five years the saving in fuel alone will recompense the owner for the expenditure in installing same.

If you desire that your new home be so constructed that the kiddies may safely frolic on the floor, any time, even in close proximity to doors and windows or if in your present domicile you are subjected to drafts and the seeping in of dirt and rain—so prevalent in the older structures, we suggest that you phone this enterprising firm and have one of their representatives call and explain to you the benefits derived from having your home equipped with weather strips.

You will find that a clear and concise representation will be placed before you of both the work and the prices of same and in a very courteous and accommodating manner. No obligation whatever is incurred in asking for an estimate and rather they will welcome the opportunity of explaining to you every minute detail connected with this necessity.

They are men with years of experience in contracting and building work. They understand every phase of this endeavor but particularly have specialized on weatherstripping until today they rank as experts in same. We recommend their work very highly and feel proud to have them with us in this issue.

Baldwin Secretarial School

Whose cheerful quarters are in Platt Bldg. in Portland, phone Beacon 1531—has merited the distinction achieved by careful training of students, as being far above the average commercial college. This admirable organization is under the direction of a management of intelligence and culture, and well informed in matters relating to advanced educational courses that conform to modern business methods.

On a visit to this place one will instantly feel the atmosphere of business idealism and general educational interest. By its dignity, the visitor is immediately impressed that here is a good, wide-awake business college wherein students find efficient, specialized training. That it is well deserving of its established reputation for thoroughness and quality, is witnessed by its chief asset, which is the personality of the instructors as revealed in their wholesome, dignified appearance, their earnestness in dealing with the students and their direct and intelligent discussion of school matters with the visitor. Many firms in this city and for miles around have secured well trained employees through this reliable college.

This well managed business college has the practical atmosphere

of a large office, and this has a marked influence to give the student a business-like viewpoint and poise.

The work is individually planned, equipment, text books and instructions are in accord with present-day demands, and at this institution, a business education means "a definite amount of training along definite lines for definite purposes." Each pupil that leaves the school is adequately prepared to keep pace with the demands of modern methods, and in this edition we endorse this as a thorough school for students, as it is a reliable institution.

Furthermore, you are dealing with home people that you know as neighbors. A local institution with public spirited management, progressive and efficient business methods, clean moral atmosphere and able instructors.

The management maintains in the institution only such policies and practices as will in the community and elsewhere reflect credit upon the cause of education. Everything new in modern business is taught here, therefore we recommend the college to the public without hesitation. You should visit this institution to appreciate what it is doing for our community in preparing future business people.

WESTERN BEAUTY COLLEGE

Located in the Columbia Bldg. in Portland, phone Broadway 4323.

A modern beauty college teaching all branches of beauty culture including permanent waving.

Not every girl is fitted either for domestic or commercial work as a means of livelihood and beauty culture opens an avenue heretofore unattainable for a few. With the advance of women into greater social business and political activities the beauty establishment has come into great demand and the need for more and more experienced women in this work is so great that much of the demand must go unanswered until trained people can take their place in this particular field of endeavor.

Hardly a day passes that this school does not receive a request for an experienced operator and the demand has brought about a constant call for skilled beauty culturists in all the

branches of the work.

The classes are arranged so that any woman interested in taking up the work can do so and at the same time receive practical experience.

The average time to complete a course of beauty study is six months.

A course in the study of beauty culture includes permanent waving, marcelling, shampooing, dyeing, bleaching, beauty packs and curling, violet ray treatments, water waving, eyebrow arching and hair tinting.

You can reach out for better surroundings by becoming a professional woman. Every woman owes herself the duty of self improvement.

The success of the graduates of this school attests their ability and desire to help you. You may write or visit them without obligation.

The Western Beauty College is under the supervision of a management who has had wide experience in all branches of beauty culture.

OREGON TRANSFER CO.

At 474 Glisson in Portland.

When it comes to conducting a transportation business this firm knows it and the assurance of satisfactory service rendered by them is evidenced by the increasing patronage they are receiving year by year.

They specialize in the transportation of commercial goods, long, short hauls. They are equipped with all latest equipment for the transportation of large and heavy articles.

There is nothing too large or too small for this well known firm to move.

In this day of Twentieth Century efficiency nothing has developed as rapidly as the methods of transportation of merchandise. The time was when merchandise had to be moved by steam roads or by two-horse wagons.

Not so today! They operate large motor trucks with sufficient capacity to carry anything large or small, and is transferred quickly and with perfect safety, thus their patrons are not

subjected to the delay and loss of time that they formerly were. There is no doubt that the development of the transfer business as operated by this firm has been exceedingly beneficial to the public.

No concern in this community has given the transfer business more special attention than this well known establishment. Their motor trucks are of modern type and the employees who operate them are especially skillful in this line of work.

When you have any hauling of any kind, you are assuring yourself of rapid transportation, real service and charges reasonable by calling this reliable firm.

We are pleased in this business review to call our readers' attention to this well known establishment with whom you can trust goods, as they will be delivered to the destination promptly and in first class order while the charges will be most satisfactory.