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Executive Committee Meets in Town

Group from Oregon League of Cities Discusses License Fees

A. E. WILSON MEMBER

Public Is Welcome To Meetings of the League or Committees

A meeting of the executive committee of the Oregon League of Cities was held in the Community building, Wednesday evening, June 27, Mayor Wilson is a member of this committee.

This league of cities is directed from the University of Oregon and is partly financed by funds set aside by that institution and partly by dues paid in by member cities. Beaverton paid dues to the organization the first of the year and Mayor Wilson's appointment to the executive committee dates from the first meeting this year.

While strictly a committee meeting, there was an invitation extended to some of the public and at the meeting President Bean of Portland stated that the public was always welcome to the meetings either of the league or of any of its committees.

Dr. Parsons of the University of Oregon, who was present made what seemed the most pertinent suggestion of the evening when he stated that "When the relief money that is to be used this fall for emergency work, those cities with some definite plan to lay before the planning board will get the first appointment."

A report was given of a meeting in Portland held Wednesday afternoon, just a verbal summary of the meeting asked for by Geo. McGee, who was not present at the meeting. This report told how Geo. Baker, former mayor of Portland, appeared before the executive committee of the league and protested against any attempt to levy a license tax on wholesale vehicles working out of Portland. Mr. Baker thought that such practices would result in curtailing Oregon Industries, which he represents just now.

Quite an interesting statement was made by J. L. Franzen, city manager of Oregon City, who told how his town had kept the matter of levying a tax on such peddlers. He stated that their ordinance there was again in the courts as they kept on arresting and prosecuting those who failed to pay their license fee; that they fully intended to tax those who came into town from outside territory and sold in competition with those who were trying to make a living doing business and living right in their town.

Besides those mentioned above, there were present at the meeting Wm. Briggs of Ashland; W. G. Rogers, chairman of the executive committee and mayor of Newberg; P. L. Patterson, and Jake Weil, Hillsboro; Herman Kehrl, executive secretary of the league and Calvin Crum Baker of University of Oregon; and A. H. Rossi, F. H. Goyt, G. P. Fordney, W. E. McCloskey, and L. L. Myers of Beaverton.

MRS. NELSON IS HONORED WITH PARTY

Mrs. Chester Hanna entertained with a surprise birthday party, Wednesday afternoon in honor of her mother, Mrs. H. R. Nelson. Contract bridge was the diversion of the afternoon. Mrs. Doy Gray held the high score, and Mrs. John Summers low.

The guests were Mrs. Doy Gray, Mrs. F. H. Schoene, Mrs. W. J. Scott, Mrs. Geo. Blasser, Mrs. John Summers, Mrs. W. C. McKell, Miss Juliette Carter, and Mrs. Otto Erickson.

Mrs. Hanna was assisted by her sister, Mrs. Lewis Allyn of Gaston.

PARTY HELD IN HONOR OF BIRTHDAY

Mrs. F. W. Livermore, Jr., entertained a group of little girls at the City Park in Portland Friday, in honor of her daughter, Lois' 9th birthday. A delicious lunch, with a lighted birthday cake as the center of attraction, was served in the grove after which the guests enjoyed the swings and playground apparatus, and looking at the animals. The guests were Mildred Yates, Joyce Kellington, Naomi Smith, Lorraine Denney, Betty Jo Wester, Esther May Livermore, Dorothy Dodson, and Virginia Huson.

New Coast Executive



K. M. Chase, newly-appointed Regional Manager for the Pacific Coast territory of Chevrolet Motor Company.

CHASE APPOINTED REGIONAL MANAGER

The appointment of K. M. Chase as regional manager of the Pacific Coast region for Chevrolet Motor Company, has been announced by Felix Doran, Jr., general sales manager of the company in charge of the Western half of the United States.

The new Pacific Coast regional manager arrived at his headquarters in Oakland Thursday, accompanying Mr. Doran and C. F. Fisk, advertising manager of Chevrolet. The party will leave in a few days for a journey which will take them over the entire western part of the country within the next few weeks.

Mr. Chase succeeds W. M. Packer, who was transferred to Boston, Mass., as regional manager for the New England states.

The new Pacific Coast regional manager comes to his new post direct from Dallas, where he has been manager of the Southwest region. Prior to that assignment he was zone manager in Oklahoma City.

"In selecting a man to take charge of Chevrolet on the Pacific Coast," said Mr. Doran in announcing the appointment, "we picked one of the outstanding sales executives in the entire Chevrolet field personnel."

"In his 10 years with Chevrolet, K. M. Chase has held all of the principal executive posts in our zone and regional organizations in many parts of the country and, consequently, he comes to his new position with a wealth of experience. He has established records for sales in every zone of which he has had charge and his record as regional manager of the Southwest region is outstanding. From his appointment to that post last fall until his promotion to the present one, Mr. Chase's region has led all other regions in obtaining for Chevrolet the highest percentage of sales in the low price field. His experience with dealers everywhere and his wide knowledge of this business will be highly valuable to the Chevrolet dealer organization throughout the entire Pacific Coast region."

TWO LADIES RETURN FROM TRIP TO NEB.

Mrs. J. W. Sprague and Mrs. Fred Olmstead of Portland returned Monday morning from a three weeks' visit in Nebraska. Their first stop was at North Platte, from where they went to their old home at Osceola, Neb. Then they went to Omaha where they visited with friends whom they accompanied to the Century of Progress Fair at Chicago for five days of sight seeing and delightful entertainment. Mrs. Sprague and Mrs. Olmstead were guests of the Secretary of the Retail Grocers Convention and his wife, and so participated in the many social events which pertained to the convention which was held at the Fair.

ACCIDENT NEAR HERE; ONE AT PROGRESS

Mr. and Mrs. Sam Ludwig and daughter, Miss Lillian Ludwig, were quite seriously injured in an auto accident on the highway near Beaverton, Sunday. They were taken to the St. Vincent's hospital. Another auto accident was reported at Progress early Sunday evening in which Mrs. Paul Thyng of route 5, Portland, received a fractured shoulder. She was taken to the Emanuel hospital.

"Happy Days" Has Many Attractions

"Go-As-You-Please" Race For Men Attracts Many Entries

IMPROVING GROUNDS

Washington County Grocersmen To Have Picnic At Fair

The 28th annual "Happy Days" celebration to be held in Shute Park, Hillsboro, day and night, July 1, 2, 3 and 4, is sponsored by the Hillsboro Chamber of Commerce.

There will be rides, shows, fireworks, bands, baseball, dancing in the big pavilion, and many other attractions during the entire celebration. Shute Park is an ideal place for picnics, and is provided with tables, benches, cool mountain water, shade and other advantages.

The \$125.00 in cash prizes offered to winners in the men's race has attracted more than forty entries from Oregon, Washington and California. It is a go-as-you-please race from Portland to Shute Park, Hillsboro, and is an exciting event. There is no entry fee.

The opening dance will be held Saturday night, June 30, and an eight piece orchestra will furnish the music. The queen and four princesses will be selected at this dance. The queen's ball and coronation ceremonies will be held in the auditorium at 9:00 p.m., Tuesday, July 3rd.

The Washington County grocersmen will hold their first annual picnic at the celebration grounds, Sunday, July 1. There will be a potluck luncheon at 1:00 p.m., and sporting events with many attractive prizes offered to the winners.

Also on Sunday will be the boys and girls pet parade sponsored by the Business and Professional Women's club.

A large force of men are improving the grounds and remodeling the buildings and putting the park in first class condition. There is no admission fee to the park, people can come and go as they please. There will be a splendid fireworks program at 9:00 the night of the Fourth.

UNITED FARMERS TO HOLD MEETING SOON

The United Farmers' League will meet in the Grange Hall, Ladd Hill, Friday evening, June 29.

H. J. Correll and students from the U. F. L. school will be the speakers. Reports will be read from Erwin Weber and J. C. Roberts, both of Route 2, Sherwood. Two of Oregon's delegates to the Minneapolis convention of the U. F. L.

There will be a social hour after the meeting. All farm families are invited for the entire evening.

Dr. J. R. Talbert, I. R. Metzler, and F. W. Livermore, Jr., returned Sunday from a 4-day fishing trip to Bay Ocean. Mr. Metzler and Mr. Livermore left Tuesday for the beach where they will fish.

NATIONAL LEADERS TO BE AT ORE. MEET

National leaders in educational, economic and political fields, as well as leading educators and business men of Oregon will be present for the conference on higher education, to be held on the University of Oregon campus, July 11, 12, 13, and 14. It was announced recently by Dr. C. V. Boyer, president of the University.

The list of acceptances for the meet already includes Frederick M. Davenport, congressman from New York; Dr. F. J. Kelly, chief of the division of higher education at Washington, D. C.; Dr. James W. Angell, professor of economics, Columbia University, New York, and an international authority on finance; Dr. George W. Frasier, president of Colorado State Teachers' College; and Dr. F. L. Havde, assistant director of the famous General College of the University of Minnesota.

Four main topics will be taken up at the conference. These will be: "Responsibility of Higher Education to Students;" "Responsibility of Higher Education to Commonwealth;" "Responsibility of Higher Education in Adult Education;" and "Responsibility of Higher Education for Social Planning." Several topics will be discussed under each of these sections. Open forums will be held each afternoon in all sections, and a general summary will be presented on Saturday.

Representatives from all institutions of higher education in the West have been invited to attend, and the conference, the first to cover this field so intensively, is expected to attract national attention. All participants will reside in John Straub Memorial building during their stay, and a number of informal sessions are expected to be held by experts attending.

LOCAL GIRLS PRESENTED IN RECITAL

Miss Evelyn Alexander and Miss Genevieve Johnson were presented in a piano recital by their teacher, Miss Beulah Cheever at the Collins and Erwin auditorium in Portland Wednesday evening. The Misses LaMerne Dean and Helen Cavness assisted at the door. Quite a number of Beaverton people were in attendance.

Silently Passing

MRS. IOWA TAYLOR
Mrs. Iowa Taylor, aged 90 years, who spent the past 80 years at Scholls, died there Sunday. She was born in Iowa February 3, 1844. Her parents both died when she was an infant, and she was adopted by her grand-parents, with whom she crossed the plains in 1862. She is survived by three sons, George and Simon P. Taylor, and Jesse Snyder, all of Scholls, and one daughter, Mrs. Flora Crumwell of Battleground, Wash. Funeral services were held at the Methodist church at Scholls, Wednesday afternoon.

JOHN CARSON

John Carson, 73, passed away Tuesday. He had been a resident of Tualatin for four years. He is survived by a stepson, Frank Hirsch, Florence, Or., and a stepdaughter, Mrs. Paulina Flener of Culver, Ore. Funeral services were held Thursday in the Tualatin community church.



Last Saturday saw the completion of the six day camping experience at the cabin, Camp Underwood. During that week, James Miller (in charge), Gene Brown, Bill Siddons, Jimmy Thompson, Russell Hollet, Jack Reeves, and Orin Zimmerman stayed more than twelve and up to 112 hours each. The last two named passed three and four second class tests, respectively.

Wednesday, a few scouts who are sons of members of one of the local lodges, gave a short demonstration at the lodge meeting. Tonight the meeting will be held on the school grounds - rain or shine. Session two of forestry nature course will be repeated.

McKAY SCHOOL ALUMNI PICNIC IS HELD

At the annual McKay school alumni picnic which was held at the Winford school house Saturday, June 23, four of the old pioneer families were represented. These were the Fanno, Denny, McKay and Robinson families. Among others present were Mrs. Daisy Stott Bullock, a niece of Avirilla Stott, who was the first teacher in the McKay school in the year 1857. Mr. and Mrs. Loren Campbell of Portland (Mr. Campbell attended this school in 1884) and Mr. and Mrs. Jake Foster (Mrs. Foster is a daughter of the late Noah Hingley).

During the meeting it was announced that Mrs. Caroline Mitchell Painter, who was the fifth teacher in this district, had recently passed away in Walla Walla, Wash., at the age of 89 years. Her father, Judge Isaac Mitchell, organized a wagon train in Kentucky which was to join the Whitman train in Oregon. The Mitchell train passed through the valley just a few days before the massacre.

Dinner was served in the school basement. A short impromptu program was given in the afternoon as follows: song, "America"; address of welcome, Mrs. S. R. Lawrence; reminiscence talks by Mrs. R. B. Brown, Miss Lettie McKay, and Jake Foster.

At the business meeting after the program, Mrs. E. G. Perkins was elected president and Cyrus McKay was re-elected secretary.

4-H CLUBBERS END SUMMER SESSION

The Four-H club summer session broke all records for numbers at Oregon State college and the regular adult session showed an early increase of 100 students over the low point of a year ago, which college officials point to as an indication of the lightning of both the financial and educational depression.

Total club registration was 787 compared with 541 last year. Of these 319 were boys and 468 were girls. Leaders commented on the exceptionally high type of youngsters present and their interest in their work and the uniformly good conduct. The adult session brought an early enrollment of 370 not counting those to come for later term courses or those in field parties.

This year a summer session geology camp is being maintained in the upper John Day region in eastern Crook county in charge of Dean E. L. Packard of O.S.C. school of science, and Dr. Ralph Luper of W. S. C. Students are attending from those two colleges and the University of Oregon.

DIRECTORS AND CLERK CHOSEN AT MEETING

At the annual Kinton school meeting held at their school house last Monday evening, the following directors were re-elected: J. J. Van Kleek, one year; Everett D. Wright, two years, and Harold Aten, three years. Earl C. Bell was the newly elected clerk for one year. The budget made up by the board of directors was read and adopted as read. A ballot was taken for electing a candidate for zone one, non-high school district. There were fifty voters present.

The members of the Congregational Young Peoples Society will hold a cooked food sale in Halsten's Hardware store, Saturday morning at 10 o'clock. The proceeds will be used to send delegates to the Young Peoples' camp at Hillockburn, in July.

Fathers Are Honored At Chapter Meeting

Mock Radio Program Is Presented By Children Of O. E. S. Members

SERVE REFRESHMENTS

Chapter Meetings Will Be Suspended During July and August

The families of the members of Beaver Chapter No. 106, O.E.S., and the fathers in the chapter were specially honored at the meeting of Beaver Chapter Wednesday evening. After the regular order of business had been dispensed with a mock radio program in which the children of the members participated was cleverly presented. John Gerrish eloquently announced the numbers which were interspersed with some original advertising talks and jokes on various members.

The Ewer triplets accompanied by Dod Berg, sang a song of welcome to the fathers. Other numbers on the program were as follows: piano solo, Letty Hanson; a pantomime led by Mary Francis Downing with the following little folks, Carolyn and Virginia Albert, Shirley and Dorothy Lee Carr, Janet Felscher, Janet Nielsen and David Phelps; vocal solo, Samuel B. Lawrence, Jr., accompanied by Miss Genevieve Carter; a group of humorous stories, Warren Williams, guitar duet, Dorothy and Doris McBreen; recitation, Ralph Nielsen; vocal solo, Janet Nielsen; reading, Edith Hardman; whistling solo, Edward Janssen, accompanied by Dod Berg; piano number, Harry Ellender, Jr.; Scotch dance, Ida Felscher, and Evelyn Williams; demonstration of boy scout work, Lisle Walker, James Miller, and Gene Brown.

Balloons were given to all the children and refreshments served in the dining room.

Chapter meetings will be suspended during the months of July and August. The annual picnic will be held at Ayalon Park on the Tualatin river, July 8.

INCREASE USE OF PAPER ADVERTISING

Bringing news of vastly increased use of the newspaper medium to advertise Chevrolet products during the next two months, C. F. Fisk, advertising manager of the Chevrolet Motor Company, arrived at Oakland this week from Detroit. Mr. Fisk is at the big Chevrolet plant with Felix Doran, Jr., general sales manager of Chevrolet in charge of the Western half of the United States and K. M. Chase, whose appointment as Pacific Coast regional manager for the company is being announced.

The Chevrolet advertising executive is investigating advertising requirements to determine the program for the remainder of 1934, and to formulate local advertising plans for 1935.

"Chevrolet is the largest newspaper advertiser of all motor car manufacturers," he said upon his arrival, "and the manner in which our advertising is placed and handled on the Pacific Coast is of the utmost importance to us. This year we are using 5600 newspapers on our advertising schedule. This represents the major part of our advertising expenditure."

"Inasmuch as Chevrolet advertising is based primarily on potential sales in any given locality one of the largest expenditures will be on the Pacific Coast as the popularity which Chevrolet has enjoyed on the Coast for many years is constantly increasing. Chevrolet has led the industry in sales during five of the last seven years. Latest figures for sales up to and including May 20, show Chevrolet doing 145 percent of the business it did during a like period in 1933. All this conclusively proves that Chevrolet's policy of using newspapers for all of its advertising is a sound and good one."

BARNES SCHOOL ELECTION IS HELD

The results of the annual school election at the Barnes school district number 57 were: Roy G. Berst was re-elected clerk for another year, and Jake Trachsel was elected to replace D. A. Shearer as director. The budget was voted on and approved.

