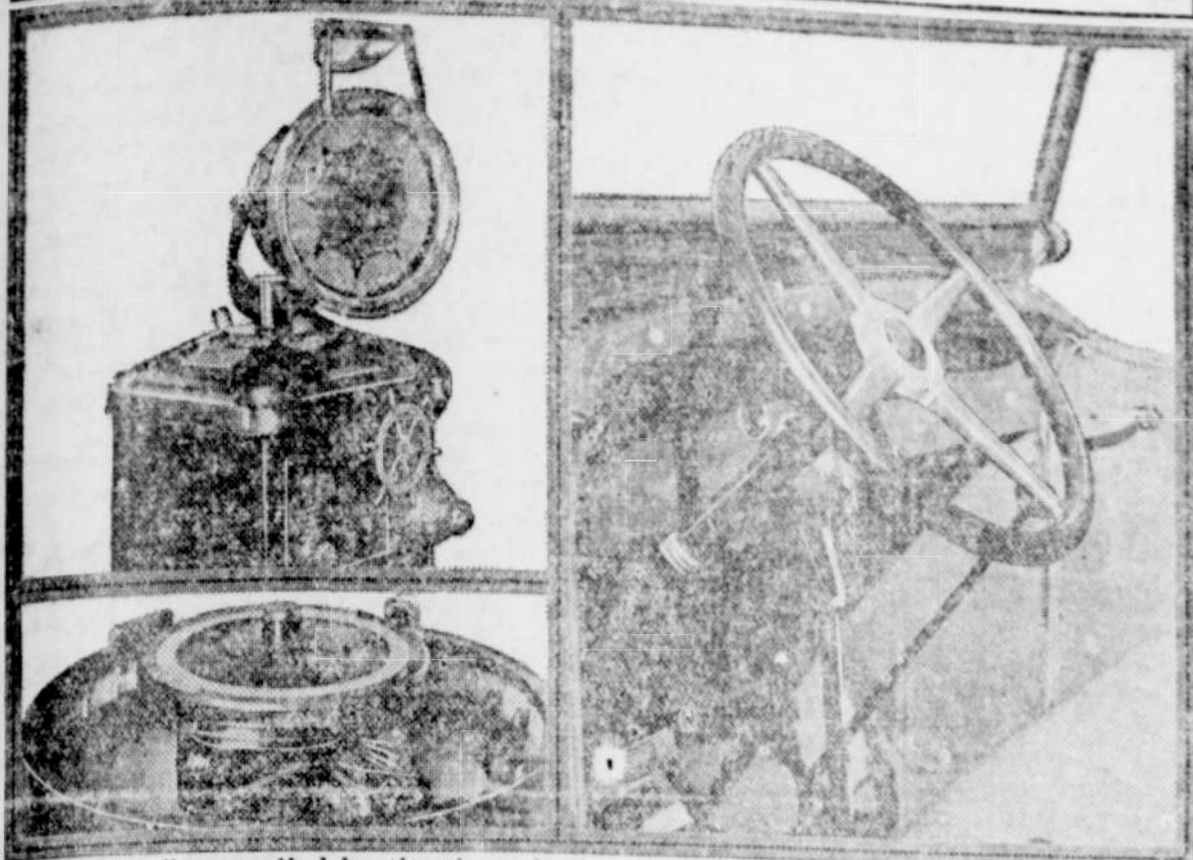


### The "Straight and Narrow"



"Metal Mike," controlled by the tiny wheel at the left, operates the Gyroscopic Compass (left below), which keeps the great Matson liner Malolo on her course automatically, just as man's puny arms keep the Chevrolet car on its course with the steering wheel at the right. "Metal Mike" will guide the Malolo on the 'round-the-Pacific Cruise of 24,000 miles this Autumn. The steering wheel of the Chevrolet is so designed that a touch of the finger controls the car, and a touch of the finger controls the huge ship, weighing thousands of tons.

### Stipes Garage Sell as Many New as Old Cars

The Stipes Garage, agent for the Chevrolet cars, are selling just as many new as old cars. They report the sale of new cars to Ariss Garage, Leonard S. Davis, of Tigard; B. A. Spindler and Arthur G. M. Sorley of Portland; Julius Hendrickson, Virgil B. Price, Martin Aarhans and Louis Blasser of Beaverton; Arthur Wright of Gladstone, and W. A. Zimmerman of the Multnomah Golf club. Used cars have been purchased by Ralph Davis, W. E. Van Stipout, Lowell Kaho, Eva Hanson, M. Blomquist, Frank A. Zastrow and C. A. Pushee of Beaverton, J. W. Arnett H. C. Svard, Aloha; L. W. Bixby A. J. Berner, Tom Kessler and Geo. M. Blinn Portland; Tony Vandyshe, Banks and A. A. Allen of Oswego.

John E. Mason of Tualatin and Vera Wourms of Portland has obtained a license to wed.

### Africans Heavy Tea Drinkers

South Africa probably consumes more tea per head of population than any other country in the world. The Englishman's 4 o'clock tea is an insignificant habit compared with the constant demand for tea that obtains there. Most everybody has a cup of tea before rising, and this is followed very shortly by tea at breakfast. In every office and shop, and even in most factories, all the employees knock off for a few minutes at 10:30 for tea and again at 3:30, and in between these times there is a cup of tea with lunch. Returning home from work in the evening one is greeted by a cup of tea, and after dinner has been digested the kettle is again singing on the cooker for more tea. Besides this routine, fresh tea is brewed for every visitor to almost every house and also for customers in most offices.

### A new "Art" is Listed

PAUL SHOUP, president of Southern Pacific Company, sees the giving and receiving of orders "as an art; not an ordeal." In a message to employees of his railroad, presented in a facsimile of his own handwriting on the cover of Southern Pacific Bulletin, the company's official organ, the executive discusses the subject under the caption, "Service and the Golden Rule." It is an interesting commentary on modern ideals of big business. The message reads:

"Our Company has a high reputation for courtesy. It varies according to the measure of recognition we give our obligation of unflinching consideration for our fellow men. "Given strength by kindness, consideration and understanding, courtesy becomes one of the most valuable elements in making life worth while. "Courtesy is due all; to our patrons upon whom we depend for our income; to our fellow workers to whom we look for companionship and cooperation in our activities. "We must know how to give and receive instructions according to our responsibilities. Firmness where necessary is made more effective and more lastingly effective by tactful courtesy. "The giving and receiving of orders is an art; not an ordeal. Great Americans have been fine exemplars of the art; immediately comes to mind Washington, Lincoln, Grant, Lee. "In our business, courtesy to our patrons is an essential part of good service under all conditions. Every officer and employe has an obligation to do all possible to secure traffic and then to take good care of it. Courtesy, kindness, thoughtful consideration, understanding—the golden thread that runs through all we weave."

### DURANT MOTORS TO PUT NEW CAR ON THE MARKET

Filled with enthusiasm and declaring that the latest developments in the strengthening of Durant Motors Inc., insure the future prosperity of the company, Norman de Vaux, President of the western Durant organization arrived from the East by airplane and immediately launched forth on the activities that will lead up to the introduction of the Mathis car.

The American edition of the famous French automobile that has held the light car championship of Europe for many years will go into production at the Durant plant in Oakland about November 15. While Mr. De Vaux's many friends were congratulating him on his recent election to the board of directors of Durant Motors Inc., and on the fact that by a recent purchase he has acquired control of the western Durant factory, he was busy perfecting plans for the strengthening of the western Durant organization, preparatory to the addition of the Mathis to the present line of four and six cylinder cars now produced by Durant.

"The Mathis car will fill a place between the recently introduced English type of car and the Ford," said De Vaux. "The Mathis is considerably larger than the English car having a wheelbase of 93 inches against 78 inches. Also the Mathis has a much wider tread.

"Our new car will be powered by a Continental motor. Continental will also build the motors for the Mathis cars produced in France.

"For many years the Mathis has been recognized as one of the outstanding automotive products of Europe. It won the European Grand Prix of 1913, for automobiles of the small car class. For many years the Mathis has held the gas economy championship of Europe.

"When asked regarding production of the Mathis car at the Durant factory located here in Oakland, De Vaux said "The schedule calls for 25,000 Mathis cars to be built in our Oakland plant during the first year of production." He stated also that production in the United States called for a total of 150,000 units during the first year. These cars, according to de Vaux, will be built in the Durant factories and merchandised through the Durant dealer organization.

de Vaux says that the American Mathis will be the greatest buy ever offered in this country by any motor car manufacturer. "It is hard to realize" said de Vaux "that this car with a speed of 65 miles an hour and averaging 45 miles to the gallon of gas, will sell on the Pacific Coast for \$525 delivered to the customer, fully equipped with bumpers, extra tire and tube. One must not get the idea that the Mathis is a midge car. It has a wheelbase of 93 inches. This provides ample room for a comfortable body and does not sacrifice any the advan-

tages of the small car—the advantages of easy parking, easy handling and economy."

### METZGER

A luncheon in honor of the presidents of the various clubs connected with the County Federation of Women's Clubs, was held at the home of Mrs. Chas. Smith last Thursday. Mrs. Conklin, president of the Metzger club assisted the hostess.

### MICKIE SAYS—

WE LIKE NEWS WHEN IT IS FRESH, BUT WHEN A PERSON BRINGS IN AN ITEM WITH WHISKERS ON IT, IT'S ABOUT AS WELCOME AS RAIN AT A SUNDAY SCHOOL PICNIC



# MORE VALUE LESS COST

Value is what every automobile buyer is looking for today. Durant offers more value than any other car now on the market, yet the purchase price and operation cost are less than anyone ever hoped for in a car of such high quality. A complete line of four & six cylinder models.

PRICES START

## \$745

DELIVERED HERE FULLY EQUIPPED



The CREST of QUALITY

## DURANT Otto Erickson Beaverton, Oregon

1-1074-14

### Ericksen reports Sales

Otto Erickson company reports the sale of a G. M. C. truck to Reimers of Portland, a Ford to Arthur Hanna, of Portland, McCormick-Duering tractor to Wismer, R 2 Portland and a 66 DeLuxe sedan for Harry Carson. Mr. Erickson also reports that the school buses have been overhauled and put in readiness for the opening of school on this Monday.

### News, Notes of Notables and Near Notables

H. E. Turner and wife of Mill City spent the week end at the C. J. Beach home.

The meeting of the City Council was postponed last Monday on account of Labor Day but will take place next Monday, September 8th.

Mr. Livermore and son Frances spent Sunday and Monday at Kelso, Wash.

Mr. and Mrs. W. H. Boyd, Mr. and Mrs. Robert Summers, Mr. and Mrs. Doy Gray, and Mrs. J. E. Davis, spent the week end at Taft.

Mrs. M. Hardingham and Mrs. A. Pierce of Portland visited their mother Mrs. Emma Hockens Tuesday afternoon.

Mr. and Mrs. Harry Barnes and family, Mr. and Mrs. Lel Barnes and Lucille spent the week end at Newport and Taft.

Mr. and Mrs. Louie Hughson and family spent the week end at Taft.

Miss Bess Shogen left the home of Mr. and Mrs. E. E. Swensen after spending several months there.

Mrs. A. B. Clement entertained at luncheon Tuesday for her mother Mrs. Emma Hocken, and sisters Mrs. Hardingham and Mrs. Pierce.

Miss Heleg Tefft entered training at St. Vincents hospital Tuesday.

Mrs. J. E. Davs left for Omaha, Neb., Tuesday evening.

Mr. and Mrs. William McKell, Mr. and Mrs. George Haines and Miss Juliet Carter spent several days on the Metaluis river.

Bill Leonard entered school in Portland this week.

Mr. F. G. Donaldson drove with friends from Seattle, to Long Beach and Los Angeles to visit friends.

Mrs. Carrie Leonard left this week to make her residence in Seattle.

Mr. and Mrs. Joe Keller returned Friday after spending several weeks at Seaside.

Mrs. Daisy Hockens and family of Corvallis are here visiting relatives.

Mr. and Mrs. Charles Mackey were dinner guests Wednesday evening at Mr. and Mrs. Essex Marsh.

Miss Merle Davies, Mrs. Daisy Hockens, and Miss Imogene Hockens left Tuesday for Idaho where Miss Hocken will teach school.

Mr. and Mrs. H. R. Nelson and Mr. and Mrs. Lewis Allyn attended

a reunion of the Powell family held in Laurelhurst Monday. Plans were made for holding these reunions each year. Other guests were Mr. and Mrs. Harry Darnell of Lents, and Dr. and Mrs. Frank Shelton of Independence, Kansas, cousins of the Powells.

Mr. and Mrs. M. C. Mc Kercher spent Sunday and Monday at Rockaway and Tillamook.

Mrs. Louise Van Kleek of Kinton was a guest at the W. R. Van Kleek home on Tuesday.

Ernest Musters and Misses Betty Taylor and Kathryn Beach motored to Rockaway Monday.

Mrs. W. R. Van Kleek attended the Lane county fair at Eugene on Friday of last week.

Lewis Allyn returned home Saturday from Eastern Oregon where he was employed during the summer.

Dr. and Mrs. J. R. Talbert and Baby Carolyn motored to Pe Ell and Long Beach, Washington, on Sunday returning Tuesday.

Mr. and Mrs. Guy Carr, Mr. and Mrs. Wilbur Weed and Mr. and Mrs. Henry Desinger enjoyed the week end at Netarts.

Mrs. M. E. Underhill returned Monday evening after a two weeks stay at Lake Lytle.

Mr. and Mrs. O. E. Liernan and children spent Labor Day at Rockaway.

Dr. J. R. Talbert, F. J. Dietsch and Mrs. M. C. Mc Kercher attended the Washington County Fair board meeting at Hillsboro Tuesday evening.

Mrs. W. R. Van Kleek and daughter Catheryn were guests at the D. J. Ward home at Kinton Wednesday.

Misses Eva and Elsie Whitworth, Bernice Cox and Earl Evans spent Labor Day at Lake Lytle.

Mr. and Mrs. Archie Masters and Charles Fry spent the week end fishing on the Deschutes.

John Gray spent the week end at Seattle.

Mr. and Mrs. Hugh Lewis and daughters spent several days at Lake Lytle.

Mrs. Mary Evans left Monday for Lake Lytle to spend several weeks.

Mr. and Mrs. John Summers, Mr. and Mrs. George Blasser motored to Government camp and through the Wapanita Pass Sunday.

### Demand for Graduates Keen in Agriculture

The demand for scientifically trained men in agricultural fields has far outstripped the available number of first class agricultural graduates, according to Dr. A. B. Cordley, dean of the school of agriculture at Oregon State college; yet for some reason, all over the nation, the number of college students in agriculture is comparatively small, he reports.

To acquaint prospective college students with the broad field of opportunity in agriculture, including some 178 related occupations, the college has issued a new illustrated vocational guidance booklet of 80 pages which gives a clear understanding of the actual fields of employment open to agricultural graduates. It is now ready for free distribution.

Oregon State Fair. Open Air Circus Acts, Daily Horse Show, Races - Auto Show, Livestock Exhibits, County Displays. Salem. Plans now to attend!

FIRST CLASS PER HANGING, PAINTING & KALSOMINING Very Reasonable CALL R. E. ROLES Beaverton 3303

E. A. GRAF CONTRACTOR own your own home I will Remodel on Easy Terms Box 325 R 2, Beaverton PHONE BEAVERTON 10015

HARDWARE Plumbing and Heating F. W. BISHOP 2803 Beaverton, Or.

F. A. NOYES FIRST CLASS PLUMBING & HEATING for a Small Amount Down Balance Monthly Call Beaverton 3303

AUBREY L. FLETCHER Attorney at Law Beaverton Oregon with Beaverton Realty Co. attention given to commercial conveyancing, real property and settlement of estates.

FORD SERVICE REPAIRING SLICK FORD REPAIRS Servicing Fords is our specialty. No matter what may be wrong with yours, you can be sure of a slick, smooth repair job when you call here first. Standard Ford parts are always in our stock. Quality materials only are used on repair and replacement work. Expert Ford mechanics always in attendance. BIELMAN MOTORS BEAVERTON, OREGON

By train your California Vacation is only a day away

Your vacation need not be limited to just one place. Enjoy the full sweep of California's charming playgrounds on a Southern Pacific vacation ticket. Here, sandy beaches, lofty mountains, famed resorts are all closely linked by Southern Pacific. Your vacation starts when you board the train. In restful comfort you speed over the spectacular Shasta Route—mile after mile of scenic splendor. Refreshed, you are ready for play at your destinations. A ticket to any one of these destinations includes stop-overs and permits side trips to the many places you'll want to visit.

Southern Pacific C. E. ALLEN