

The New Audicle by Sonotone Provides EyeGlasses for Ears

In volume, distance, clarity, naturalness of tone—the new Sonotone Audicle 451 sets a completely new standard—so different, so much better than that it has won the admiration of not only the hard of hearing users but of critical acoustical experts. But this is only half the story.

Now precision and exactness in fitting has been made possible by means of an amplifier adjustable both in pitch and degree of amplification, plus receivers of different pitch, plus a scientific fitting technique involving use of the new Sonotone Audiometer. As a result, those who think they are hearing as well as possible now may even hear better and those who could not be sufficiently helped before can be helped now.

And Sonotone's engineers did not stop at creating an amazingly more efficient instrument, they went on and made it smaller, much more convenient to wear and use, more beautiful to look at, even more dependable.

For years, until recently, the problem of hearing impairment has been the step-child of science. If our eyesight became impaired we quickly got ourselves a pair of glasses. Here was one defect of vital sense, common to millions, for which science had a corrective. But for that deficiency of another vital sense, hearing, also common to millions, little was done.

Then in 1932, came really important progress. The late Hugo Lieber invented the first, practical wearable hearing device embodying the principle of "bone conduction", that is hearing through the bones of the head. This invention brought good hearing or better hearing, in a majority of cases, than any development in the past 30 years, because heretofore only the "air conduction" or telephone principle had been adapted to correction for hearing loss, and its effective application had been limited to a relatively few cases of a certain type. Hugo Lieber's invention met with such tremendous response that today thousands of men and women in all walks of life are wearing Sonotones, modern men and women who lost no time in availing themselves of this long-awaited means of fuller enjoyment of living and who refused to be handicapped, or to impose on friends and acquaintances, when it was no longer necessary.

Now, on top of the many improvements which have come from the Sonotone laboratories, both in bone and

air conduction developments so that all types of cases may be served, comes a further important contribution, the new Audicle by Sonotone. It is more than a new and greatly improved model; it can be fitted to your individual needs with an exactness and with results in terms of better hearing that far surpass any technique previously possible. For these reasons, it has been given a new name, to signalize the news that at last the world really has a modern equivalent, for impaired hearing, of spectacles for impaired eyesight, both in name and fact.

The following quotation is by Lucas S. Henry, M. D.

"The subject of the use of hearing aids is a very interesting one. The progress in perfecting hearing aids, which has been made during the last three years is really remarkable, due principally to the development of the bone conduction principle. This principle of the bone oscillator has been in the experimental stage for several years, but the apparatus has until recently been too cumbersome to be portable. Recent developments have now solved the problem of portability, so that today powerful, portable instruments are available."

The Sonotone Portland company is located in Portland in the Falling building, Phone BEacon 2611.

Beauty Shop Opening In Commercial Hotel Annex at Beaverton

Miss Florence Lucas, formerly of the Mary Ellen Beauty Shop, Beaverton, has opened a beauty parlor in the Commercial Hotel Annex, on Front street. The new parlor will be called Florence Beauty Shop.

Miss Lucas has had 9 years experience in some of the larger cities of the east and is prepared to do all kinds of beauty work.

Miss Lucas will hold a formal opening of her new shop Tuesday evening at 7:30 p. m. A Roux hair-tinting and machineless permanent demonstrations will be made. Everyone is invited. There will be door prizes.

Her shop will have black chrome furniture, Natural waving machine, Marvel steamer, manicuring table, Turbator driers. Color scheme will be black, red and white.

Dr. U. S. G. Fletcher Chiropodist, is Prominent Professional Man

Those from this Locality who have Received his Professional Services are Boosting for Dr. Fletcher

The profession of Chiropody should be one of the utmost importance and we cannot fail to stress the remarkable progress this branch of the medical profession has made by affecting, in most cases, cures and alleviating pain and discomfort by scientific treatment of all afflictions of the feet.

During the many years that Dr. Fletcher has been in active practice he has gained a valuable clientele due to his demonstrated ability as a practical Chiropodist, for he is a graduate of an accredited school and uses the latest and most modern methods known to his profession.

Those who secure his services are sure to be pleased as he is a man who performs his work in a thorough, conscientious manner and he is sure to satisfy the most exacting will of all who have had dealings with him and we predict for him a continued success in his chosen profession.

Dr. Fletcher is located in Portland on Washington street between S. W. 9th and 10th avenue, in the Selling-Hirsch Bldg. The phone is BE. 5013.

MRS. MARY McHENRY

Mrs. Mary McHenry, 89, of Hazel-dale, died Saturday at the home of her daughter Mrs. W. P. Brooks. Surviving are one son Richard of Portland; three daughters, Mrs. W. P. Brooks, Mrs. Geo. Watson, Aloha, and Mrs. Lily Robertson of Fresno, Calif.; 24 grandchildren, several great grandchildren and one great great grandchild.

Mary McLeod was born at Barney River, Nova Scotia, Oct. 1847, daughter of Mr. and Mrs. John McLeod. She went with her parents to Minnesota where she married in 1871.

Funeral services were held Tuesday at Pegg's Chapel with interment in Evangelical cemetery at Cooper Mt.

Approximately three hundred words make up seventy-five per cent of all the words used in ordinary speech and writing.

The average curvature of the earth is two inches per mile.

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Guaranteed First Class SHOE REPAIRING Ladies Work given Special Attention M. E. BALLARD ALOHA

Steamers on Columbia Draw Thousands



The Bonneville Navigation company, rejuvenators of passenger steamer service on the Willamette and Columbia rivers will handle 30,000 people in 1937. Their Sunday excursions to Bonneville has become so popular that starting Aug. 22nd, the company will operate both the Steamer Lake

Bonneville and the Steamer Cascade. Both boats leave the foot of South-west Stark street.

Even though two steamers are being operated, tickets for the trips should be secured early in each week in advance of the Sunday and particularly for out of Portland people.

Crowley's Brake & Wheel Shop Performs Public Service

Auto Brake Service Establishments are Becoming a Necessity

Auto brake and wheel service establishments are becoming more and more a necessity. In many garages, when the motorist leaves his automobile for repair and instructions to test and tighten the brakes, the brakes are overlooked and, after all, this is the most important item. In cases of accidents the motorist with faulty brakes has little chance of proving himself not guilty of the accident, whether at fault or not. Crowley's Brake & Wheel Shop, located at 203 N. E. Grand, phone EA. 1722, furnishes a complete brake and wheel service. Be sure your brakes are O. K. and ride safely.

These well known and skilled auto brake and wheel men have gained a high place in public favor by means of the general good qualities of the service they give and the brakes they have serviced.

Although your motor may be in perfect running order and the other

parts of your car in the best of condition if you do not have proper brakes, your car is soon out of commission. Consequently the brake expert is coming into prominence.

Just such careful attention in the little details and always rendering the most courteous service has won for Crowley's Brake and Wheel Shop the leading position they occupy.

Every brake part carried by this establishment is of the very best quality, consistent with the price at which each article is sold and guaranteed.

The proprietor, Mr. Crowley, is a well known business man and progressive booster for the home community. Their establishment is one of the leading shops of this section and in this business review we are pleased to compliment them upon the metropolitan service and the quality and satisfaction that they are rendering the automobilists at their modern establishment.

In making this review of the on-ward progress and commercial efficiency of this section, we desire to direct the special attention of our readers to this essential service.

Stark Davis Sells Advance Hydro-Type Pumps

Stark Davis Company are now featuring the Advance Pumps, for the home dairy, resorts and industrial plants. The pumps are both for shallow and deep wells and one of the many features include that there is no wearing parts below ground level, and has only one moving part. The pumps are scientifically designed, accurately machined, rugged, durable, dependable and yet economical.

The workings of the deep-pressure well is that part of the water delivered at high pressure from the centrifugal pump is directed down the pressure pipe to a nozzle thru which it flows at high velocity, thereby creating a vacuum which draws water thru the foot valve and forces it up to the suction of the pump.

The shallow well system is the same as the deep well system, except that the Hydro-Ejector is used only in the smallest size where it is necessary to provide a longer operating range and higher pressure.

Stark Davis is located in Portland at 933 S. W. Third avenue, phone number ATwater 4144.

What to do with those white shoes is quickly solved by Levenson Shoe Repair shop in Portland at Washington near third. They dye your shoes any color desired at prices more reasonable than one would expect.

They also pay postage on shoes mailed.

Now is the time to order your general furnace and stove oil for winter. Call C. J. Barnes, local manager General Petroleum Co. and he will supply you. The ideal comfort of oil burning stoves and furnaces in homes has created a greater demand for oil this year than ever before.



Feed Them The Best

For increased Poultry profits try our Vitamink Feed. Food is the builder of all animal tissues. Nowhere is the study of food of more importance than in the problems of poultry raising. Whether you raise poultry for your table or for market, let us demonstrate how this feed will benefit your flock.

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Roberts Motor Co. Distributors for Popular Federal Trucks

No one who watched almost with astonishment the long long lines and the great fleets of motor trucks during the war can ever doubt the value to civilization of this modern means of transportation. Motor trucks have truly brought about a revolution in transportation. As a matter of fact, none except those of us with vivid memories going some twenty years back can remember how we got along without them.

Although to the average man one truck looks very much like another except that one is heavy and one is light, it is not to be forgotten that just as there are pleasure cars and pleasure cars, there are motor trucks and motor trucks. Those on farms and in urban business in this community who have need for motor transportation are indeed fortunate in having located here a firm which carries the best that the motor truck industry has to offer. Whatever your transportation problem is, they are prepared to solve it for you in the way of a motor truck. You may be sure of dollar for dollar value when you buy their line.

Not only do they offer the best that money can purchase, but they have a complete service station at your command when new parts are needed or when the slightest adjustment is desired.

They are furthermore men who have learned their job. They are not just mere salesmen. They have studied this problem of transportation and they will be glad to give you, free of charge, expert opinion as to how you may take care of your transportation problem where motor trucks are involved. That they have performed their service successfully is evidenced by the daily testimony of the users of their trucks and by the hundreds of them which daily go over street and highway.

They are not just business men. They recognize that their residence in the community places upon them

COLISEUM GARAGE IS NOTED FOR EXPERT WORK

Service Day and Night, Bufford Johnson is Manager

The Coliseum Garage is scientifically equipped as regards all classes of motor rebuilding, automobile machine work and cylinder grinding and reboring. They make a feature of cylinder reboring and have special machines and equipment to take care of this important and popular feature of their service.

The method of reboring used by this garage gives the owner a seasoned motor not obtainable in a new car. Rebored cylinders are better than new ones, not just as good. The leading auto, tractor and commercial car manufacturers of this country and Europe use the process.

To prevent loss of power, to have gasoline economy and a quiet humming motor is the aim and when it gets out of trim it requires work of a specialist.

This firm has able automotive engineers with ears and eyes trained to detect all knocks and causes of trouble.

Mr. Johnson who understands all types of motors from the simple one cylinder stationary engine to the four-cylinder, the six, the eight and the twelve, and no matter what kind of motor you have you will find that when it goes out of this shop it will be sparking on all cylinders.

This garage is located at 2077 N. W. Marshall. The phone BR. 2051.

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