

Stanley W. Netherton, Publisher

Published Friday of each week by the  
Pioneer Publishing Co., at Beaverton,  
Oregon. Entered as second-class mat-  
ter at the postoffice, Beaverton, Ore-  
gon.

Subscription Payable in Advance  
One Year \$2.00

Member  
Oregon Newspaper  
Publishers Association

### Week End Heads Traffic Accidents

Saturday has become "danger" day on the highway, according to Charles M. Upham, engineer-director of the American Road Builders' Association.

Last year, forty per cent more people met death on the highways on Saturday than on an average day. The toll of last year's Saturdays reached 6,850 which was 20.2 per cent of all highway fatalities.

On Saturdays, injuries from motor vehicle accidents rose twenty-five per cent an average day. In 1946, 231,760 people, 17.8 per cent of all those injured, were involved in Saturday motor vehicle accidents.

In pre-war years, records show that more fatalities occurred on Sunday. But in 1946, Sunday travel fell to second place in hazard.

"We've changed the six-day week to a five-day one," said Mr. Upham. "Saturday has become a day for travel. Motorists, eager for a change from the week-day routine, fill the highways."

Mr. Upham pointed out that week end travel accounts for some two-fifths of all highway fatalities and more than one-third of all injuries.

"Our outmoded, congested roads and streets present constant hazards to the motoring public," he said.

Twenty years ago, the average citizen traveled 450 miles a year by all forms of transportation. Today, he travels 4,000 miles a year by highway alone. Automobile registrations are rising to an all-time peak, and will exceed the 1941 total of 34,472,145 by the end of the year, the Public Roads Administration predicts.

"Highway modernization has lagged for years, far behind increasing highway use," said Mr. Upham. "Its need is shown in our annual toll of death and injury. Accident records prove that modern road design and enforcement can remove major hazards."

"The battle against highway accidents must be a continuous one—waged every day by all of us with every means available," said Mr. Upham. "Building safer roads, roads adequate for ever increasing traffic, can materially reduce the accident toll."

### Award to Be Given to Best Driver

Outstanding road performance will net a hundred-dollar wrist watch for Oregon's best commercial driver each month beginning in August. It has been learned by Robert S. Farrell Jr., secretary of state. The award will be made by the Oregon Motor Transport Association.

Any Oregon commercial driver, whether operating for himself or a concern, is eligible for the prize.

Safety, courtesy, and heroism are the facts for which the watches will be given. Any person at all may nominate a driver-of-the-month by writing to the Oregon Motor Transport Association, 524 S E Morrison, Portland 14, Oregon.

"A delivery truck driver in a town of 200 is just as eligible to win as a regular over-the-road driver," according to Chet Knowlton, association manager.

Presentation of the watch each month will be broadcast over Station KGW. The watch, a 17-jewel model, will be accompanied by a special certificate.

An even larger award, described as "very substantial," will be made in addition to the driver-of-the-year. The driver-of-the-year will be selected from among the monthly award-winners. This year's contest closes November 30.

Judges are Robert S. Farrell Jr., secretary of state, Frank E. Landsburg, Interstate Commerce Commission district director; William A. Bowes, Portland commissioner of public works; Marshall Dana, Oregon Journal editorial page editor; and Bob Glenn, chairman of the Governor's Traffic Safety Committee.

Further details may be obtained locally from chambers of commerce.

## Roots of Culture *Good Taste THEN and NOW*

### SEPTEMBER... BACK TO SCHOOL AND COLLEGE



PLATO ESTABLISHED THE FIRST REALLY FREE "ACADEMY." ATTENDING "GILDED" YOUTHS WERE SERVED BY BEAUTIFUL SLAVE GIRLS. EASY TO GO BACK TO SCHOOL THEN!

NEWTON STUDIED IN A TURRET ABOVE TRINITY COLLEGE, CAMBRIDGE. HIS BACK-TO-SCHOOL GIFTS WERE SCIENTIFIC INSTRUMENTS: WATCHES, SCALES, TELESCOPES, ASTROLABES... ALL HIGHLY EXPENSIVE THEN.



1900'S COLLEGE GIRLS WORE FLEUR DE LIS WATCHES, SWORD-HILT "HAIR-DAGGERS," MALE UNDERGRADUATES SPORTED HIGH BUTTON SHOES, HEAVY WATCH FOBS, DIAMOND-CIRCLED SAPPHIRE TIE PINS.



TODAY, "BACK TO SCHOOL" STILL MEANS PRESENTS, RANGING FROM CLOCKS, WATCHES, PENS, PENCILS, TO COMPACTS AND TRAVELLING CASES.



## Half of United Group Homes Already Sold

The group of 12 houses constructed by United Builders Inc., under the supervision of Paul S. Taggard construction engineer, located at 7th and Hall streets in Beaverton are almost finished. Six of the twelve have already been sold and have most enthusiastic owners.

The Vander Boegh's who bought one of them had looked for houses all over the Portland and surrounding area and could not find a house they liked well enough to buy. A real estate saleswoman showed them these in Beaverton. They saw it at noon, bought it at three that afternoon and moved in the next day.

What makes these so desirable? They are extremely well built, well planned, and very attractive.

The houses built of pumice block, are fully insulated. All the windows have steel sash and the sills are of cast cement. The floors are hardwood throughout except in the bathroom and kitchen where linoleum is used. A thirty-two inch foundation insures complete heat insulation and prevents deterioration. Heat is supplied through the use of a gas furnace and circulating fire places.

Four basic floor plans were used in these houses. There is a large living room with an adjoining dining room, an attractive kitchen with a corner sink and windows, a bathroom complete with both shower stall and tub as well as built in dressing table, and two or three bedrooms depending on the size of the house.

### SEEK CIVILIAN EMPLOYEES FOR OVERSEAS POSTS

Men needed for civilian positions overseas in connection with the program for return and final burial of World War II dead are being recruited in this area it was announced today by Lt. Colonel Riley Kuehn, Commanding Officer of the Auburn General Depot.

A wide range of employment is being offered to qualified personnel who wish to take part in this program as members of one of the fourteen Field Operating Sections of the American Graves Registration Service which will tour three entire Pacific, Far Eastern and India-Burma areas. The Field Operating Sections will be organized and outfitted at Honolulu, Hawaii.

Additional information about the positions overseas with the American Graves Registration Service may be obtained by applying in person or by writing to the personnel Office, Auburn General Depot, Auburn, Washington.

### V. F. W. Post 8247

The Softball team sponsored by V. F. W. Post 8247 was guests of Mt. Hood Post at a picnic held at Blue Lake Park, July 27, 1947.

Due to bad weather the softball game was called.

However, everybody attending had a very fine time. Post 8247 wishes to express their appreciation for the picnic furnished by Mt. Hood posts.

The V. F. W. Post 8247 and the Ladies Auxiliary had an open meeting on August 5th at 8:30 p. m. at the Bonny Slope Community Club hall.

### TAI-PING Terrace

AMERICAN-CHINESE DINNERS  
Fine Food - Ample Parking  
2 mi. North of Tigard  
11130 S. W. Barbur Blvd.  
at 55th Ave.  
Dancing After 9

### SERENE BEAUTY

"Dispelling the shades of night, bringing comfort to the weary... that is the glory of Morning Light!"  
And the selection of this beautiful chapel is yours without extra cost.  
J.P. Finley & Son  
Purveyors of the National Selected Mortuaries  
S.W. on AT MONTGOMERY - AT WATER 2181

### Riverview Cemetery

WEST END  
SELLWOOD BRIDGE  
CREMATORIUM  
MAUSOLEUM  
CEMETERY  
Complete Funeral Service in New Cathedral Chapel at No Extra cost  
Riverside is a co-operative association with assets of over \$800,000

## BABSON Discusses Salesgirls

GLOUCESTER, Mass., Aug. 1.—Not long ago Boston's famous cartoonist, Dahl pictured a well-dressed gentleman standing on his head in a well known department store trying to attract the attention of some salesgirl. I know how this man felt standing on his head because I have been stood-up lately by salespersons—haven't you.

### Why Do We Have Such Trouble to Get Waited On?

There can be no question but what many of our retail stores have a bad war-time hang-over. During the war most workers had to do double time. There was a shortage of both goods and services. We became accustomed to waiting in line behind the counter. Most customers were tolerant because they understood well the reasons for the lack of service.

Today, however, the quotas in most sales staffs is reasonably well filled. Hence, there is little excuse for the condescending attitude of the salesperson who feels she or he is doing us a favor to wait on us. I overheard one kindly old woman, whom I watched for some minutes trying to get a salesgirl to wait on her, finally retort: "Look a here, girlie, are you mad or just sultry?"

### Salesclerks The Real Bottleneck

The salesclerks and traveling salesmen of the nation are a most important factor in determining future business conditions. You don't need to be undecided about the trend of business, just note how salesclerks act. They'll give

you the answer. If they are courteous and anxious to serve, general business will be good for another year or two at least. If they are indifferent and slow to serve, look for a falling off in sales, accompanied by gradually increasing unemployment.

One reason for present indifference is the minimum wage laws of various states. Where such minimums are highest, the service is poorest. Because the law prevents penalizing saucy and indifferent clerks with pay cuts, too many clerks don't care what they do or say. I believe in good wages. Every merchant should work for a high wage standard in his city; it helps business. But wages should be adjustable to the service rendered. Fixed wages and hours—either by laws or unions—encourage carelessness and ultimately will bring about general unemployment.

### Satisfied Customers Pay Good Dividends

Recent statistics indicate that department store sales may soon be lower than a year ago. With output of factories at extremely high levels and a large part of the urgent demand now over, sales departments must become a more important aspect of every industry. This is one reason why I invest my savings in merchandising chains rather than in factories or railroads.

Babson charts also indicate that the increase in business failures has already grown to a new high as compared to previous years. As retail trade becomes more competitive and customers

## ANIMALS REQUIRE PLENTY OF SHADE

Sunlight is a great health-giver and rich in Vitamin D. But—too much is too much. And an overdose of sunshine on a hot summer day can be a serious detriment to the health of farm livestock with white skin.

The American Foundation for Animal Health warns today. It's more than a simple sunburn problem, the American Foundation explained. Hair coated animals with white skin or white spots, particularly hogs and cattle, can suffer serious illness from this cause.

The American Foundation advised farmers to provide plenty of shade for their stock. One further warning was given: "If trouble develops and you suspect it is caused by sunshine, place the affected animal in the shade and call a veterinarian. Have the ailment diagnosed. Skin parasites may be responsible, and in pigs, the trouble may be confused with erysipelas."

To bear injuries, or annoying and vexatious events, meekly, patiently, prayerfully, and with self-control, is more than taking a city.—C. Simmons.

### H. W. Merrill, B. S., M. S., D. O.

#### Osteopathic PHYSICIAN AND SURGEON

General Practice Including Obstetrics and Surgery  
Office Hours: 1 p. m. to 6 p. m. Daily Except Sundays

68 PFAFFLE ROAD—TIGARD

First Road North of Safeway Food Store Between  
Highways No. 217 and 99W  
PHONE 3611

### SALES SERVICE RENTALS

Power Lawn Mowers, Garden Tractors, Peet Moss, Fertilizer  
Clothes Line Poles. Everything for the 2-Acre Rancher

C. B. TRACTOR AND EQUIPMENT CO.

WEST SLOPE

Phone BEacon 3807

## Now Is the Time of the Year to Repair Roofs and Paint Up Those Old Buildings!

### ASBESTOLINE

Properly applied will stop leaks and give long service from the roof that you now have. While PURE LEAD AND OIL PAINT applied to the walls will make the building look like new.

We Carry a Good Supply of

### ASBESTOLINE and LEAD and OIL PAINTS

#### OUR REGULAR PRICES:

ASBESTOLINE ..... \$1.90 PER GAL.  
PURE LEAD AND OIL PAINT, ..... \$3.90 PER GAL.  
BARN PAINT ..... \$3.50 PER GAL.  
CARBOLINEUM ..... \$1.40 PER GAL.  
BOILED LINSEED OIL ..... \$3.25 PER GAL.

We Sell TRIANGLE, CROWN AND HODGEN BREWSTER Poultry, Dairy and Stock Feeds. Also a full line of Horticultural, Agricultural and Florist Supplies.

## FINDLEY MILLING CO.

PHONE 3851 16 Farmington Road Beaverton

### 1ST ANNUAL MULTNOMAH COUNTY FAIR AUGUST 18-24 GRESHAM, OREGON

SPECIAL FEATURE!  
**RADIO STARS**  
IN A GIGANTIC, SPARKLING  
MUSICAL REVUE  
**2 PM**  
every afternoon

EXHIBITS OF FAMOUS  
**Oregon Farm Products**  
Livestock • Poultry  
4-H Work • Home Arts

GENERAL ADMISSION  
**50¢**  
Tax Included

MARGARET BECKER — "Miss Oregon" — Oregon's Gift to Hollywood

DAVE WEST — Favorite of the Northwest in Songs of the West

RON SALT — and his ever-popular Radio Stage Band

**Pari-Mutuel HORSE RACING**  
8 Races **8 PM**  
Every Night

### BONNY SLOPE SALES & SERVICE

ALL KINDS OF ELECTRICAL WIRING  
E. F. RANEY  
Phone UNIVERSITY 4570 Rte. 5, Box 486, Portland 1, Ore.

### CANYON ELECTRIC CONSTRUCTION CO.

PRIVATE LINES INSTALLED... GENERAL ELECTRICAL INSTALLATION  
1633 S. W. Skyline Blvd. (At Sylvan)  
Portland 1, Oregon  
F. B. FLITCRAFT Phone BEacon 9048

### TWO WALK IN REFRIGERATORS

- 380 Cu. Ft. Any Temperature
- Temperature control Freezer or Cooler
- Built for outdoor or indoor use
- 13' Long, 8 1/2' wide, 6 1/2' high
- REASONABLY PRICED

IDEAL FOR MEAT MARKET, GROCERY, FARM, LOGGING CAMP OR RESTAURANT

Refrigerators may be inspected at Tradewell Market  
1860 S. W. 11th, Portland. Phone ATwater 4828

### G. I.'s ATTENTION

IT'S A CINCH TO FLY WITH  
"ED" BALL and "BUD" RALSTON  
WHETHER FOR BUSINESS OR PLEASURE  
PIPER SALES AND SERVICE  
G. I. Training Available  
Full Maintenance and Repair  
BALL-RALSTON... Since 1929  
HILLSBORO AIRPORT  
PHONE 3060 HILLSBORO; RESIDENCE 3424

### ART NEON SIGN CO.

NEON SALES AND SERVICE  
Phone CH. 3711 9914 S. W. Pacific Highway

### LAND SURVEYING

and  
Construction Layout  
**PAUL D. BOUTWELL**  
Registered Land Surveyor  
Phone Scholls 8361 Rt. 1, Box 705, Beaverton, Ore.  
5 Miles West of Progress