



FLOURING MILL AT ISLAND CITY.

FLOUR, GRAIN AND LIVESTOCK

KIDDLE BROS. AND THEIR ASSOCIATES DOMINATE THESE INTERESTS IN GRANDE RONDE VALLEY.

Operate Three Flour Mills—Buy Hundreds of Thousands of Bushels of Grain—Buy, Feed and Ship Thousands of Cattle and Hogs.

The bulk of the grain produced in the Grande Ronde Valley finds its way to market through Ed Kiddle, Fred H. Kiddle and their associates. So varied and extensive are their interests that they may truthfully be said to dominate the grain trade of this section, and to their liberal methods and superb facilities for doing business must largely be attributed the undeniable prosperity of local farmers.

Viewed from any standpoint, their's is the most important business enterprise of the Grande Ronde Valley. Through their operations the farmers find a ready cash market for wheat, barley, oats, cattle and hogs, and in the purchase of these products they distribute several hundred thousand dollars annually.

Kiddle Bros. are the controlling owners of the Grande Ronde Grain Co., Pioneer Flouring Mill Co., the Union Flouring Mill Co., La Grande Milling Co., and sole owners of the extensive livestock business that bears their name.

The following brief descriptions of the several separate, yet allied interests of Kiddle Bros. will give some idea of the magnitude of their operations, and tend to show to the outside world the extent of the grain business in this valley:

Grande Ronde Grain Co.

In 1905, the first year of its existence this company handled 150,000 bushels of wheat; 60,000 bushels of barley and 20,000 bushels of oats. Warehouses are maintained for the storage of grain at all principal points in the Grande Ronde Valley, those at Imbler and Alsea, being owned by the company. Warehouses are leased at Conley's and Hutchenson's. The total storage capacity is 500,000 bushels.

The officers are Ed Kiddle, president; F. H. Kiddle, vice president; Frank Bidwell, secretary.

Pioneer Flouring Mill Co.

This company, of which Ed Kiddle is president, W. G. Hunter, vice president and C. H. Bidwell, secretary, operates the Island City Roller Mills, with supplemental elevator and grain warehouses. The history of the business dates back 30 years, the present company being formed, however, about 10 years ago. In 1902 the entire plant was destroyed by fire. It was rebuilt at once, and equipped throughout with the most modern machinery. The competent to judge pronounce this the most up-to-date flour milling plant on the coast. The capacity of the mill is 150 barrels of flour, and 20 tons of chopped feed in 24 hours, and it runs night and day during ten months of the year. It is operated by 80 horsepower water power, and 40 horsepower electric power. Among the equipment is a 300-light electric dynamo, which lights the mill and residences of the officers. The mill building is 80x90 feet and it affords storage room for 10,000 sacks of flour. The elevator for bulk grain has a storage capacity of 60,000 bushels and there are two separate warehouses for sack grain with capacities of 40,000 and 80,000 bushels.

The entire plant is steel covered, and every precaution has been taken to guard against fire.

During 1905 there was milled at this plant 117,727 bushels of wheat, \$70,064 pounds of barley and 100,000

pounds of oats. About the same amount is anticipated for 1906. The La Grande Mills and the Island City Roller Mills are; Imperial Patent, White Rose, Thistle, Reliance and Purity. Whole wheat flour, graham flour, germ, corn meal and mill feed are also made.

While much of the product is consumed locally, the bulk of the output is manufactured for export and the mill has excellent shipping facilities. A side track passes directly alongside the buildings, affording inexpensive loading and unloading.

The Union Flouring Mill Co.

In 1902, one month prior to the burning of the Pioneer Flouring Mill Co.'s plant at Island City, this company was formed and took over the Oregon Roller Mills, which have been operated for 14 years. Ed Kiddle is president, F. H. Kiddle, vice president and P. A. Bidwell, secretary. The plant, which is located at Union, manufactures choice grades of flour, graham flour, whole wheat flour, chopped feed, etc., and deals in all kinds of grain. It is operated by water power from Catherine creek of 60 horsepower. The capacity is 80 barrels of flour and 20 tons of feed in 24 hours, and during ten months of the year the mill runs a double shift. It runs during



FLOUR MILL AT UNION.

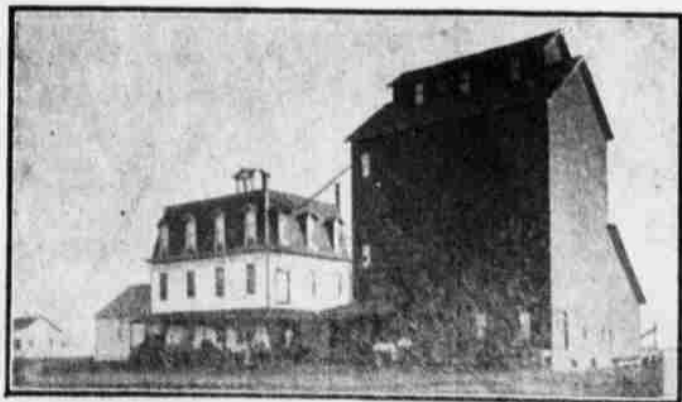
the day the year round. An independent electric light plant is among the equipment, furnishing the necessary 100 lamps to light the mill. The elevator and mill are four stories in height, and 48x100 feet in dimensions. They have a storage capacity of 40,000 bushels of bulk grain and 20,000 sacks of flour. A detached warehouse affords storage for 60,000 bushels of sacked grain. These are excellent side-track facilities for loading and unloading.

The brands of flour manufactured are Snow White patent and Gilt Edge. Last year the Union Flouring Mill Co. handled 88,962 bushels of wheat, 654,195 pounds of barley and 364,780 pounds of oats.

La Grande Milling Co.

In 1905, this company handled \$9,559 bushels of wheat, 1,165,152 pounds of barley and 150,000 pounds of oats. The mill, elevator and warehouses of the plant are located on sidetracks of the O. R. & N. railroad with every facility for loading and unloading quickly and economically. The mill was established 15 years ago, the present owners acquiring it in 1902. It is a modern mill operated by electric power, and with an individual dynamo for lighting purposes. For eight months each year two shifts are employed and the mill runs daily the entire year.

One hundred barrels of flour and 20 tons of feed is the daily capacity on the double shift. The brands of flour made include: Jersey Cream, Royal Patent, Cash Special Sea Foam and Our Seal. The elevator has a storage capacity of 60,000 bushels of bulk grain. Twenty thousand bushels of sack grain can be stored in one of the two warehouses, the other having



FLOUR MILL AT LA GRANDE

room for 10,000 sacks of flour.

The electricity used is furnished by the Grande Ronde Electric Co. and is brought from the Cove to La Grande at a voltage of 23,000, where it is transformed to 2,200, and conducted to the La Grande Mills and the Island City, making a transmission of a distance of about 25 miles.

The officers of the La Grande Milling Co. are Ed Kiddle, president; Fred Kiddle, vice president, and P. A. Bidwell, secretary.

Kiddle Bros. Livestock Dealers.

For 15 years Ed E. Kiddle has been engaged in the livestock industry here, his brother Fred H. Kiddle becoming a partner in 1886. The firm is the largest shipper of cattle and hogs in the Northwest. Their business is by no means confined to the Grande Ronde Valley. Each fall they are extensive buyers of hogs in Walla Walla county for feeding purposes. The extent of this business in hogs may be judged from the fact that they have brought out a single drove of over 2500 head, and have had on hand for feeding in one yard 1,600 head. They exhibited at the Portland Lewis and Clark exposition the largest hog in the world—a full blood Poland-China, weighing 1,186 pounds bred and raised in the Grande Ronde Valley. It is interesting to know that this mammoth hog never tasted a kernel of corn, being raised entirely on alfalfa and wheat—proof positive of the superiority of this feed in fattening hogs.

Kiddle Bros. bought in Omaha and shipped to Portland the largest single shipment of hogs that ever crossed the continent—a trainload of nineteen cars.

They buy cattle extensively, and are the largest local shippers of stock cattle to Chicago, Omaha and the eastern markets. The cattle fed and fattened here are largely marketed at coast points.

The marked success of Kiddle Bros. in their various enterprises is a natural sequence of a thorough knowledge of and love for the business, together with correct methods. Progressive and far-seeing, they have not feared to back their judgment with their capital. Their operations have all tended toward the upbuilding and development of this valley, and their success has not engendered a feeling of envy for it has been shared to a greater or less degree by hundreds of local people.

E. E. Kiddle has lived in the valley for 20 years, locating in Island City ten years ago. He has been a miller all of his life, as were his father and grandfather before him.

Fred H. Kiddle located here ten years ago, coming from Iowa where he had been in the mercantile business. He is interested in the three flour mills and the grain buying business, but devotes most of his personal time to Kiddle Bros. livestock interests.

AN IMMENSE BUSINESS.

The Island City Mercantile & Milling Co. Presents Superb Trading Facilities.

The rich and prosperous agricultural country surrounding Island City makes possible the carrying of so complete and diversified a stock as that of the Island City Mercantile & Milling Co.

Trade is sought purely on the ground of giving the most value for the money, and laying aside the fact that the range of choice offered is so wide, this store deserves trade purely from a dollar and cent standpoint. It stands to reason that a large buyer can secure unusual concessions in price from manufacturers and wholesalers, and this company buys almost everything it handles in carload lots, obtaining every possible discount.

Only standard goods of proven reputation and acknowledged merit are carried, and the names of many of America's leading manufacturers are seen on every hand.

The stock is indeed a varied one, embracing besides merchandise such as clothing, dry goods, furnishings, shoes, and groceries, full lines of hardware, furniture, farm implements and machinery, vehicles, etc. There is a satisfaction in owning J. I. Case threshers and engines, and steam plows, McCormick binders, mowers and rakes; Combines, manure-spreaders, Syracuse and Parlin & Orndorff gang, sulky and disc plows; Studebaker wagons, carriages, buggies, hacks, etc. Other items that should be mentioned are International gasoline engines from 2 1/2 to 6 horsepower, American field woven wire fencing, Elwood mesh fencing for poultry, doors, windows, sash, glass, paints, oils, etc.

It is an immense stock and one of the very largest in Eastern Oregon. People can drive in from a distance feeling sure that they will find exactly what is desired.

The business was incorporated in December, 1884, with a fully paid up capital of \$75,000, and has been a success from the start. The present officers are: Fred J. Holms, president; W. G. Hunter, vice president; A. R. Hunter, secretary; E. P. Staples, treasurer.

This is really one of a chain of general stores in this section, each of the others operating flouring mills as well. They are located at Elgin, Enterprise and Wallawa. At Elgin the flour mill capacity is 100 barrels daily. The capacity of the Enterprise Mill is 50 barrels a day, that of the mill at Wallawa.

All of the stores in this system do a



Hulse Photo.

THE GOLDEN RULE CO.'S STORE.

strictly retail business, employing altogether 35 people.

The Island City Mercantile & Milling Co. numbers its customers among the hundreds. They have been gained through fair, straightforward business methods and are friends in every sense of the word.

THE GOLDEN RULE CO. (Incorporated.)

A STORE WHERE DOLLARS DO THEIR FULL DUTY.

Dry Goods, Clothing, Furnishings, Shoes, Notions, Chinaware, Crockery, Glassware, Hardware, Specialties, Etc.

This article is a story of store success, and it's well worth reading for it points the way to economy and opens an avenue of money-saving to every one in La Grande or within driving distance of this city.

A few years ago Mac Wood and John Collier were each conducting small stores of somewhat similar stocks. Compared with the volume of business, expenses were heavy, and both proprietors felt that the people of the Grande Ronde Valley were entitled to better trade facilities than they were able to offer.

So these two business men got together and talked it over. They didn't have far to go, for a harness shop was the only separation between their stores. The result of these conferences was the organization and incorporation of The Golden Rule Co., which took over the two individual stores, and then secured the intervening salesroom. Mr. Wood became president, and Mr. Collier secretary-treasurer of the company.

From the very start, economy of operation was apparent, and increased capital permitted a larger stock. The company was organized three years ago. The first year's business fully reached expectations; the second year it increased 60 per cent, and last year's business was fully double that of the first year, which is going some. Today, the three salesrooms, giving a combined frontage of 70 feet, supplemented by a storage basement under the whole store, does not provide room enough, and the company is now endeavoring to secure additional space.

In locating the reasons for the marked success of the Golden Rule Co., it is not necessary to search far. Summed up in brief sentences these reasons are:

Reliable goods. Big value for the money. One price to all, and it the lowest possible.

A diversified stock, covering a wide variety of every-day needs. Prompt service and courteous treatment, whether the purchase be large or small.

The selection and purchase of the stock carried is justly regarded as being of paramount importance, and The Golden Rule Co. is ever a careful buyer. Take the item of clothing. The "Great Six" line of popular-priced clothes for men is carried, simply because these \$10 and \$12 suits are world-beaters at the price. The manufacturers make only these medium-grade suits, and have brought economy of production to a point which justifies using really excellent cloth. The Golden Rule sells for \$10, a suit that has merit, and which gives an astonishing amount of wear, besides being up-to-date in appearance. In finer suits, the hand-tailored products of the Hirsch, Wickwire Co., of Chicago, are shown. They range in value up to \$20.

The dress goods department is large and well-stocked with seasonable fabrics in wide variety. It is one of the most important departments of the store, and is notable for the low prices asked for the dependable, reliable goods carried. Ladies ready-to-wear garments also are a strong feature.

After an exhaustive examination of the shoe question, The Golden Rule Co. selected the "Star" brand shoes as leaders because of the intrinsic value of these shoes at the price. Johnson, Rand & Co. of St. Louis, the makers,

now occupy second place in the world in regard to output, and bid fair to soon be first. Their shoes are capturing the pre-eminent trade, because the value is there, and in less than 10 years they have outstripped all but one competitor in volume of annual sales. The Golden Rule Co. knows of no better medium-priced shoe.

And so it is throughout this store. The stock is selected with a view solely to holding the promise of all who buy for Men, Women, Wood and Collier are a unit in the belief that satisfied customers are the store's best asset.

In Wallawa, the God N Rule Co. have the largest trade of any store between Pendleton and Baker City. Imported English dishes are the chief feature, although a great deal of Haviland china is sold. The stock is all open sets. That is, one does not need to buy a complete set at one time, and broken dishes can always be replaced. Some very attractively new designs have just been received.

In hardware a very neat line of shelf goods, builders' hardware, cutlery, tools, nails, wire-fencing, etc., is carried. This department will be materially increased when additional space is secured.

No attempt is made to cater to any one particular class of trade—unless we class those who appreciate unusual purchasing power for their money. Every member of every family in or near La Grande will find in the stock of this store the means of supplying many wants. It is divided into departments merely as a matter of convenience in stock arrangement, and the cold, repellent methods of metropolitan stores are entirely absent.

The trade of country people is much appreciated, and the store is ready to buy butter, eggs and chickens at the highest market price.

HILL'S DRUG STORE.

Completely Stocked—Attractively Arranged—A Drug Store of Quality.

The medicines that have restored to health hundreds of Grande Ronde Valley citizens have been compounded in the prescription department of this store, and the filing of physicians' prescriptions is today regarded as being the most important feature of the business.

To care and accuracy are added pure, fresh, full-strength drugs of proven potency, and while quality is not sacrificed in any degree to price, the most modern charges prevail. Mr. Hill is a graduate pharmacist of long practical experience, and he exercises a direct supervision over the prescription work.

Dr. Janeway's Remedies, which bear a high local reputation, are manufactured in this pharmacy. A full line of standard patent and proprietary medicines and preparations are carried. The stock of toilet articles is decidedly complete and embraces every need of the dressing table. Other stock items that should be mentioned are:

Rubber Goods in wide variety; a large assortment of brushes for all purposes, leather goods, art, society and school stationery, cut glass and hand-painted china. There is a well-stocked cigar case where discriminating smokers will find just the cigar they want.

From the elaborate soda fountain, deliciously-flavored cool drinks are dispensed, and neat tables have been provided for patrons.

Throughout the store there is an air of extreme neatness. The fixtures are of oak and they harmonize with the attractive stock display. It is a modern drug store up-to-date in all particulars.

Mr. Hill came here from McMinn-

ville, Ore., where he had been in the drug business also. That was eight years ago. He has sought and held the trade of discriminating people on the grounds of quality of stock, and his trade has steadily increased. Whether you buy "a nickel's worth" or a large amount, you can be sure of both prompt service and uniform courtesy.

STAR PLANING MILL CO.

One of the Important Industries of the Grande Ronde Valley is Located at Elgin.

J. L. Overton and C. M. Humphreys, who own and operate the Star Planing Mill in Elgin and a saw mill eight miles from that city, do an extensive business.

The cut of the saw mill is two and a half million feet a year, and the out-



A PRODUCT OF THE STAR PLANING MILL AT ELGIN.

put of the planing mill brings the coast up to ten and a half million feet annually. A total of 35 men and 15 teams are employed.

The planing mill is not only large, but thoroughly modern and the equipment is one of the most complete in Eastern Oregon. A four-story building 19 1/2 x 12 1/2. An 80 horsepower engine runs the main mill, and an 8 horsepower engine supplies the motive power for the lighter machinery on the second floor. An individual dynamo furnishes lights for the plant.

Among the equipment are a "stick-er" for making moulding flooring and rustic; a surface that will handle a 30x12 inch piece of any length; one of the largest sizers in the Northwest, which weighs 19,000 pounds; rip saws, r-saws, etc. All of this machinery is arranged on the first floor. On the second floor, is kept on hand and manufactured all kinds of mouldings, base blocks, porch columns, sash and doors and sashes. The equipment on this floor includes a hand saw, wood repair work, door, tenoner, mortising machine, boring machine, shaper, combination machine, emery wheels, an emery automatic knife-grinder, etc.

The plant is equipped with four-horse fans, and a blower system conveys all shavings and dust out of the mill where it is burned in a steel brick-lined furnace.

The third and fourth floors are used for the storage of porch columns, newel posts, balusters, base angles, corner blocks, grid work, etc.

So complete and diversified is the output that it is hardly an exaggeration to say: "If it is made of wood you can get it from the Star Planing Mill Co."

Orders can be promptly filled for any planing mill product in any quantity.



LOOKING OVER PART OF LA GRANDE'S RESIDENCE DISTRICT.