

HUNTLEY BROTHERS' STORES

Among business men, traveling men and those who are in position to make comparison, these stores have the reputation of being two of the most successful and best managed stores, not only in Oregon, but on the Pacific Coast.

The drug department is under the management of Mr. C. G. Huntley. The amount of prescription business done and the extreme care taken in having it done accurately and by competent help, is indicated by the fact that he is assisted by two registered and two registered assistant pharmacists. "Nothing is too good for the sick room" is the motto in this store. No stale or bargain-counter drugs are ever found here, while for the newest preparations and the latest remedies, people always expect to find them at Huntley's and are rarely disappointed.

Added to the stock of drugs and chemicals for the regular prescription business is one of the most complete lines of druggist sundries to be found in any store in Oregon. Here is the finest imported perfumery from France and England besides all the leading odors made in the United States.

Imported hair, nail and tooth brushes at department-store prices.

The 25 feet added to the rear of the store some time since goes to make up the most complete paint store in Clackamas county. Here you can get anything from a 5-cent brush to a barrel of linseed oil.

The book store is managed by Mr. W. A. Huntley.

"You can't make a success of a book store in Oregon City," is what the people said when W. A. Huntley established his store, and "what little business there is in this line goes to Portland, and you can never meet

Portland competition." After a glance around this large, handsome store, with its shelves loaded with a stock that seemed much too large for Oregon City, the writer remembered the little old store down the street, when the "book store" first started with its modest little stock, and decided that such remarkable growth must have good reasons for it.

"And we have proven them mistaken by handling only honest, reliable goods (everything we sell is on the 'money-back-if-you-want-it' plan), buying close and selling on a small profit, keeping a neat, clean store, and always trying to get promptly for people what they wanted, that we didn't have. While Portland department store competition is severe—we always meet it, sometimes beat it—for we are content with a small profit, and our customers appreciate it. Then, too, all our expenses, such as rent, lights, fuel, etc., are much lower than in the city.

"We carry also special lines of goods that by increasing the volume of business enables us to reduce the percentage of profit. We put in the first stock of bicycles in the city, ten years ago, and were laughed at for trying to sell wheels in this rough, hilly country of poor roads. We were not laughed out of it, though, and our annual sales of 150 to 175 wheels justifies our faith in the bicycle. Reliable bicycles, such as the Crescent, Columbia, Orient and Hartford, together with our reputation for carefully making good any defects and living up to our liberal guarantees has brought us increasing business in this line.

"Five years ago we put in a small stock of cameras and kodaks. There were only two or three cameras in town, outside of the

professionals—now there are hundreds, and our camera business has grown from a \$50 stock to a \$500 one, which includes all the popular and best-known makes.

"While we make no claim to an art department, yet we do sell a great many pictures and such artists' supplies as oil colors, brushes, canvas, mat-board, etc.

"In the Butterick pattern department is a \$1000 stock of paper patterns—over 10,000 separate patterns. We get mail orders in this department from Barlow to Junction City.

"We have many other lines that don't belong to a book store strictly speaking—but they all help, as we said before, to swell the volume of business and thus enable us to keep down the prices."

Our commercial stationery trade, office supplies, typewriters and supplies, blank books, etc., is constantly growing and we find no trouble to meet and often to undersell Portland dealers.

This store is also the county depository for state text books which brings us a large business in school supplies from all the county schools tributary to Oregon City. We have furnished a number of school libraries with books and in no instance have we failed to underbid all competitors when bids were asked for."

This business has been built up by C. G. and W. A. Huntley under difficult conditions, in face of Portland competition, and contrary to the predictions of those who think no business can thrive in a small city adjacent to a large one.

Looking after the small as well as large details of the business has been one of the reasons of the firm's greatly increased patronage. This together with a genuine desire to please and satisfy every one, big and little, will be reason enough for as great gains in the future as in the past.



Logan Cheese Factory
Farm Residence of J. R. Morton, Damascus

Farm Residence of V. Erickson, near Carus
Farm Residence of C. Kocher, Mark's Prairie