



The above photograph is a sectional view of the first floor of A. B. Steinbach & Co.'s men's and boys' outfitting establishment. Since first established in 1863 it has grown to be the largest store of its kind in the Pacific Northwest. Its two floors having an area of over 21,000 square feet, devoted exclusively to men's, boys' and children's high grade clothing, hats, caps

and furnishing goods. Also a department for men's working clothes, trunks and leather goods.

The interior of the first floor is arranged to provide every comfort and modern convenience to shopping, the children's department being especially attractive. All the fixtures are of solid oak. Both street fronts are of plate glass, making the interior as light as day.

Mr. A. B. Steinbach personally attends to the manufacturing of his high grade clothing, spending a large portion of every season in the East at the mills and exclusive wholesale tailoring establishments.

Besides doing an enormous local retail business they have built up an extensive wholesale and mail order trade.

MARSHALL-WELLS HARDWARE COMPANY.

A Firm With a National Reputation Establishes an Immense House in Portland.

The wholesale hardware institution conducted by the Marshall-Wells Company ranks in importance with any like concern in America, and on the Pacific Coast there is not a wholesale hardware establishment which at present does the volume of business that this one does. This may seem a brave statement, but it is true nevertheless. Again there is not a house anywhere in their particular line of trade that is better equipped to handle so large a business. The Marshall-Wells Company has houses at Duluth, Minn., and at Winnipeg, Manitoba, and they are now establishing a large branch house at Spokane.

From the Portland office representatives cover Oregon, Idaho, Washington, California, Alaska and the Hawaiian Islands. The Portland house also enjoys a large export trade with points in the Orient. They support a warehouse in North Portland three stories high and 100x200 feet in dimensions. Their sales house and general offices are at Fifth and Ash streets, where they occupy every floor in one of the newest and most modern brick blocks in the city. It is said that this company utilizes every inch of 200,000 feet of floor space, which is made necessary because of the thousands of varieties of goods carried in stock. Besides carrying an immense stock of goods pertaining to the hardware business, they are distributors for the Heath-Mulligan paints; shelf and heavy hardware; mill, mining and railway supplies; sporting goods; cutlery; stoves; builders hardware; harness and saddlery hardware; paints and oils of all character. Mr. Jay Smith is the local manager for the company, and is well known as a man keen to the advantages afforded by Portland as a distributing point. He believes in the city's prosperous future and never side-steps an opportunity to lend his voice in advertising the community.

ALBERS BROS.' MILLING CO.
A Notable Concern Which is One of Portland's Greatest Industries.
With two branch houses, one in Seattle and the other in Tacoma, the Albers Brothers' Milling Company, with the main house in Portland, conducts the largest cereal milling business in the Northwest.

This important industry was established in 1893, and has grown in prosperity with every year of its existence. So rapidly did business increase that it was found necessary to establish a mill at Seattle and another at Tacoma. The exporting trade of this concern is becoming a prominent factor in the commerce of the Northwest. Food stuffs by tons and tens of tons are being constantly shipped to Oriental ports, the Hawaiian Islands and to South American trade. The Northwestern trade, including British Columbia and Alaska, is very flattering. This company makes the celebrated Violet cereal foods, of which "Violet Oats" is one. They make steel cut wheat hominy, graham flour, cornmeal, steel cut oatmeal, flaked wheat, pearl barley, buckwheat flour, rye flour and whole wheat flour, besides high-grade rolled oats. They are extensive wholesale dealers in hay, grain, flour and feed and operate large hay compressing plants in Portland and Hillsboro. It

is a notable house, this one, with offices and mill at Front and Main streets, and with grain and hay dock at Front and Lovejoy streets. In all vocations the company employs more than 200 men in Portland alone. The officers of the company are filled with the new Portland spirit, and are prominent in commercial and industrial circles. They are Bernard Albers, president; Henry Albers, vice-president; J. G. Deming, Jr., secretary; George Albers, treasurer, and William Albers, assistant secretary.

COLUMBIA WOOLEN MILLS.

A New Tailoring Establishment in Portland Which Has Met With Flattering Success.

The Columbia Woolen Mills, with store and parlors in the Elks' new temple, has within the last year grown from a small concern into one of the prominent tailoring establishments in Portland. Mr. Grant Pheg-

ley is manager, and many of the swell garments seen on men of the city had their making under his direction. Mr. Phegley is constantly in touch with the styles in New York City, and gathers in the Columbia Woolen Mills Store materials in immense varieties which enables him to carry out the dictates of the styles of the season. Another feature which is an important one regarding the merchant tailoring business, is that of orders delivered on short notice, and this fact, together with the certainty of the best fits of garments, the materials of the best quality and prices moderate and within reach of all correct dressers, makes the establishment of the Columbia Woolen Mills one of the most popular in Portland. Fashionable clothing at prices that can be reached by all, is the motto of the place. Correct fits go without saying, for it is a certainty that never is a complaint heard from a patron of this high-class establishment.



LOEWENBERG & GOING CO.

Organized Ten Years Ago and at Present Enjoying a Trade in a Half Dozen States.

It has been said with truth that 60 per cent of stoves and ranges used in Portland are the product of the Loewenberg & Going Company of this city. This company are manufacturers of stoves and ranges of a high order of merit. The establishment is a very large one with a trade extending throughout Oregon, Wash-

ington, Montana, Idaho, California and Nevada. They also enjoy a flattering export trade with Hawaii, Japan and the Philippines. The concern was organized in 1896, with Mr. S. B. Loewenberg, president; Mr. R. B. Fleming, vice-president, and Mr. J. W. Going, secretary and treasurer. The directors are Mr. S. B. Loewenberg, Mr. R. B. Fleming, Mr. J. W. Going and Mr. L. Therkelsen. These gentlemen are long residents of Portland and have increased their business with rapid strides in a decade of active operation. In addition to manufacturing all classes of stoves

and ranges, they are extensive jobbers of household hardware of every description. Particularly are manufacturing establishments the important factor in the industrial and commercial standing of a city. Where things are made, men must be employed to make them and wages must be paid for every day's work accomplished. Pay rolls are what make big and prosperous cities, and without such concerns as the one just described, be they in any line of trade, Portland would not enjoy its present prosperity, nor would her future look bright.

Electric

Electric Power is cheaper in Portland Because of advantages in its production

With Electric Power Your Expense Stops When Work Ceases

Power

FOR MANUFACTURING PURPOSES

If you contemplate establishing any business requiring POWER in Portland or its suburbs, it will be to your advantage to talk with us before placing orders for machinery. The economies effected by the use of ELECTRIC power are: Lesser cost of operation, smaller amount of space required, and noteworthy saving in machinery and initial cost of installation of plant. Modern methods of manufacturing demand prompt and efficient service for the elaborate and expensive machinery in which the owner's money is invested, and INTENSIFIED PRODUCTION is imperative that the capital invested may be turned over as many times as possible during the year. We are furnishing twenty thousand horsepower to manufacturing establishments at Oregon City, and more than fifteen thousand horsepower is used in Portland for lighting, for manufacturing and for operating the street railways. Electric current is available twenty-four hours every day in the year, and overtime and additional power service is secured day or night, while the increase in current consumption tends to reduce rather than increase the cost per unit of power. Manufacturers are invited to consult us in regard to the use of Electric Power. Our expert is in position to advise as to the best sizes and arrangement of motors.

PORTLAND GENERAL ELECTRIC CO.

TELEPHONE MAIN 6688

PORTLAND, OREGON

FIRST AND ALDER STS.