PORTLAND'S GREAT BANKS

They Are the Strongest Institutions in the Pacific Northwest.

FINANCIAL POSITION OF METROPOLIS IS SECURE

Influence of Portland Extends to Every Part of This Field-Deposits of the Four Local National Banks Amounted, on December 2, 1899, to \$7,842,873.03-

ing the depression which succeeded the in the conservative and business-like commercial and railroad crisis of 1883 peolike method which has gained for his bank like great standing. ple who had nothing else to do cast about for a financial center to take the place of Portland. They said: "We are to have an era of immigration and expansion, and Portland cannot hold the trade." The Washington, was president, and James

Resources-

The new era of prosperity finds Port- This bank is known to every man in the land where she always has been—the head Northwest, and ranks with the largest and strongest institutions in the West. and front of the financial affairs of the
Pacific Northwest. Adversity never disturbs Portland's position; prosperity

and strongest institutions in the west.

Its founder, the late W. S. Ladd, was a
man of great discernment, and of broad
and its prosperity and liberal views, and was long known
as one of the wealthlest man of the West. strengthens it tenfold. After the crash william M. Ledd, who was brought up of 1878. Portland went down with all the great financial cities, and when the storm had passed, she bobbed up again. Durto handle the business of the institution

NATIONAL BANKS OF PORTLAND

Statement of their condition, December 2, 1899

First National.

Tilton are surpassed by no institution here; nor is there any institution whose interest in the development and prosperity of this city is keener or more identical. The vast resources of Ladd & Tilton stand out conspicuously as one of the great bulwarks of that financial safety and strength which give to Portland its pre-eminent prestige as the leading commercial city of the Pacific Northwest.

The patrons of this bank are composed sargely of the heaviest business firms of San Francisco, whose transactions run into the millions.

The New York branch is handled by Mr. H. B. Parsons, who stands deservedly high amongst the bankers in that great commercial center, and his business is

FIRST NATIONAL.

Portland's Great Banking House-A

figures. A bank that through a long pefigures. A bank that through a long petriod of years steadily shows an increase in the volume of money which a confident public intrusts to its care has demanded a popular recognition which no amount of detraction can hope to lessen. A solid bank, honestly, conservatively and ably managed, is often the mainstay of a community, the populace of which is nence and is rapidly becoming one of the most important factors in our city's determined to a rising velopment. An interesting paper might be the speculative fever incident to a rising market. In the conservatism of its banking methods, Portland follows in the same lines of safety that have led to the es-tablishment of the greatest financial centers of the East, and in the recuperative powers of legitimate business following periods of financial depression, the city has clearly demonstrated its claim to rank among the leading banking centers

of the country. Nothing shows more conclusively the importance of Portland as a commercial and financial center than the statement of the condition of the First National bank

Merchants United States Ainsworth National. National. National.

of Portland, and many of the strongest banks in the interior towns, whose business is tributary to this city. In the extent and value of their various interesses in Portland and the Northwest, Ladd & tire banking system—whose intelligent and successful control of the great trust reposed in him has created for him a most enviable reputation in financial circles.

************************************ H. B. Parsons, who stands deservedly high emongst the bankers in that great commercial center, and his business is with and amongst the largest houses of the wealthy metropolis.

Another branch is maintained at Salt

Leading Bank of the Coast.

Divorced from all sentiment, there is no factor which counts for so much in the legitimate business of banking as solid fitness for his charge is best attested by the fact that his management dates

> velopment. An interesting paper might be prepared relative to the causes leading up to the introduction of this branch into Portland, but such information is perhaps outside the province of this review. Suffice it to say in that connection that to Wells, Fargo & Company the many depositors of the bank they succeeded owe much more than they probably realize. Ample funds placed here by them at a critical period unquestionably saved such depositors a counterpart of the disastrous calamity experienced by those whose money was tied up in the Port-iand Savings bank—and it is be-lieved their aid at that time averted land a crash that would have been far-reaching in its damaging effects. This condition is well understood by our business community and for that reason, if no other exists, there is a very loyal feeling toward Wells, Fargo & Company, which bids fair in due course to place the bank in question in the lead of financial concerns in our midst. It already has les some of the heaviest transactions of our commercial element and because of its ample resources is in position to finance deals beyond the ability of every bank to

The local manager, Mr. R. M. Dooly, has been some years amongst us, and he enjoys an extended acquaintance in this vicinity. His conservative methods and genial disposition are too well known to require comment at our hands, and his worth as a banker is evidenced by the healthy and steady growth of the business confided to his charge.

MERCHANTS NATIONAL

One of Portland's Oldest and Strongest Banking Institutions.

bank of the Pacific Northwest has more rapid or substantial growth during the past five years than the well-known Merchants National of Portland. Started as the Willamette Savings bank in 1883, it was afterwards reorganized under a heavy capitalization as the Mer-chants National. There is nothing that shows better the condition of this bank, which but reflects the healthy condition of the finances of the city in which it has prospered than the statement that the de-posits of '98 showed a direct increase of 100 per cent over the deposits carried the previous year, and further that the de-posits for '99 showed a still further in-crease of 82 per cent over the deposits of '98 a year that approached the high cartes '98, a year that approached the high-water mark in the actual business done by Portland's people. According to the report of this bank, issued on December 2 last, the deposits on that day were shown to the deposits of be \$1,193,721 82.

The success of the Merchants National may be attributed first to the fact that it is conducted after business methods that are conservative to the point of absolute safety, and second to the personnel of its management. The president is Mr. J. Frank Watson, a business man of recognized ability in the community in which he has so long resided, and a banker of many years' experience. The vice-president and one of the active managers of the bank's affairs is Durham, who enjoys a great degree of assistant cashier. Its last published re- lowing statement of the First National

adhered strictly to the rules which govern | tory growth will continue through years

the conduct of all banks that succeed yet to come: along permanent lines, is the United States National. This bank was organized by F. C. Miller, its present cashler, with the backing of Portland and Eastern capital, and it has the fullest confidence of the community in which it has prospered. Its depositors today include the most representative of Portland's business men, and its business throughout the country is entrusted only to those banks which enjoy the fullest measure of confidence in the cities in which they are located. The United States National has a mos valuable list of correspondents situated in all prominent centers of population in the United States. The most prominent of these correspondents are: The National Park bank, of New York; the Merchants

National bank, of Boston; the Merchants National bank, and the Continental National bank, of Chicago; the First Na-tional bank of Denver, and the Nevada National bank, of San Francisco, The officers of the United States National bank are: Tyler Woodward, pres ident; Jacob Kamm, vice-president; Frank C. Miller, cashler, and James Newlands,

MATIONAL BANKS

stantial growth the bank has made under

control of the present managises for its future prosperity.

THE UNITED STATES NATIONAL.

One of the Strong National Banking

Houses of the Northwest.

A bank of Portland that from the day

which is unfavorable. These are:

but can get it from individuals.

given for comparison:

May 4, 1893, July 12, 1893, Oct. 3, 1893, Dec. 18, 1893, Feb. 28, 1894, May 4, 1894 July 18, 1894 Oct. 2, 1894, Dec. 19, 1894 March 5, 1895

May 7. July II. Sept. 28, Dec. 13, Feb. 28, May 7. July 14, Oct. 6, Dec. 17, March 9, May 14

manner. It is a pleasure in calling atten-tion to the statement to note the continued

and well-sustained increase in the amount

of deposits, a showing that always speaks

eloquently for a financial institution.

it first opened its doors to business has Oregonian hopes that the same satisfac-

LOANS AND DISCOUNTS OF NATIONAL BANKS

Idaho are smaller than they were in 1892, 1893, 1894 and 1895. In the period

embracing the last of the good times of the early '90s, the hard times, and the present era of prosperity, loans and discounts touched their highest notch on May 4, 1893, when they were \$32,752,489 05. Then they slumped,

reaching the lowest point, \$13,543,...4 80, on May 14, 1897. Since then there

has been a gradual recovery and on September 7, 1899, loans and dis-

counts amounted to \$15,738,692 79, which is little more than half what they

were on May 4, 1893. It is noteworthy that loans and discounts have been

almost stationary in Oregon and Idaho during the present good times, while in Washington there has been a decided increase. The small vol-

ume of loans and discounts is attributable to three conditions, none of

is diminished. The holding of farm products for higher prices demon-

Third-People who need money do not have to go to the banks for it,

Fourth-Cautious investigation of enterprises before engaging in them.

It is safe to say that the \$16,738,692 79 loans and discounts of September

The following figures of loans and discounts for several years past are

\$32,752,489 06 of May 4, 1893. Bank business today is almost entirely free

of fictitious values, and mushroom-town and other crases.

8,242,379 16

represented more actual and substantial business than did the

before, and closely scrutinize security before advancing money upon it. Second-The people have money, consequently the call for bank money

First-The banks do business on a more conservative basis than ever

Loans and discounts of the National banks of Oregon, Washington and

Liabilities— \$100,000 00 Surplus and profits \$1,122 16 Circulation 22,500 00 Deposits and bank balances 400,833 64 STRONG VALLEY BANK.

Statement Showing Condition of the First National Bank of Mo-Minnville, Or.

The generally healthy tone of business in the Willamette valley is best shown by the satisfactory statements of the leading Valley banks at this time. The fol-

Loans and discounts. United States bonds. Other stocks and bonds. Premium on United States bonds. Real estate, furniture and fixtures. Redemption fund. United States Treasurer. Due from other banks. Due from reserve agents. Cash on hand.	1,400,660 00 2,407,666 19 25,000 00 88,650 00 22,500 28 387,586 78 509,409 88	\$ 884,782 72 50,000 00 49,160 32 4,000 00 107,970 75 2,250 00 30,540 15 63,838 53 251,896 35	\$317,878 67 51,300 00 86,241 35 3,000 00 38,874 10 2,250 00 192,745 02 93,761 83 158,671 25	\$305,183 88 25,000 00 59,946 81 65,243 15 1,125 00 84,069 89 24,190 52 99,751 74	\$ 2,824,928 43 1,526,960 00 2,603,014 67 42,000 00 258,738 00 28,125 00 645,341 84 691,200 76 1,610,952 59
Total		\$1,544,438 82	\$944,722 23	\$612,510 99	\$10,271,261 29
Liabilities— Capital stock paid in Surplus and profits, less expenses and taxes paid	673,481 27	\$ 250,000 00 55,716 91	\$250,000 00 • 42,339 30	\$100,000 00 31,150 78	\$ 1,100,000 00 802,638 26
Dividends unpaid. Circulation Deposits, individuals and banks.	413,250 00 5,582,907 99	45,000 00 1,193,721 91	45,000 00 607,382 92	22,500 00 458,860 21	525,750 00 7,842,873 03
Total	-	\$1,544,438 82	\$944,722 22	\$612,510 99	\$10,271,261 29

and passed and Portland's position was building up Portland, was cashier. Three not affected in the least. Klondike gold, good prices for products of ranch and range, commercial depression and restored confidence have created another era of building up, and Portland is still the dic-tator of the financial policy of the North- In 1883 the Williamette Savings bank was

The development of the country, the building up of towns, the inauguration of manufactures have added to the years ago, 20 years ago, 30 years ago no enterprise was started until the financial whose popularity with the best elem pulse of Portland had first been felt; no bank opened its doors without first arranging for a correspondent at Portland; no Eastern capitalist sent his money to this section of the West for investment with ment is made through the banks of Port-iand. The producer uses the money so received to pay his hands; the hands pay Fargo & Co. their store bills; the storekeeper settles with the wholesaler or the manufacturer another debt-paying tour. It is the same if the Portland broker buys hops in the Willamette valley; if the Portland exporter buys wheat in the Big Bend; if the Port-land mentpacker buys hogs, beef cattle Portland in payment for material, ma-chinery or some other commodity. In a year. financial way, the Northwest revolves, figuratively speaking, around Portland.

Controls the Field. Portland has a firm grip on the trade of this country. There is not a foot of ground in Northern California. Oregon, Washington, Idaho, Montana and all of Alaska, which it is possible to cover, that representatives of Portland mercantile companies do not travel over in quest of Portland undersells all competitors in this vast territory. The names of Portland's leading merchants are as well known in the towns in this field as are the names of the home merchants, while the names of Portland's bankers are household words Portland has been buying from and selling to the people in this country for

upward of 40 years. Everybody recognizes the financial supremacy of Portiand. The Eastern capital-ist does when he sends his money here for investment; the Eastern manufacturer does when he accepts Portland exchange as he would Chicago, Boston or New when he makes haste to establish close financial relations with Portland; and the bank clearings prove Portland's suprem-acy. John J. Valentine recognized Port-land's advantageous position in no uncommon way when he came up here from San Francisco and bought the Commercial National bank, converted it into a private and gave it the full benefit of the Wells-Fargo millions. Mr. Valendine is one of the best business men in the United States. Buying the Commercial National bank was a business proposition with him, and not a matter of sentiment. He wanted to not a matter of sentiment. He wanted to do business in the Northwest, and he bought the Commercial National with which to do business. If, in his opinion, he would have been as well off in Seattle, Tacoma, Spokane, Snohomish, Everett or Pairhaven he would have invested his cap-Ital in one of those towns. His aim was to establish himself, not in a city in the Northwest, but in the city of the Northwest, in the heart of the financial system. e Portland because Portland is the financial city.

Bank History.

The first bank to be established in Portof the Northwest. This bank supplanted the express companies as a depository for money and valuables, and did all the business of Portland for nearly seven years.

era of immigration and expansion came Steel, who is still actively interested in passed into the hands of H. W. Corbett and Henry Falling. The Bank of British Columbia, the first

of the English banks, came in 1806, and opened, and in 1886 it was merged into the Merchants National, which is a strong concern. J. Frank Watson, the president is a man who is identified with the strongest and most conservative elements in monetary strength of the metropolis. Ten Portland, and he is ably assisted by the cashier of the bank, Mr. Ralph W. Hoyt,

section of the West for investment with-out first asking the opinion of some one in Portland as to the advisability of the step. which position he held up to January, 1896, The same is the case today; the same will when he retired entirely from the busibe the case 10, 20, 30 years from today. ness, J. C. Ainsworth being elected to this Whatever Portland says about finances is position. Mr. Ainsworth is a young man financial law in the Northwest. Nearly all of energy and ability, having been educated by his father with the idea in view of taking the head of this institution. The Commercial National, now Wells, the producers of the Inland Empire, paynumber of years ago. Its president is John

The United States National was orwith the wholesaler or the manufacturer ganized in 1891. It began business in the at Portland, and the wholesalers and the Kamm block, but moved into the Concord manufacturers deposit the money in the block, on Second and Stark streets, when banks of Portland until it is needed for that bullding was completed. It is very ock, on Second and Stark streets, when onservative and has a high standing. Its president, Tyler Woodward, Portland's foremost citizens, and he has associated with him men of the highest integrity and of great means. The cashier or sheep in Eastern Oregon; if the Port-land wholesaler buys prunes in Polk coun-ty, watermelons in Josephine, woolen goods in Linn, logs in Columbia, salt-water fish at Seattle, oysters at Olympia or Fhosiwater bay, butter or cheese in Tilla-had little difficulty in enlisting the mook, and so on. If Portland advances attention and capital of a number of the money for a stamp mill in Baker county, best men in Portland. Mr. Miller's efforts a kiin in Lane county, a warehouse in in the matter of building up the business Washington county, a saw mill in Clatsop. and reputation of the institution with a flour mill at Walla Walla, or for any of which he is connected have been well the innumerable enterprises which the Pa- directed and effectual. The community clific states are capable of sustaining, the money eventually finds its way back to

The Portland Trust Company was or-

There is no stronger bank in any of the Pacific states than the Security Savings & Trust Company. It has succeeded to a large percentage of the business formerly done by the Portland Savings bank, and has back of it the greatest interests in Portland, its directors comprising the names of Oregon's greatest financiers. The Hibernia Savings bank was organized nearly five years ago. Other banks are the Bank of Albina and the Citizens' bank.

Portland's ploneer banks, the First National and Ladd & Tilton, have given many evidences of their inherent strength. It is encouraging to note that they are the products of Portland enterprise and capital. It is also noteworthy that one is still in the control of one pioneer, and that the other is controlled by the descendants of a pioneer whose name will never be forgotten in this part of Uncle Sam's domains. In fact, some man whose name is familiar to pioneer times is con-nected with every prominent bank of Portland. The First National gives us York exchange; the interior banker does H. W. Corbett; the Ainsworth Na-when he makes haste to establish close tional, J. C. Ainsworth; the Security Savings & Trust Company, A. Bush and others; the Merchants National, Ralph W. Hoyt and George W. Hoyt; the United States National, Tyler Woodward and Jacob Kamm.

LADD & TILTON.

Oldest Banking House in Portland-Its Great Financial Strength.

The banking house of Ladd & Tilton enloys the proud distinction of being the oldest banking institution in the city of Portland. It was established in the year 1859 by Mr. W. S. Ladd, who, during his life-time, was one of the most conspicuous fig-ures in Oregon's history and in the progress and growth of the state. From comparatively small beginning, the bank finally became one of the richest, most influential and most substantial financial institutions on the Pacific coast. Mr. Ladd died in 1893, having accumulated a very large fortune, and since his death the conduct of the banking business has been in the hands of his sons, Mr. William M. Ladd and Mr. Charles E. Ladd, whose business education and banking experience were perfected under the watchful oversight of their father. Under their able and was opened in June, 1859, by the late business education and banking experience business education and banking experience william S. Ladd and C. E. Tilton. It is still known as Ladd & Tilton's bank, and is one of the leading financial institutions and conservative management, the bank has continued to flourish and prosper, and should confide their funds to Wells, Far-it is now doing one of the most extensive go & Company with a feeling of perfect banking businesses in the entire Northwestern territory. It numbers among its

published on this page. The First National had attained prominence as a leading banking house long before the city itself presumed to any metropolitan pro-portions. Started when Oregon's present metropolis claimed less than 7000 people, the bank has steadily grown until today it is the leading bank in the Northwest and in a magnificent city of 100,000 population, with a business that reaches to all parts of the Pacific Northwest, a district that embraces four large states, and which contains a population approximately of The First National bank of Portland is

the result of the life-work of the late Henry Falling, its president, and Hon. H. W. Corbett, its vice-president-offices filled these gentlemen for more than a quar-of a century of its existence. Hon. W. Corbett, former United States senator from Oregon, has for many years past been prominently identified with the political and business life of Portland. The present officers of the bank are as The present officers of the bank are as follows: H. W. Corbett, president; George E. Withington, cashier; J. W. Newkirk, assistant cashier, and W. C. Alvord, second assistant cashier.

The statement published below will best

every citizen of Portland is warranted in betraving some feeling of pride. Probably no bank on the Pacific coast can publish a better showing.

Report of the condition of the First Na-

tional bank of Portland, Or., at the close of business, December 2, 1899:

Loans and dis-	e hacedanas	\$1,317,063 16
U. S. bonds to secur	e circulati	on-
4 per cent, 1907\$ 5 per cent, 1904	150,000 00	500,000 00
U. S. bonds to secure	U. S. dep	posits-
4 per cent, 1907 4 per cent, 1925	100,000 00	500,000 00
U. S. bonds on hand	250,000 00	
4 per cent, 1925 5 per cent, 1904	150,000 00	
3 per cent	660 00	400,660 00
Premiums on U. S.	K ===	DF 000 00
Other bonds and se-		25,000 00
curities		2,407,666 19
Real estate Exchange for clear-	1 ATTS	88,650 00
ing-house	52,510 95	
ing-house Due from treasurer	22,500 00	
U. S Due from other		
banks	887,986 78	
Due from reserve	509,409 88	2 -
Cash on hand	948,122 30	1,920,529 91
		\$7,169,589 26
	lities.	
Capital stock Surplus and undivid-	110 %	\$ 500,000 00
ed profits		673,431 27
Circulation		413,250 00

\$7,169,589 26 WELLS, FARGO & CO.

Deposits, individual and banks\$5,083,018 58 Deposits, U. S..... 499,889 41

Wonderful Showing of a Great Institution.

5,582,907 99

After 3 P. M .- the hour at which business was closed-on the 31st day of July, 1899, Wells, Fargo & Company bank made up a "Statement of Condition,"
which we copy for the benefit and infor-

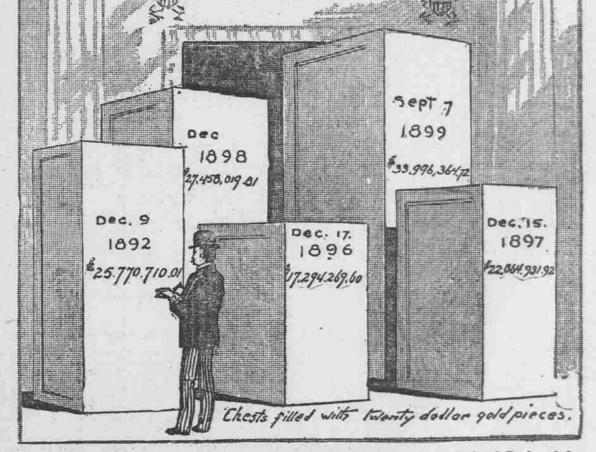
murion or our reguers:	
Assets-	
Loans Bonds, stocks and warrants Real estate Furniture and fixtures Miscellangous assets Due from banks and bankers. Cash	1,104,232 1,263,924 13,845 10,719 1,065,419
Total	
Liabilities— Capital, paid up Surplus Undivided profits Deposits, banks and bankers. Deposits, individual	5,750,090 1,350,587 1,591,947
soleton and the soleton and th	BT MY S DO PARKET

It is a wonderful showing, and one of which the original organizers of the company probably never conceived a hope or formed an expectation. On the day indicated, the present bank and branches were carrying deposits aggregating \$10,-266,238 27, which far more eloquently than words demonstrates the absolute confidence this organization enjoys. This feeling is not confined to the Pacific slopethough the company has its origin in Colorado-but it extends throughout the en-tire continent and even to the prominent

financial centers of Europe.

The company's capital sation is \$8,000.000, and when the statement above alluded to was made, there were available assets on hand footing up \$17,896,775 78. It is not surprising, when this remarkable array of figures is considered, that depositors should confide their funds to Wells, Far-

go & Company with a feeling of perfect and throughout the East. It does a business in keeping with the metropolitan proportions of Portland itself, and the sub-



Comparative Diagram Illustrating the Increase in Individual Deposits in the National Barks of Oregon, Washington and Idaho Since 1892-Smallest Chest Represents a Height of Six Feet,

popularity with the business men of the city, and who has proved himself worthy of their greatest respect. Mr. R. W. has long been prominent in business life, is cashier. He has been directly connected with this bank since it was first organized. The responsible du-ties of the excellent clerical force of the Merchants National falls on the shoulders of Mr. George W. Hoyt, the assist-

Two years ago the bank removed its quarters from the old location, on First street, to its present well-appointed and comfortably fitted banking-rooms on the corner of Second and Washington. The new location is convenient to the center of the principal business district, and it is connected with all parts of the city by the numerous car lines which converge near the point of its present location. The Merchants National occupies today best-appointed and best-arranged The bank has a large list of correspond ents in all parts of the Pacific Northwest, and its customers have the benefit of its exchanges in all the Pacific coast states

port makes the following satisfactory showing:

Liabilities— Capital stock

THE AINSWORTH NATIONAL,

The Healthy Condition of This Bank, as Shown by the Statement Published Below.

The statement showing the financial condition of the Ainsworth National bank, published in connection with this article, shows a steady and satisfactory increase

index of the prosperity of the rich com-munity in which it is located. This statement was made under date of December

2 1850;		
Resources-		
Loans and discounts		
U. S. bonds to secure circulation	12,500	00
Banking house furniture and fix-		
Other real estate and mortgages	3,315	10
	3,713	66
	72,011	
A STATE OF THE PARTY OF THE PAR		2
Total	280,851	30
Liabilities		
Capital stock paid in	50,000	00:
Surplus fund	10,000	00
Undivided profits, less expense	Quinos:	20
and taxes paid	33, 703	62

Deposits, individual and banks.. 176,897 68 Total The officers and directors of the First National are as follows:

Jacob Wortman, president. Ed. Hendricks, vice-president John Wortman, cashier. Arthur McPhilips, assistant cashier. Directors—Jacob Wortman, John Wortman, Ed. Hendricks, J. W. Hobbs, Arthur

in business during the past year. A careful perusal of the figures will show that this institution is managed in a conservative and thoroughly practical business

LARGEST HOUSE OF THE KIND OR THE PACIFIC COAST.

Hauufacturers of Flour Sacks, Grain Bage and Kindred Lines at Portland.

For many years the prominence of Ports

land as the foremost manufacturing clip of the Northwest has been upheld by houses which have gained distinction as among the most progressive and successful in the country. Widely famous among these is that of the W. C. Noon Esg Company, manufacturers of flour sacks; grain bags, tents, sails and all other kindred work in that line. The premise used, four stories in height above th basement, cover ground 16x100 feet in di mensions and afford a spacious home fo the manifold activities of the great house which has so long been regarded as one of the foremost in the land. The officers of the company are: W. C. Noon, president; T. J. Armstrong, vice-president and treasurer; W. C. Noon, Ir, ascretary, all business men of marked ability, whose well-directed efforts have given their house prestige and influence as one of those best representing the commercial importance of Portland. This company draws on the East and South for its sur ply of cotton, and its buriap is importe direct from India. A large force of mer and women are kept steadily employed among whom large sums of money ardisbursed annually as wages, in addition to heavy expenditures for raw material This company established business in 1864, and as a pioneer in the manufacturing bag industry it has been a leade in building up this art to the present large proportions until now the plan may be said to have the most complet facilities for the manufacture of the goods in the United States.

EILERS PIANO HOUSE.

Will Erect a New Building to Satisty the Demands of a Constantly Increasing Business,

One of the most enterprising and progressive of Portland's mercantile establishments is Eliers Piano House. This fire is at present located at 107 First street but will seen occupy the magnificent ner quarters now in course of construction s the corner of Park and Washingto streets, an illustration of which is show in the art supplement of this issue of Th Oregonian. Three energetic and most er thusiastic young men compose this fire which now enters upon the second year of its history. Hy J. Ellers, the senior part ner, has for many years been employed with several of the largest plane manu-facturers of this country, and for six year prior to his coming West was connecte with the W. W. Kimball Company, of Chi cago, in the capacity of general wholesal traveler. Mr. E. J. McCormick was in the employ of this same factory for ove 11 years, and Adolph H. Ellers has been resident of Oregon since boyhood. Ellers Plano House controls the West

agency of Chickering planos, of Boston the Weber planos, of New York, and the Kimbali pianos and organs, of Chicagostruments that have been long and mo prominently before the musical public the West. With agencies and represents tives in all of the more important ditie and towns of the great Northwest, thi firm has handled an enormous business during the past year, and with the ner facilities that the above-mentioned ner location will furnish them, they are co fident that their phenomenal record to

ENTERPRISE PICKLING WORKS

Largest in the Northwest-Noted for the Quality of Its Products-Thos. 5. Finnegan, Proprietor.

Mr. Thomas S. Finnegan, the propriet

of the Enterprise Pickling Works, habeen identified with his line of business for many years, formerly traveling in East. He came to Portland over 11 year ago, and established the Portland Pres ing Company, which he disposed o the Pacific Vinegar Company. Dur 1893 he started his present business, local at the corner of Elast Alder and Un which has grown to be an extensive plan carrying the largest stock north of Sa Francisco, salling the leading jobbers as having travelers on the road continual Last season they put up the larger amount of pickles ever handled in Or-gon, over 225 tons of oucumbers, also som 00 tons of cabbage for sauerkraut, over tons of onions and 10 of cauliflower. Du ing the previous season they ground 100 tons of apples for boiled cider, which they ship in large quantities each year to San Francisco. Raising pickles for the factory is a profitable industry for farm ers, paying from \$150 to \$100 per acra. Mr. Finnegan makes a specialty ("Portland" brand sweet pickles, guaran teed superior to anything of the kir produced in the West, and equal in ever respect to the best Eastern goods. Ar other good seller is "Flag" brand bottle goods-both plain and mixed pickles. makes catsups, mustards and sauces all kinds, horseradishes; also handles larg quantities of olives, olive oil, honey, at-"The best quality" is his motto.

> THE RESULT OF JUDICIOUS AD VERTISING.

> Good Goods Well Placed by a Hell able House.

About 15 months ago a cigar was pu upon the market in Portland calle "Henry the Fourth." This cigar was et tirely unknown on this coast up to the time, but by letting the smokers known of it-through judicious advertising-backed up by the fine quality of the goods, it has become in that short ti one of the most popular cigars on coast. It is very seldom that good good well advertised, do not become popula while poor goods invariably drop out sight, no matter what amount of adv tising is done. The "Henry the Fourt cigar is manufactured by Bustillo Br & Diaz, at Tampa, Fla. Allen & Lew are sole distributors for the Pacific com-The following clipping taken from ? bacco, of December I, tells its own stor "On Monday, Jose M. Diaz, of Bustil Bros. & Dins, arrived from a visit to Tampa factory, where he had arranged 40x45 feet three-story extension to factory, the contract being given to Edenfield & Jetton, to be finished in days, without disturbing present work of pressing orders. The need of this extersion is demonstrated by the fact that M Diaz reports orders on their books fro leading houses for over 2,000,000 cigara

CALIFORNIA KITCHEN,

Wickham Bros., proprietors of the Call fornia Kitchen, 283 Washington stree have made a decided success of their bus ness by thoroughly understanding it. The have had years of experience in their in have been located in their present quarte seven years, and not a few of their regilar customers have patronised them fro the very commencement. With the quality is of the utmost importance ticularly so in connection with means dairy products. Again, they have be especially fortunate in making a blend coffee peculiarly their own, which gives splendid satisfaction. The Californi Kitchen is kept open day and nigh always gives prompt and courteous sar-ice and pays its employes the best sa aries in their line, using only white held