

MODERN ESTABLISHMENT

MANMOTH FURNITURE HOUSE OF H. C. BREEDEN CO.

Four Floors Packed From Basement to Roof With the Very Best Goods.

An attempt to adequately set forth, in brief space, the magnitude, variety and beauty of the H. C. Breeden Company's furniture stock seems almost futile. The

fine lines—Renaissance, Louis XIV and Arabian goods. An expert designer and decorator is employed, for the creation of special effects in color and arrangement of draperies, portieres, etc. The second floor is principally given up to dining-room and bedroom furniture. Everything that is up to date and elegant in this line of house furnishing can be found here. The third floor is devoted entirely to high-class productions for the parlor, library and hall. No description can give a fair conception of the beauty, richness and variety of the designs here shown—designs which the H. C. Breeden Company absolutely and exclusively control. In chiffoniers alone are displayed 125 different designs. On this floor is the art room. It is filled completely with rare statuary, reproductions of the finest works of the world's masters, richly carved and high-

nature is extensive and well selected. By reason of the large stock carried, the prices on lower-grade goods are actually much below those prevailing elsewhere. While the H. C. Breeden Company is a corporation, the ownership of the business is confined entirely to Mr. H. C. Breeden. No other interest exists, of either local or outside parties. The handsome modern appearance is the result of the reliable and conservative, yet progressive business methods of one man—its founder and present head.

LUMBER CUT OF 1900.

Oregon Mills Sawn 895,160,000 Feet, Valued at \$8,802,300.

Oregon sawmills broke the record last year. Their cut was 895,160,000 feet, valued at \$8,802,300. Multnomah still holds its position as the chief lumber county of the West. Its mills cut last year 255,000,000 feet. The cut by counties was:

County	Feet	Value
Baker	36,000,000	\$283,000
Benton	4,500,000	34,000
Clackamas	1,000,000	7,000
Clatsop	37,000,000	467,000
Columbia	20,000,000	850,000
Coos	30,000,000	400,000
Crook	1,700,000	17,000
Douglas	15,000,000	200,000
Grant	1,500,000	15,000
Harney	2,500,000	27,500
Jackson	25,000,000	250,000
Josephine	10,000,000	100,000
Klamath	22,000,000	275,000
Lake	1,000,000	40,000
Lane	2,000,000	1,250,000
Lincoln	2,000,000	25,000
Linn	23,500,000	224,000
Malheur	30,000,000	240,000
Marion	3,000,000	45,000
Morrow	3,000,000	45,000
Multnomah	255,000,000	2,475,000
Polk	150,000,000	1,500,000
Tillamook	25,000,000	250,000
Umatilla	25,000,000	250,000
Union	40,000,000	400,000
Wasco	9,000,000	90,000
Washington	13,000,000	130,000
Willamette	10,000,000	100,000
Wheeler	2,500,000	25,000
Yamhill	15,000,000	125,000
Total	895,160,000	\$8,802,300

STAR BREWERY COMPANY.

Popularity of Its Famous "Hop Gold" Label.

The phenomenal success of the Star Brewery Company has been obtained solely through the merits of its own product, known as "Hop Gold," one of the best beers brewed, and which has gained highest favor with consumers and connoisseurs.

Hop Gold stands for purity in everything pertaining to Star Brewery's product. This very name, "Hop Gold," carries with it its nutritious effects, being made from choicest malt and hops which gives the beautiful gold color to the product.

It is not the logy, heavy stuff which will produce a speedy intoxication, but for stimulating and toning up the system it is recommended and stands upon its own merit.

The Star Brewery Co. is an independent, progressive, up-to-date institution possessed of ample capital to operate its vast plant and as evidence of the high-class product and material used in brewing, the output has been increased with every year.

To the credit of the Star Brewery Co., it can be said that it was the first American firm to establish a market in the Philippine Islands, where "Hop Gold" is well known for its purity, and as to its stability it is pronounced by its agents, Messrs. Hollman & Co., of Manila, to be more durable for a prolonged time than any other brands they have handled before.

Mr. Gustav Friwald, president of the company, maintains personal supervision over every detail, which enables him, being a scientific and practical brewer of long experience, to obtain the best results.

THE SPALDING.

The Model Apartment-House, So Favorably Known Throughout the Northwest.

Portland has a model apartment-house, and the above illustration shows a view of the interior of this well-known establishment. The house is known as the Spalding, and is conducted by the owner,



HENRY WEINHARD'S "CITY BREWERY"

Established in 1862

Is situated on the block bounded by Burnside, Couch, North Twelfth and Thirteenth streets, City of Portland, Oregon. Both draught and bottled beer sold in quantities to suit. Shipments in carload lots, as well as other orders, promptly attended to.

TELEPHONES No. 72



THE LARGE RETAIL FURNITURE AND CARPET STORE OF THE H. C. BREEDEN CO., MORRISON STREET, CORNER OF SECOND.

present magnificent culmination of 30 years of successful business life is apparent at a glance; yet it is possible to refer only in general terms to the features which go to make it up. The establishment comprises four immense floors and

by polished cabinets, dressing tables, Florentine mirrors, and a variety of charming and elegant articles of vertu. The fourth floor is used entirely for manufacturing. The firm manufactures all its upholstery, and the grade of materials



Photo by L. J. Hicks, Portland.
W. C. NOON BAG CO., 28-34 FIRST STREET NORTH, PORTLAND, OR.

basement, aggregating over 50,000 feet of floor space, packed with goods from basement to roof. The first floor is devoted to carpets, rugs, curtains and draperies, and a large and fine display of office and house desks. In carpets, everything is

used is strictly first class. The public has long since fully recognized this fact. On this floor all the finishing of furniture frames is done, and special and elaborate designs are constantly being turned out that are not found duplicated in any es-



THE H. F. SPALDING. Photo by L. J. Hicks, Portland.
Helen F. Spalding, Proprietress—A Modern Apartment House of Portland.

carried, from the lowest-priced ingrain to the most expensive Axminsters and Wiltons. The line of domestic, Turkish and India rugs is very extensive and rich. In lace curtains the stock is very complete, embracing everything in the line of

establishment. To do this work and to attend to the details of the salesrooms requires a force of nearly 20 employees. The impression should not prevail that the firm carries only a high-class and expensive stock. Its line of low-priced fur-

Miss Helen F. Spalding. The architect, acting under instructions from Miss Spalding, gave special attention to the perfection of all the sanitary details, one of the points only too often neglected in some imposing-looking structures; the result is well-ventilated, airy rooms, with plenty of sunlight. The apartments are rented singly or en suite, and are always in demand, the surroundings being at all times everything that could be desired. The Spalding, while removed from the noise of the busy thoroughfares, is in close proximity to all of the leading theaters, hotels and principal business houses. Miss Helen F. Spalding, who personally conducts the establishment, is one of the best-known women in Portland, and the ability and business foresight shown by her in amassing a fortune is clearly reflected in the admirable management of the Spalding. A woman of education and refinement, combined with old-time hospitality, Miss Spalding has the happy faculty of making everybody feel perfectly at ease while in her presence. The Spalding is a most cheerful place of residence.

BUELL LAMBERSON'S SONS.

Portland's Largest Seed House—Its Extensive Business.

In 1894 Buell Lambersen entered upon the seed business in this city, succeeding Posson & Son. Since his death in May, 1900, the business has been in the hands of his two sons, A. B. Lambersen and R. A. Lambersen, who recently associated with them Mr. M. G. S. Mann, under the firm name of Buell Lambersen & Sons, located at the corner of Front and Yamhill. During the past three years the establishment has witnessed a steady and rapid growth, as a result of active and progressive business methods, and of the building up of the country territory to

Portland. This territory has been greatly expanded of late, and the house enjoys a constantly growing trade in Oregon, Washington, Idaho and Northern California. Besides people do not now send East for seeds and nursery stock to the extent they formerly did. The stock now carried by them is more complete, better selections are offered, and a steady demand for choice stock is noticeable.

Buell Lambersen's Sons have just issued their annual catalogue for 1901. It is a handsome, comprehensive publication. A perusal of it shows that the firm carries exceedingly large and well-selected stocks in the following lines:

Vegetable seeds, flower seeds, fruit and ornamental trees and shrubbery, spraying apparatus, spray materials, fertilizers, garden hose, garden and farm tools, poultry supplies and bee supplies. It is a creditable exposition of the scope and magnitude of the business. In these lines the firm carries a stock sufficient to meet all orders and demands. The well-known

value for the amount of money expended. Such excellent business methods have secured for Rummell & Sons the best trade in the Northwest.

FISHERY OUTPUT.

Total for Oregon, \$2,212,307; for Columbia River, \$2,282,205.

The salmon pack of the Columbia River canneries in Oregon and of Oregon coast bays and straits in 1900 was 35,346 cases, valued at \$1,790,252.70; fresh fish consumed at home and shipped abroad, 5,500,128 pounds, valued at \$274,967; shellfish valued at \$41,388; total product of Oregon fisheries, \$2,212,307.70. The pack on the Columbia River, including the canneries on the Washington side, was 333,772 cases, valued at \$2,282,205.10, making the total for the Columbia River from the inception

Henderson, Ky. Mr. Wright is interested in the well-known Coskie & Son's quarry at Barre, Vt. All the stones used by Mr. Wright in his architectural work is what is known on the coast as the famous Barre granite taken from the Coskie quarries. Mr. Wright gives his personal attention to the designing of monuments, public fountains and mausoleums, and his designs today not only grace the different cities of his home state, but as has been stated above, they are found in many

OLD ENOUGH TO VOTE

This trade mark, that has appeared on the Portland city directory for nearly a quarter of a century.



The letters stand for F. E. Beach & Co., the pioneer paint company, 12 First street, a substantial business house, that has seen Portland grow from a hamlet to a thriving metropolis. Long before the Polk directory people thought of Portland as a base of operations, Mr. Beach adopted the trade mark shown above, and it has regularly appeared each year upon the back cover of the city directory. It has indeed, become so much a part of the directory that the book would seem unfamiliar without it.



Photo by L. J. Hicks, Portland.
LAMBERSON'S SEED STORE, PORTLAND.

reliability of the house in the matter of straightforward business methods has had much to do with its success and growth.

THIRTY YEARS AGO

The Well-Known Furriers, G. P. Rummell & Sons, Started.

The accompanying cut shows the building owned and occupied by the well-known furriers, G. P. Rummell & Sons.



G. P. Rummell & Sons, Furriers, 126 Second Street, Near Washington, Portland.

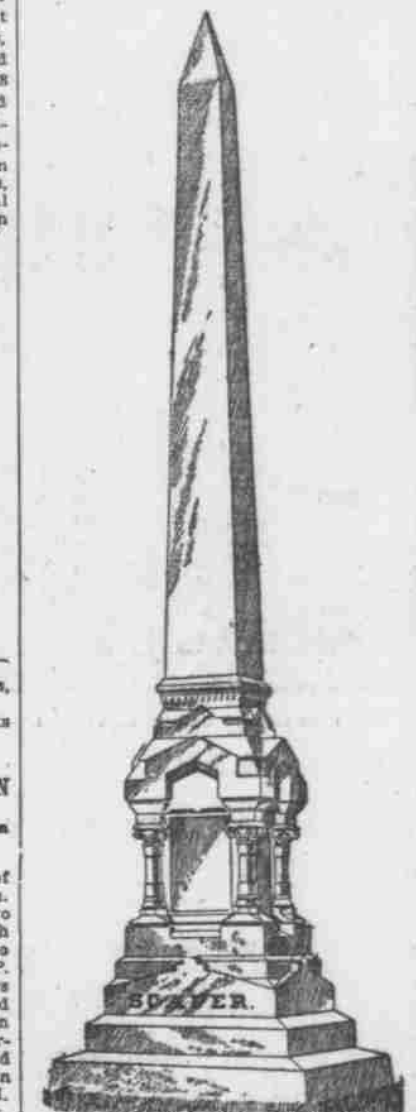
of the industry in 1900 13,410,533 cases, valued at \$7,711,156.30.

During the year 10,885,500 young Chinooks were planted in Oregon streams.

D. P. THOMPSON FOUNTAIN

Elegant Gift to Portland From a Pioneer Resident.

This is one of the notable features of adornment in the metropolis of Oregon. It is prominently located, facing on two sides the wide, open park spaces which extend through the city from north to south. It is a donation of the Hon. D. P. Thompson, a gentleman who for years past has been prominent in business and political circles of Oregon. He is a man of National prominence. Under the Harrison Administration he was United States Minister to Turkey. The fountain itself is after the original design of Mr. H. B. Wright, the well-known designing architect of Portland. Mr. Wright's ability as an architect can be appreciated by the statement that he recently sold the design for the \$10,000 Seaper monument, at



of the most prominent centers of the Eastern states. His local address is 614 East Twelfth street.



Hotel Osborn, East Ash Street and Grand Avenue. A. W. Hewett, Proprietor—Travelers should take 4th Street car at Union Depot and transfer at Yamhill Street to East Ankeny car.

T. J. JOHNSTON CO.

PLUMBING

Gas and Steam Fitting and Hot Water Heating.

209 Washington Street
PORTLAND, OREGON

HENRY WEISS

Dealer in

PAWNBROKERS' UNREDEEMED PLEDGES

CASH PAID FOR OLD GOLD. REPAIRING A SPECIALTY.

150 Sixth Street, Portland, Or.

J. C. BAYER

Galvanized Iron Cornices
Metal Skylights
Steel Roofing

PORTLAND, OREGON



THE "LOUVRE" AND HOTEL BELVEDERE.
Fritz Strobel & Co., Props. N. E. Cor. Alder and Fourth Sts.



INTERIOR VIEW SHOWING A SECTION OF HUBER'S CAFE, FOURTH AND WASHINGTON STREETS, PORTLAND.