

than in 1919, and being 25 per cent better than our sales, it is safe to say that there is a vast improvement throughout the West, so far as the actual circulation of money and the purchasing power of the masses is concerned.

Again, we can state that the percentage of instruments sold for cash is 25 per cent greater than it was last year. This again indicates that money is easier, and on the whole it is safe to state that the great West has never before enjoyed a greater degree of general prosperity than just at present.

**EILERS PIANO HOUSE.**

**CONFIDENCE OF THE FUTURE.**  
**Jewelry Firm Sees Big Things in Store for Oregon and Portland.**

Up to September 1 our business increased perhaps 25 per cent. The early months of the year were exceptionally good. No dull days, and the Summer months, which, as a rule, are quiet on account of so many people going away, were good right along. In fact, trade has been brisk right along. Our holiday business never was better. In fact, we had more business than we could handle. With jewelry the holiday business, if the conditions of the country are flourishing, is the big thing. We made many large purchases; in fact, I might say we have made immense purchases of the finer and better classes of precious articles in anticipation of the best Fall and holiday trade we have ever had.

I might add that from my observations in our own business the increase in our trade has been more marked in our out-of-town trade. The old conservative City of Portland is always about just so; you can always depend on Portland. But our order business and our transient customers have about doubled the past year. And then as to what particular part of our business has shown up to our most satisfaction I would say our manufacturing and repairing department. But that pleases us more than a little. We like to use up raw material and would rather have an increased pay roll every Saturday night than to send our money East for Eastern-made jewelry.

FRANK A. HEITKEMPER,  
 For the G. Heitkemper Co.

**COMING HERE TO TRADE.**

**Country People Find Portland a Good Place to Buy Goods.**

The growth of our trade during the past year has been very gratifying, the increase over 1919 being slightly in excess of 50 per cent. While this is due to an increase in the local field, our country business has advanced rapidly in importance, particularly in Eastern Oregon and Washington. This is due to an increasing mail-order business, partly to the larger number of country dealers who are handling small lines of carpets, but chiefly to the fact that the out-of-town people are coming to Portland in larger numbers to make their selections.

The condition of the buying classes as indicated by payments, is very satisfactory. The fact that in both city and country business remittances have been more prompt than heretofore, is an evidence of the heightened general prosperity.

While it is, of course, impossible to forecast definitely what changes another year may bring in trade conditions, a careful analysis of the causes of this year's improvement on business every reason to expect a corresponding growth during the next year.

J. G. MACK & CO.

**DEMAND EXCEEDED SUPPLY.**

**Implement Houses Were Unable to Fill Their Orders.**

Trade in our line last year was very satisfactory and we should imagine that the same condition prevailed throughout the United States, so most of our factories have been so much with orders that we have been unable to get orders filled with any degree of promptness, and as a result, we have had to supply demands on us for goods, and cannot say what increase of business we would have enjoyed could we have supplied the trade that offered. As it is, we think our trade will run about even with last year. Some lines have fallen off, others have increased, making an offset.

As to condition of buying classes in the city and country compared with 1919, we think conditions in 1920 were much better. The outlook for trade another year we consider bright. The only cloud in the sky at the present time seems to be the low price of wheat.

MITCHELL, LEWIS & STAYER CO.

**EAST SHUT OUT.**

**Oregon Cereals Now Command the Situation in the Northwest.**

Our export business to the Orient has increased most wonderfully during the past year. Our home business in the manufacture and sale of cereals has also largely increased, and we are now able to supply the trade of the Northwest, there by shutting out three carloads of cereals that have been coming here from the East every week.

On account of railroad rates Eastern goods in our line cannot compete with our home goods here, and that is a good feature in Portland's most excellent geographical location.

ALBERS & SCHNEIDER CO.

**BICYCLES AND AUTOMOBILES.**

**More Cash Sales in This Line Than in Any Other Year.**

The season of 1920 for bicycles has closed in the Northwest. Sales were about a standoff in the Coast territory, but in Eastern Washington and Eastern Oregon the 1920 trade was an improvement over that of 1919.

Our 200 interior agents and our four main stores in Portland, Spokane, Seattle and Tacoma feel confident of a large and prosperous business for 1920, especially with the addition of automobiles, motor cycles and our new industry of fitting interchangeable ball-bearing, solid and

**ALBERS & SCHNEIDER CO.**

**TREMENDOUS EXPANSION IN ITS FIRST EIGHT YEARS.**

**From a Small Beginning, It Now Controls a Trade Reaching Beyond the Confines of America.**

The expansion of the business of the firm known as the Albers & Schneider Co., located at Front and Main streets, is an exemplification of what energy and enterprise will accomplish. In 1912 Bernard Albers and H. T. Schneider engaged in the feed business in a small way. In 1913 the firm was dissolved and was succeeded by Bernard Albers, Thomas Schneider and Henry Albers, who incorporated under the name that bears these lines. Bernard Albers was elected president and manager of the new concern, Mr. Schneider vice-president, and Henry Albers secretary and treasurer. In all Portland there were not three more energetic or enterprising gentlemen. They saw their opportunity and immediately erected the U. S. Mills, a small but quite accurate picture of which appears herewith. In this is manufactured high-grade rolled oats, steel-cut oat meal, flaked wheat, pearl barley, buckwheat flour, rye flour, whole wheat flour, graham flour, corn meal, steel-cut wheat, hominy, macaroni, vermicelli, spaghetti and milled.

The human foods enumerated at first depended on the Portland market for their disposal, but they were considered household necessities in nearly every city, town and village on the Pacific Coast, and are shipped in large quantities over the Pacific Ocean to our insular possessions and to China and Japan. So great is the demand,

pneumatic tired wheels to buggies and other vehicles, which we will take up for the season of 1920.

We have been a little slow with the automobile and motor cycle business, preferring to wait until the factories had done their experimenting, so that we could see a large number of different makes of improved vehicles before deciding upon what we would handle.

ERED T. MERRILL CYCLE CO.

**BUILDING THEIR OWN HOMES.**

**Sales of Brick Show a Large Increase Over 1919.**

The condition of trade, from a brick-maker's point of view, for the building season now drawing to a close, has been very good. Although no large business buildings were erected last year and but few of medium size, the large number of residences built in all parts of the city and suburbs, will bring the aggregate number of bricks used up to considerable proportions, the number sold last year being fully 25 per cent greater than in 1919.

There seems to be a general tendency on the part of all industrious heads of families to own homes of their own, and as there is employment for all at remunerative wages, a great many are taking advantage of the reasonable prices of real estate and building materials, to become domiciled in their own premises.

The outlook for next year and for many years to come seems very bright indeed.

CITY BRICK AGENCY.

**ENLARGING THE TRADE FIELD.**

**Factories Run on Full Time and a Good Market for Products.**

Our business for 1920 has increased in good proportion over previous years. Our factory has run on full time throughout the entire year, and we have found plenty of market for the goods.

The business has kept up better than usual, and prospects for the future are very good. Our business is reaching out to the Puget Sound country and British Columbia. We are covering more territory than ever before.

ZAN BROS.,  
 By Dom J. Zan.

**BUYING FROM PORTLAND.**

**Puget Sound Retailers Can Order Here Cheaper Than in the East.**

Our business during 1920 has been very good indeed and shows an increase of 10 per cent, and perhaps more, over that of previous years, and this has happened while we have been doing a more conservative business than ever before.

We are again benefiting the Puget Sound country, where we had not been for 10 years. Quite a few retail houses over there have quit buying their stocks in the East, because they find that they can buy to better advantage here in Portland.

Prospects for Portland's wholesale trade in the future are very good.

FLECKENSTEIN & MATER.

**PRINTING TRADE GOOD.**

**One Line Shows 90 Per Cent Increase, and Another 75 Per Cent.**

We have found the past year a good one. Our business has shown a highly satisfactory increase. In lithographing our volume of work has risen fully 90 per cent. In printing the increase is almost as good, being over 75 per cent. In blank books we have a similar increase. Our trade shows extension in Oregon, Washington, Idaho and Montana. Collections have been good. The outlook for 1920 is good, and we have made many improvements for work in our lines, with a view to taking advantage of the promising conditions.

ANDERSON & DUNIWAY CO.

**BEHIND WITH ORDERS.**

**Portland Firm Reaching Far Away to Sell Its Goods.**

Never in the history of our business has our trade been so extensive as it was in the Fall of 1920. The increase for the year was about 20 per cent over any previous year. Our factory has been taxed to its utmost capacity, and still we are 30 days behind on orders.

We are keeping up with the expansion spirit and have invaded outside territory. We sell goods as far south as San Diego and eastward into Nevada.

LOEWENBERG & GOING CO.,  
 By A. C. Going.

**INCREASE, 25 PER CENT.**

**Growth of Northwestern Towns a Direct Benefit to Portland.**

Portland's jobbing trade has increased 25 per cent during the past year, and we look for a still further increase right along. There is no reason why we should not have such an increase. Every town and city in the Northwest is growing, and Portland is their jobbing center, and as Portland grows, its growth benefits all other towns in the Northwest and they expand in proportion.

BLUMAUER & HOCH,  
 By Sol. Blumauer.

**HAD TO ENLARGE STORE.**

**Haseline & Co. Covering a Big Territory on the Pacific Coast.**

Our trade has grown so that we have had to secure much larger quarters. We are reaching out to Washington, Idaho and Northern California.

Business prospects are very good, and we look for a better trade than ever during the coming year.

J. E. HASELTINE & CO.

**MADE RIGHT SELECTION.**

**What a Firm Gained by Locating Its Headquarters in Portland.**

Our house has been located here only a little over a year and it was not decided to settle here until after the entire Coast had been looked over.

We are more than pleased with the re-

sults that we are getting through the Portland branch, which would not have been accomplished through any other medium. Our business has increased 400 per cent during the past six months.

We look on Oregon as the coming timber state of the entire Coast. Government statistics show that Oregon has more uncut and standing timber today than Washington or California, which condition of affairs gives promise of a very large development in the lumber business.

E. C. ATKINS & CO.,  
 By J. W. Perkins.

**DEMAND AHEAD OF SUPPLY.**

**Trade Limited Only by the Capacity to Take Care of It.**

Our business has increased 25 per cent during 1920 and is still on the up grade, being limited only by the capacity to take care of it. It has been almost impossible to keep up with the demand for our goods to supply the constantly growing demand.

Our territory embraces Oregon, Washington and Idaho, and the whole of our trade is constantly increasing. HETWOOD BROS. & WAKEFIELD CO.,  
 By W. H. Beharrell.

**DOUBLED TRADE EACH MONTH.**

**What the Adamant Company Gained by Coming to Portland.**

Our company located in Portland one year ago after carefully examining the business centers of the Coast. This was considered the best point, and is proving itself such for business and from the standpoint of a shipper.

Our trade has doubled up each month, and we consider Portland's future as being very bright.

THE ADAMANT CO.,  
 By A. K. Bentley.

**HAD TO INCREASE QUARTERS.**

**J. E. Haseltine & Co. Build New Three-Story Addition.**

Because the old quarters had become too cramped by reason of the great increase in business, the big wholesale iron and steel company of J. E. Haseltine & Co. (Inc.) has been compelled during the past few months to increase its quarters by erecting a new three-story structure adjoining its old store. It owns the entire block and extends from Pine to Ash streets, and it now occupies nearly 100 feet frontage on the ground floor, the entire three floors of the new building, which is 60x130 feet in size, and the entire second and third floors on the corner of Second and Ash streets. In addition to this space it still occupies a warehouse on Pine street, and the entire stock and warehouse across the river on East Pine street for the storing of Eastern and hardwood lumber.

The new building recently erected was constructed with special reference to availability for handling the heavy trade of this firm. The building is provided with every convenience which facilitates in any way the economical and rapid transaction of business.

The company is one of the oldest, and it handles one of the most extensive lines of business in the Northwest. It carries heavy hardware, wagon-makers' and blacksmith supplies and all kinds of hardware lumber. For a long time this was the only establishment in this section which made a specialty of this line. The trade of the firm reaches to all parts of the Pacific Northwest, and it covers fully all of the Northwestern States. Because of its long experience and its familiarity with the trade, most of which is personally known to the house, it has a very intimate knowledge with the trade possibilities of this section, and as a consequence it enjoys the confidence and the esteem of dealers generally in the field it so fully covers. The greatly increased quarters of this firm indicates very clearly the rapid growth of its business.

To facilitate the effort to handle the rapidly-growing business of the company of J. E. Haseltine & Co. (Inc.) was incorporated about four years ago. Mr. J. E. Haseltine, the founder of the house, is president of the corporation, while his two sons, J. A. and W. C. Haseltine, fill the offices of vice-president and manager combined, and that of secretary, respectively.

The illustration reproduced from a photograph and published in this number affords an excellent idea of the very extensive Portland establishment this company now owns and occupies. It is a credit to the whole business district of Portland.

**SHOWING RAPID GROWTH.**

**No firm in Portland is showing more rapid growth than that of Prael, Heggie & Co. (Inc.), whose fine premises, recently constructed, adorn the corner of Fifth and Stark streets.**

The wholesale liquor house of Fleckenstein, Mayer Company, of 233-235 Oak street, a picture of whose premises is shown among the wholesale houses, is one of the oldest concerns in Portland. It was established by H. Fleckenstein in 1856. In 1876 the firm became Fleckenstein & Mayer, and in 1894 it was incorporated under its present style.

The business transacted is very heavy. The trade of the house reaches to all parts of Oregon, Idaho and Washington. Three men are kept on the road at all times, one of whom is kept permanently on Puget Sound. The leading brands, such as Old Hickory Whisky, Elk Tooth Bourbon, Monogram Bourbon and Concordia Club Rye are the four big leaders which they do a large business in. In addition to these, however, they are distributors for a number of well-known Eastern blends. The house is one of the best known in the jobbing trade in the Northwest, and enjoys a very fine reputation for its correct dealings with all its patrons.

**ONE OF THE BIG HOUSES.**

**The total output of the dried prunes in Clark County, Washington, last year was about 250 carloads. The price ranged from 4 1/2 cents a pound at the beginning of the season, down to 3 1/2 cents.**

**LOWERY PRESSES FOR ROUND BALES.**

**Mr. Schneider having withdrawn from the firm some time ago, the Albers & Schneider Co. has been largely instrumental in bringing to this harbor the Government transports that have carried from Oregon much of the Government supplies consumed in our lately acquired possessions.**

**THE CRANE COMPANY.**

**The big wholesale establishment of Crane Company, at Second and Ash streets, is one of a number of branches of the American Steel & Wire Company which are manufacturers of wrought iron pipe, valves and fittings for steam, water and gas. They also handle plumbers', gas and steam fitters' supplies, water-worn pipes, windmills and iron and all kinds of pumps, hose, belting and packing. It is a big concern and does an immense volume of business throughout the Northwest. F. A. Nitchy is the manager.**

**LARGE PRODUCE HOUSE.**

**The wholesale produce house of Bell & Co., corner Washington and Front streets, is one of the largest houses doing business in their line in the Northwest. Their trade during the past year has shown a very marked increase.**

**THE BEST ON THE MARKET.**

**The manufacture of curled hair for mattress-making and upholstery work is an industry of no mean proportions at the present day, but it requires much skill and the most approved methods to produce results which at all times are highly satisfactory.**

**First Oregon Bill in Congress.**

**To John Floyd, Virginia's 18th Governor, belongs the honor of introducing in Congress the first bill for the occupation and settlement of Oregon by the Americans.**

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**DOES A HEAVY BUSINESS.**

**The firm of Rothchild Bros., occupying the quarter block at the corner of Burnside and North First, is the most important wholesale liquor house on the Northwest Coast. Their transactions are very heavy. Goods from their house reach all parts of the Northwest. A few of the prominent brands which they handle are James E. Pepper, Hunter Rye, Yellowstone, Glenwood, Magnolia, McBrayer, Hermitage and J. H. Cutter. In addition to liquors some staple brands of which have only been enumerated, they handle the most complete lines of bar-room furniture, fixtures and billiard tables and supplies to be found on the upper coast.**

**THE CRANE COMPANY.**

**The big wholesale establishment of Crane Company, at Second and Ash streets, is one of a number of branches of the American Steel & Wire Company which are manufacturers of wrought iron pipe, valves and fittings for steam, water and gas. They also handle plumbers', gas and steam fitters' supplies, water-worn pipes, windmills and iron and all kinds of pumps, hose, belting and packing. It is a big concern and does an immense volume of business throughout the Northwest. F. A. Nitchy is the manager.**