

CAFETERIA BUILDS UP ON CO-OPERATION

Employees Are Taken Into Partnership.

MUCH WASTE IS AVOIDED

Business of Coffee Cup Chain of Luch Rooms Amounts to Half Million Annually.

How Arthur H. Johnston of the Coffee Cup Cafeteria company started in five years ago in Portland with \$3000 and has built up that concern until it is now doing a \$500,000 business annually is explained by him in the following word, "co-operation."

For instance, Mr. Johnston doesn't treat his employees like workers only, but as partners in the business. He makes this partnership an actual one by turning over to each one a small block of stock in the company. This stock is paid for outright by the employee or is taken care of in installments, whichever is most convenient.

This co-operation thus secured is declared by Mr. Johnston to be the key to success in modern industry.

Waste Is Minimized. "In the restaurant business, as in other industries, much of the profit can be lost in waste if the workmen do not take an interest in their work," he said in discussing his method.

"However, when all the employees realize that they are losing or gaining with their employer, the situation is different and, with the spirit thus created, the business is bound to go ahead."

The Coffee Cup Cafeteria company is now operating three establishments and employs 175 persons.

The concern has just equipped its bake shop at the cafeteria at 322 Washington street with a modern electric baker which is one of the most up-to-date in the city. This baker is so equipped that it bakes bread and pastry on both sides at the same time and thus insures an even color and texture.

With the new ovens seven bakers now turn out 500 dozen buns, 200 pies, 100 cakes and 175 loaves of bread a day for use in the cafeteria of the company.

In addition to this large quantity of other foods are baked or roasted. The purchase and installation of the monster ovens cost the company \$4000 but Mr. Johnston declared the cost has been more than made up for the increase in quality of the product.

The Coffee Cup Cafeteria company paid the employees 75 per cent on their investments in stock of the concern last year.

BUSINESS SHOWS BETTERMENT

Portland Broker Sees Evidence of Revival in East.

Business and financial conditions in Chicago and the middle west are much improved and are beginning to return to near-normalcy, according to Frank L. Waller, broker in the Northwestern National Bank building, who has just returned to Portland from Chicago.

Mr. Waller said he was in Chicago for four weeks on business and while he could see no general improvement, he said the market for bonds was turning for the better and that was apparently the sign of the new administration has apparently restored confidence to business men and done a great deal to do away with the general business depression," he said.

Mr. Waller said that the people in that section were looking to the west more than ever before.

OREGON PRODUCTS LISTED

Manufacturers of Home Goods Published for Patrons.

With a view to meeting the demand from residents of Oregon for a knowledge of firms manufacturing Oregon goods, a list is now being compiled by A. G. Clark, manager of the Associated Industries of Oregon.

Mr. Clark said that he is continually receiving demands from merchants, consumers, purchasing agents and caterers for lists of Oregon goods and Oregon brands and this list is being compiled to supply this demand.

As a result of the campaign which he, recently been carried on to encourage the consumption of Oregon goods and thereby keep up Oregon payrolls the use of home-made goods is declared to be greater than ever before and the demand for Oregon products is mounting.

LOCAL FIRM OPENS IN PARIS

Lipman, Wolfe & Co. to Have Office in France.

Lipman, Wolfe & Co. has just established a permanent Paris office at 19 Boulevard des Strasbourg, according to an announcement made yesterday. The company has arranged to have permanent buyers in charge of the office and announced that Parisian goods and news are being forwarded to the Portland store from week to week. The first shipment is said to already be en the way to Portland.

Mr. Lipman said that all shipments would be forwarded in bond to the Portland customs house and thus handled locally. He said that Portlanders visiting Paris would be invited to make the new office of the local store their headquarters and have their mail forwarded there.

Olympic Club Organized. Employees of the Portland Flouring Mills company recently effected a permanent organization known as the Olympic club. The club held a reception and dance at the Laurelhurst clubhouse on March 18. The following chairmen of committees have been appointed: S. A. Turner, swimming; William J. Towse, sports; Frank K. Bowker, dance; and L. M. Jeffers, picnic and outing.

Waffle Iron Invented. John W. Henry, Broadway building, has just patented a patent on an electric waffle iron which he invented recently. The iron is adjusted in such a manner that it heats on the top and bottom at the same time. The inventor said it was cleaner and more economical than the ordinary waffle iron. Mr. Henry has organized the Wonder Electric Waffle Iron company for the purpose of promoting his invention.

MOVING PICTURE NEWS

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The Mendora is now en route from Astoria to Sydney, Australia. The David Evans is on the way to Portland from Valparaiso, having left that port on Saturday. Captain J. Williams company. The last one completed is entitled "The Sheriff of Mojave."

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It adds a zest that means success.

Sealed Tight Kept Right

Two Constables Wounded. CORK, March 20.—A police sergeant and seven constables were attacked by armed men near Passate West, county Cork, tonight. Two constables were wounded.

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There'd be more spring poetry if more words rhymed with POST TOASTIES — says Bobby Superior Corn Flakes

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