

PORTLAND'S BUSINESS IS ON SURE FOOTING

Principal Inducement That Caused Restaurateur to Locate Is the Future.



Top—J. E. Dolen.
Bottom—E. C. Dolen.
"Business in Portland is good and will continue to grow better." That explains why J. E. Dolen and his son, E. C. Dolen, well known cafeteria men,

have taken a 10-year lease for a cafeteria in the basement of the new Morgan building.
This place, which will be opened for business within the next ten days, will be known as the Bessarian Cafeteria, and will have a seating capacity of 250. No expense is being spared in fitting up this—Portland's newest "waterless restaurant"—and in arranging the serving tables. Mr. Dolen, Sr., declares he has worked out a system by which the patrons will be compelled to "wait less," excusing the pun.
Only the most modern equipment from the big dining hall to the kitchen is being installed, and Mr. Dolen asserts that when completed it will be one of the finest cafeterias in the northwest.

"With our location and our services I have no fear but that we will meet with popular favor," said Mr. Dolen. Prior to laying out their plans for their new place of business both Dolens spent a month in Los Angeles studying the cafeteria systems there in vogue. Los Angeles, it may be added, boasts the distinction of having the most efficient and largest cafeterias in the west. They chose from these practical ideas which fitted in with their own large experience, and then the plans were drawn and are now being put into construction.
The interior of the place from the big double entrance on Washington street to the serving tables in the rear are being beautifully decorated and include a scenic frieze along the wall, and French beveled glass mirrors on the big square columns.
Particular attention has been paid to the problem of ventilation and Mr. Dolen says, a water washed air suction system has been adopted, which insures a complete change of air every few minutes and absolutely does away with food odors even at the serving tables.

FIXTURES INSTALLED BY LOCAL CONCERN

The Lutke Manufacturing company, of which William R. Lutke is manager, and which has headquarters at Sixth and Hoyt streets, installed all of the show cases, wall cases, paneling, show window backs and the balcony in the handsome new jewelry house of J. Aronson in the Morgan building. The same concern also installed the fixtures in the United Cigar store and part of the equipment for the Rainbow grill in the same building.

Keeping Up With Providence.
From the Saturday Evening Post. In Americus, Ga., there is an old man who has quite a record for marrying. Four wives have died on him and he has married the fifth. After the fifth wedding a neighbor met the old man's son and said:
"Well, John, I hear your father has married again."
"Yes, sir," said the boy. "Every time the Lord takes one, the old man takes another!"
A thing of beauty may be a joy forever.

The Mammoth Lang Gas Range and All Kitchen Utensils
For
THE RAINBOW
Were Supplied by the
Honeyman Hardware Co.

The largest hardware and supply store in the entire Northwest. We can furnish your home with your requirements to as good advantage as we supplied this large and modern grill.

The Artistic Silverware in Use by The Rainbow

Was Supplied Through a Local House and Was Manufactured by the
International Silver Co.
Meriden, Connecticut

The largest and most sumptuously furnished hotels in the United States are users of International Silver.

The leading hostleries of the Pacific Coast are proud to place our ware before their guests.

The New McAlpin Hotel of New York City, the finest hotel in America, recently spent \$225,000 in supplying their dining room with our silver.

MORGAN ALLEN CO., Agents, San Francisco

The RAINBOW GRILL IS IN THE CENTER OF PORTLAND'S AMUSEMENT and RETAIL DISTRICT

Plan on having a noonday lunch here—or on entertaining a party of critical friends at an evening dinner party—for any purpose you'll find this the most central location as well as the best in service.

Many have enjoyed and admired the unusual beauty of Portland's newest grill—our friends have been enthusiastic in their praise of our new undertaking.

Now—we enter into the everyday matter of living up to the promise we've made by our auspicious beginning.

It shall be our endeavor to make The Rainbow the gathering place of the critical and refined. Special attention shall be given to serving our women patrons—to make them feel that here we understand and seek to gratify their desires.

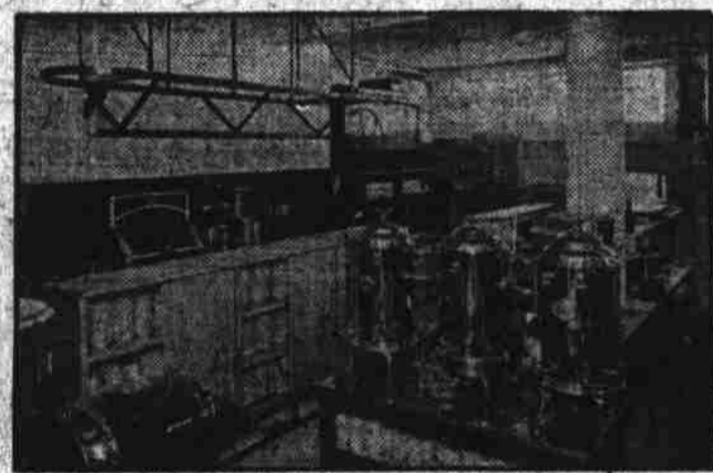
AFTERNOON TEAS WILL BE A SPECIAL FEATURE AT THE RAINBOW—WEBBER'S JUVENILE ORCHESTRA WILL FURNISH A SPECIAL MUSICAL PROGRAM EVERY AFTERNOON FROM 3 TO 5.

We cordially invite the women of Portland to avail themselves of the special conveniences provided for their benefit.

THEO KRUSE, Mgr.

THE RAINBOW GRILL
MORGAN BUILDING, BROADWAY AND WASHINGTON

The "Kitchen Immaculate" of the Rainbow Grill Is Due to the Use of Gas for Cooking—the Modern and Cleanly Fuel



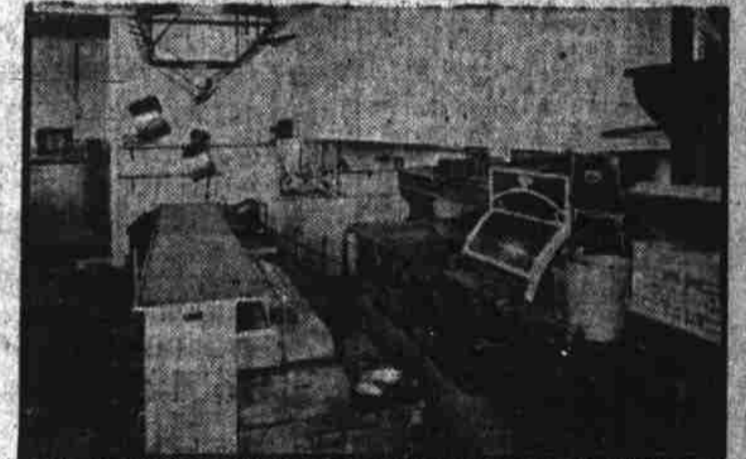
General View of Kitchen

Those who visited this new and radiantly beautiful Grill on the opening night were struck with the unusual manner of decoration, and above all, with the wonderful effects achieved by unique lighting features

Then, too, the deft service rendered by the well trained waiters, in whom many recognized their favorite waiter for years in other eating places, added to the pleasure of the diners.

But those who enjoyed the food the most were the ones that had a glimpse behind the scenes—who knew that here at least was a place where absolute cleanliness reigned—for the Rainbow's chief pride is in their all-gas kitchen.

The distinctly different decoration scheme attracted much favorable comment—the sweet strains of music charmed the ear and the eye rested in pleased approval upon graceful ferns and palms while the appetite, was satisfied with well-cooked, well-served food.



The Modern Gas Range and Broiler

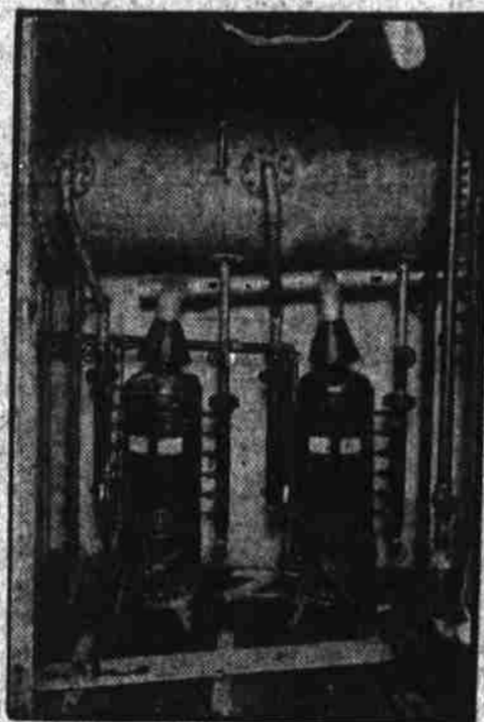
Above is shown a general view of the most modern kitchen in Portland—where gas is used exclusively for cooking—and where every utensil is of aluminum. No greater care in striving for cleanliness could be used than in seeking the equipment for this kitchen—for there's no chance for rust, for dust or soot.

Expense was not spared—service to the patrons was the main thought—and gas cookery will shorten many a wait for the diners in this grill.

Below are shown the large aluminum boiling jackets, used for cooking large quantities of soups, meats, stews and vegetables.



Modern Homes As Well As Modern Restaurants "Cook With Gas"



Automatic Hot Water Heating Plant in Basement

The equipment shown and described here was installed by the Rainbow because they sought that which would give the most efficient service. Need we say more to the housewife who seeks less labor and more cleanliness and better results than to say "Cook with Gas?"

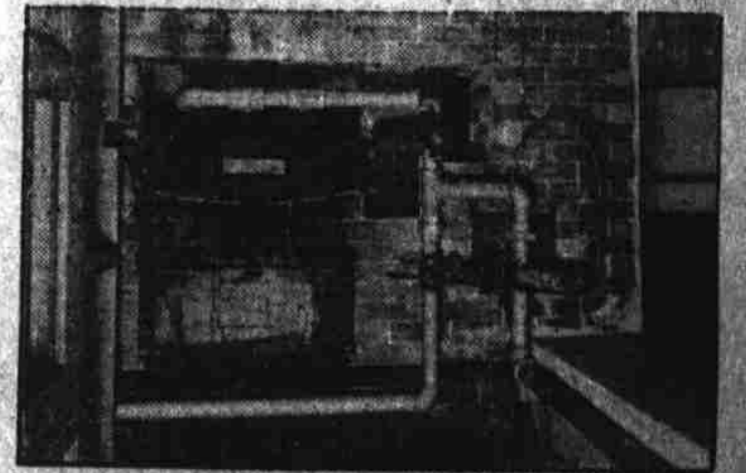
The picture to the right, above, is a photo of the immense, three section gas range which is the very latest type and on which food for hundreds of patrons may be prepared at one time.

This picture also shows the broiler and gas heated steam closets for warming plates and dishes.

Below is a photo of the gas bake oven, where the tempting bread, rolls and pastries which will please the guests of the Rainbow are made. This mammoth oven is in charge of a corps of expert pastry cooks.

The coffee served in the Rainbow is made in gas-heated urns—the dishes are washed and dried automatically—the hot water coming from the automatic water-heating plant on the left—which is heated with gas.

Make Housework Easier—Time Shorter—"Cook With Gas"



Portland Gas & Coke Company