

**FIRE ESCAPE, SIGN
OF EUGENE HOTEL
USE 3 TONS STEEL**

A total of three tons of the highest quality steel was used at the Eugene hotel for fire escapes alone, states Joe. Franzwa, expert metal structural worker, who not only handled the contract for the fire escapes and the huge sign on top of the hotel, but designed the work as well.

Ten years ago the city council unanimously approved the type of fire escape designed by Mr. Franzwa, and since that time many of them have been installed in the city.

"Guests of the Eugene hotel can sleep soundly," says Mr. F. A. Clark, one of the managers, "for not only will they be in a fire-proof building, but in case of fire of any kind, they can quickly escape by making use of this apparatus."

Another real achievement is the huge electric sign, 14 feet wide, 32 feet high, and 75 feet long, which heralds the name of the hotel to travelers coming into Eugene. Mr. Franzwa personally supervised the erection of this huge affair.

Mr. Franzwa has been in his present location at 742 Charleston street for the past 15 years, and during that time has built up a remarkable reputation by his high quality of work, it is stated.

**HOTEL PHONES BY
PACIFIC STATES CO.**

Patrons of the new Eugene hotel will not be out of touch with their friends because they will have at their disposal complete telephone equipment. The Pacific Telephone and Telegraph company has installed an exchange and 187 telephone stations in convenient places throughout the massive structure. Besides these 187 phones two individual long distance telephone booths are placed on the lobby floor. The two booths blend with the decorations of the hotel and seem to add to the effect of this modern hotel.

The switchboard behind the desk in the lobby has 320 line equipment and is supplied by four trunk lines. This paramount service was provided for last winter when an adequate was placed in the alley back of the hotel. The cable is of insulated wire and contains 100 feet of 300-pair cable and 400 feet of 100-pair cable in this service.

The wires in the building are concealed in conduits in the walls. The entire work of installation of instruments took only about a month of labor by the efficient workmen of the company, who handled their part of the work so well that at no time was other construction or decorating held up, state the contractors.

The telephone company which oper-

ates 18,000,000 telephones through the world, works in the medium of a happy family, stated C. L. Larsen, wire chief of the company. "It is the purpose of the company to serve the people and we extend our lines of service even into remote communities," he said.

The Pacific States and Associated companies now have over 18,000,000 subscribers.

"We carry on under the policy that if a workman is a stockholder and thus a part owner in the business he will strive to uphold and build the reputation of his company. At present 90,000 employees own stock and 150,000 more are in the process of buying," said John L. Bland, local manager of the company. "In case an employee desires to gain possession of stock in this company he has but to fill out an application and a specified sum will be deducted from his salary monthly in payment for this stock he buys. With the completion of payment the stock is turned over to him and he collects his dividends. Altogether there are about 350,000 stockholders in the company, none of whom owns as much as one per cent of its total stock. Another noteworthy fact is that the majority of its stockholders are women."

Mr. Bland has been with the company for the past thirteen years. He was stationed in Portland and Tacoma, before coming to Eugene. "Managing a telephone exchange requires considerable patience and hard work, but the appreciation shown by the patrons is worth the effort," Mr. Bland said.

C. O. Larsen, wire chief for this division, came to Eugene about the same time as Mr. Bland did, and has been in the employment of the company for a number of years also.

J. M. Lamb is the district plant chief. It is his policy to make his plans with due consideration of the desires of the public, he said. C. L. Hulbert is district traffic superintendent.

An outstanding feature of the telephone company is the pension, disability and death benefit insurance carried for its employees by the company. The company also looks for the general welfare of its employees and gives them an excellent business training and opportunities for advancement.

This company employs 70 people in Lane county and has an annual payroll here of \$105,500. Forty-eight operators are employed in the Eugene office alone. The main office and switchboard are situated at 68 Eighth avenue west.

**Plenty of Parking
Space Provided for
Cars at New Hotel**

Drivers of cars who attend the grand opening festivities of the Eugene hotel tonight are assured of ample parking space, the management announces. The plot of ground across from the hotel on Ninth avenue east, has been prepared for parking, and a man will be in charge of the grounds who thoroughly understands the placing of automobiles so that the maximum number can be accommodated.

**BEAUTIFUL TILE IN
HOTEL IS ADMIRER
BY MANY VISITORS**

The beautiful tile work at the Eugene hotel has already been a source of admiration to hundreds of visitors, the managers declare. The latest and most attractive patterns are used throughout, and the work is faultless, it is said.

The William Fields Tile company, of Portland, did all the work and furnished the material for the entire hotel. Mr. Fields, who is known to his many friends in Eugene as "Bill," was for several years the proprietor of the Fairmount Brick yards here. He left here and settled in Portland, where he has had remarkable success in this line. He is now regarded as one of the outstanding manufacturers of tile on the Pacific coast, and he has used the very best of his products for the new hotel, it is said.

A branch office of this firm is to be opened in Eugene at 45 Seventh avenue west. It is announced, and Mr. Fields himself will return to Eugene as general manager. "My return to Eugene to work on the new hotel has been a revelation to me," he declares, "and I believe that there is a wonderful future ahead for any business that expects to grow with a growing community."

During the time the company has

been in operation, several of the biggest tile contracts in the Northwest have been handled by this company. The Union hotel at Union, Oregon; the Idanah hotel at Boise, Idaho; the Y. M. C. A. swimming pool also at Boise; and the Miner building in Eugene are numbered among the most important. The firm also has the contract for the new hotel at Longview, and all ceramic tile for the Roosevelt hotel in Portland is being furnished.

**Big Sheet Metal
Job Done in City
by Local Company**

Sheet metal, in huge sheets, and in tiny pieces, was furnished for the Eugene hotel by Strobel and Miller, local sheet metal workers, and it was all carefully fitted by these expert workers. Two of the main tasks, both of which required extreme care and skill, were the tall smoke stack, and the huge sign on the top of the hotel.

Each piece of steel had to be carefully cut to fit on these contracts, and extreme care had to be used in fitting them, it is stated. A particularly delicate job was that done on the sign, for which each letter had to be cut and installed.

Metal work is one of the oldest of arts, and one of the most fascinating, declared Mr. Strobel and Mr. Miller. The two formed a partnership about a year ago, and since that time have handled many of the big sheet metal contracts in the city.

The sign on the top of the hotel is 75 feet long, 14 feet wide, and 35 feet high, one of the largest on the coast, it is stated.



For the Eugene Hotel

**Milk, Cream, Eggs, Butter
and Ice Cream**

furnished by the

**WILD ROSE
DAIRY**

Motor Route B

We furnish a special Holstein Milk for babies and invalids

**The Tile Work in the Eugene Hotel
Done by**

Eugene, Oregon Branch

WM. E. FIELDS TILE CO.

45 West 7th Street

Telephone 528

FRANK FIELDS, General Manager Eugene Office